

ABOUT SHE CARIBBEAN

The Only magazine dedicated to the Caribbean woman



SHE Caribbean is the only magazine created and published in the Caribbean for women from the islands. No one else has dared to go where SHE has ventured and women around the world are flocking to read the magazine.

SHE Caribbean has developed into a highly respected international women's magazine over the years since starting out as a free supermarket magazine.

Owned and published by Mae and Rick Wayne, SHE first began back in 1998 when Mae was encouraged by a supermarket owner in St. Lucia to develop a magazine which he could advertise in.

"As a woman and an avid magazine reader, I always dreamt of publishing a women's magazine but I knew from experience how difficult and expensive it was to produce. One day I was with a client trying to solicit ads for our newspaper and he told me that he would not advertise in newspapers, however if I produced a magazine to be distributed through his supermarket he would support me with ads.

That was enough to get me going, I went back to the office and put together my vision of a women's magazine. The magazine was meant to be for women and we wanted the name to reflect that.

SHE was born and with client's advertising support the first issue was launched in September 1998. It was distrib-

uted free in Julian's supermarket with every purchase worth 100 dollars," Mae explains.

Due to the immense feedback and support from women, in March 2001 Julian's supermarket and SHE went their separate ways and SHE CARIBBEAN was born as an independent magazine.

"I started to gradually distribute throughout the islands and our focus changed to regional Caribbean women. In March 2002 we hit newsstands in the UK and in December 2002 we hit newsstands in certain areas in the US." Mae says.

"Having lived in the Caribbean for 15 years it's more than that now, I believe that Caribbean women are all powerful in these islands, She is the main bread winner in many cases, the better educated (5-1 graduating from UWI are women) yet Caribbean women remain second class citizens, victims of abuse and so many other atrocities. I hope that SHE Magazine can help touch women's lives through inspiring writing and profiles of Caribbean women. We want to inspire, encourage and promote the women of the Caribbean."

"The staff who work on the magazine do not just think of it as a job. They are passionate about what they are doing, are genuinely interested in the subjects covered and very committed to the success of SHE Caribbean."

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SHE CARIBBEAN FOR REAL CARIBBEAN WOMEN

No other magazine appeals as directly to the modern Caribbean woman—educated women, single and married, holding down careers or studies, often while maintaining the home and raising a family.

- **SHE CARIBBEAN**

reflects the faces and spirits of all Caribbean women all over the world.

- **SHE CARIBBEAN**

celebrates women's achievements while highlighting their

struggles, their suffering and prejudices they face.

- **SHE CARIBBEAN**

is a beautifully designed magazine that insists on the highest standards of photography along

with hard-hitting editorials on fashion, beauty, health and inspiration. We are fun—yet serious.

- **SHE CARIBBEAN**

is the only magazine with a direct line to the region's women, a growing and increasingly powerful, affluent section of our region.

- **SHE CARIBBEAN**

likes to promote real Caribbean models on its pages. Many of these models have begun to take the world by storm including Nadine Willis who has been the face of French & British Vogue and now heads up a campaign for Gucci along with Jaunel McKenzie who was the first Jamaican

model to shoot for American Vogue.

- **SHE CARIBBEAN**

is truly in sync with the Caribbean woman. We invite you to be a part of this magazine.

Please join us in reading the latest copy of ***SHE Caribbean***.
You can also log in with us on-line at: www.shecaribbean.com

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SHE CARIBBEAN READER PROFILE

• AGE GROUPS

19% of SHE readers are between the ages of 18 and 25, 27% are between the ages of 26 and 35, 32% are between the ages of 36 and 45 while 22% are 46 and older.

• MARITAL STATUS

50% of SHE readers are single, while 33% are in a long term relationship and 17% are married.

• EARNING INCOME

\$30,000 is the average income of the SHE reader.

• LIVING STANDARDS

100% of SHE readers say they work whether it is full time or part time while 8% put themselves in the upper class category. 51% consider themselves middle class while 35% would say they are lower to middle class.

• FAVOURITE SECTIONS OF SHE

The most popular sections of SHE according to our readers are the real life stories, advice, women's health issues, book reviews and the fashion and beauty sections.

• COMPILED BY:

Systematic Marketing & Research
Services Inc Barbados



SHE CARIBBEAN

DISTRIBUTION

SHE Caribbean is distributed in the Caribbean Islands and in countries with large West Indian populations.

QUARTERLY DISTRIBUTION:

- St. Lucia
- Antigua
- Barbados
- Bahamas
- Bermuda
- Cayman Islands
- Dominica
- Guadeloupe
- Grenada
- Jamaica
- St. Kitts/Nevis
- St. Vincent
- Trinidad
- Guyana
- St. Maarten
- US (Barnes & Nobles - New York & New Jersey)
- United Kingdom
- Aruba
- Curaçao
- St. Croix
- St. Thomas
- Promotional



SHE CARIBBEAN

WHERE CAN I FIND?

SHE Caribbean is distributed in the Caribbean Islands and in countries with large West Indian populations.

QUARTERLY DISTRIBUTION:

• St. Lucia	3500
• Antigua	2000
• Barbados	3000
• Bahamas	2500
• Bermuda	3000
• Cayman Islands	3000
• Dominica	3000
• Grenada	2000
• Guadeloupe	1000
• Jamaica	3000
• St. Kitts/Nevis	2000
• St. Vincent	2000
• Trinidad	3000
• Guyana	2000
• St. Thomas	2000
• St. Maarten	2000
• US Virgin Islands	2000
• US (Barnes & Nobles - New York & New Jersey)	1500
• United Kingdom	2000
• Aruba	1000
• Curaçao	1000
• St. Croix	1000
• St. Thomas	1000
• Promotional	1000



SHE CARIBBEAN 2011 ADVERTISING DEADLINES

ISSUE:	DEADLINE:
MAR/APR/MAY ISSUE 58	- January 20th
JUNE/JULY/AUG ISSUE 59	- April 21st
SEPT/OCT/NOV ISSUE 60	- July 20th
DEC/JAN/FEB ISSUE 61	- October 21st

FOR FURTHER INFORMATION, TALK TO ONE
OF OUR ADVERTISING CONSULTANTS.

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www.shecaribbean.com

SHE CARIBBEAN EDITORIAL CALENDAR 2011

ISSUE 58 - SPRING: MARCH/APRIL/MAY 2011

THEME: THE BRIDAL ISSUE & THE ROMANTIC YOU

Romance eventually leads to the ultimate of romance — a wedding. SHE's wedding issue explores its path. Enjoy loving yourself and appreciating the man in your life.

How to create romantic settings — we're in the Caribbean after all. For brides; beautiful, extra-feminine gowns with unique trimming. We show you how to excite your new husband when the gown comes off. Bridal lingerie to keep you both gasping with anticipation throughout your special day creating a honeymoon to remember.

Reportage features strongly in our 2011 issues. We start off with an in-depth look at marriage. Is getting married a way to show family and friends that you have a successful personal life? Where is the Caribbean's leading honeymoon destination? Read the Spring issue to find out.

Spring also celebrates International Women's Month and Mothers' Day so we highlight Caribbean celebrity mothers and their children who have shared their talents and dreams — and made a difference. We've not forgotten Easter, so standby for ideas for gifts and treats!

ISSUE 59 - SUMMER: JUNE/JULY/AUGUST 2011

THEME: THE INNER YOU. LOVE YOURSELF ISSUE

Women spend so much love and attention on the people they love...but what about themselves? We'll get you thinking..."When last have I taken time out for myself? SHE's Summer issue will explore the inner you. Do you know your Ayurvedic type and how changing your diet can make you feel revitalised? We experiment scents for home and body, mind and soul and bring you the result and after you've completed our Do You Know How to Relax? quiz — you'll be eager to read on. SHE will ensure you make time for yourself to relax doing the things you've always dreamed of doing but you spent your time putting others first. We help you to create the person you want to be. Do you know how to be happy and how to lighten your load? Find solace in the things you love. Reclaim your weekend and pamper yourself at luxurious Caribbean hideaways. Sleep — redo your bedroom furnishings — buy that dress you've been saving for...go on...treat yourself — it's summertime.

ISSUE 60 - AUTUMN: SEPTEMBER/OCTOBER

/NOVEMBER 2011

THEME: THE FABULOUS ISSUE. WHAT WE LOVE MOST. FASHION, BOYS & GIRLFRIENDS

Autumn brings our popular Caribbean fashion roundup featuring runway fashion from the islands' runways. We'll tell you where to go to buy with a directory of how to get in touch with your favourite designer — you may want them to design something special for you! We show you how the Caribbean has influenced worldwide fashion and outline fashion forecasts for 2012. Men are also huge influences in our lives and we want to know more about them. So, between pages of fashion for men...on the beach, on the runway, at the workplace, in our beds, we'll discover the things that make them tick. What makes them emotional;

how they know they're falling in love, and what makes them cry. As if that wasn't enough we're going to enjoy time with our girlfriends! Sisters, we don't need to have a man in our lives to make our lives complete, because we can do it all by ourselves...with a little help from our girlfriends. SHE shows you where you can shop together at home or in another Caribbean island. We visit the tiny, out of the way eating establishments, the places we can put our feet up and share moments with the people we love; our parents, our children, our lovers, our businesses. Pictorials of famous sisters, sisters with their fathers...remember it'll be Father's Day...sizzling sistas, think Rhianna and Shantelle.

ISSUE 61 - WINTER: DECEMBER 2011

/JANUARY 2012/FEBRUARY 2012

THEME: THE PROFESSIONAL YOU

In the professional world things are constantly changing and it's changing fast. Caribbean women continue to make their mark. What are the dynamics for a woman who's in charge at work and sometimes even, at home? How does a woman's professional role affect the people in her life? We dig deep as professionals describe their journeys and give us hints on how to succeed and share the lessons they learned. Professional women have emotions too. Some men may be intimidated by strong women, but professional women can be overly emotional; some can organise their careers but their personal life is in shambles. We feature business gadgets for women on the go. Pages of business attire and accessories and how to bring out fun fashion during down time. We show you how to manage difficult decisions and relax at your desk. Our health section looks at stress-related illnesses. Our relationships section uncovers the truth about professional women's patterns in the bedroom and why men are venturing outside the relationship to fulfil their sexual desires.

REGULARS

Our 2011 covers are changing to compliment our revised annual themes. SHE Caribbean's mail bag is a continued source of praise and suggestions. We have increased the number of reportage and relationship articles in our editorial pages. **We have retained our popular columns:** Happenings: listings of jazz festivals, and Caribbean events. Pepperpot: A flavour of who to look out for, where to dine, what's new to add to your must-have list. Along with Hair News, Body Talk, Living Metaphors, Money Thoughts, SHEBiz, Profiles, Entertainment, Travel, Book Reviews and Humour.

NEW

ON CALL: Our resident doctor examines health issues women should not ignore.

EDITOR'S PICKS: The Caribbean's top buys and experiences selected and tried by our editor.

Editor's Note:
The above is only a guide
and is subject to change.
www.shecaribbean.com

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SHE CARIBBEAN

WHAT OUR ADVERTISERS ARE SAYING ABOUT US

"SHE Caribbean is our main print media tool for getting word out throughout the Caribbean on our music festivals, as well as our new original programming on Centric. The magazine has become an accessory to many mature, hardworking Caribbean women which is exactly the market we want to reach! It is our primary print media asset in the Caribbean."

Cybelle Brown
VP - Sales & Marketing
Centric and BET Event Productions, USA.

"My first positive impression of SHE Caribbean was the result of reviewing their website. The layout, the graphics, and the copy all indicated the professionalism of the publication and the staff." The magazine's editorial content is an excellent platform for advertising beauty products. The size of the pages and the quality of the printing enhance the effectiveness of the graphics of the ads and grabs the reader's attention.

Marketing Director
BioCare Labs, USA.

"I have been advertising in SHE Caribbean from December 1998 and have seen a consistent increase in sales on the products I advertise. She Caribbean is an excellent publication and customers seem to enjoy reading it. I can only say it works for me!"

Michael Speakman
St. Lucia Distillers, St. Lucia.

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