

ST. LUCIA TIMES



Revision: 01/2023

DIABETES MED

WHO

ARE

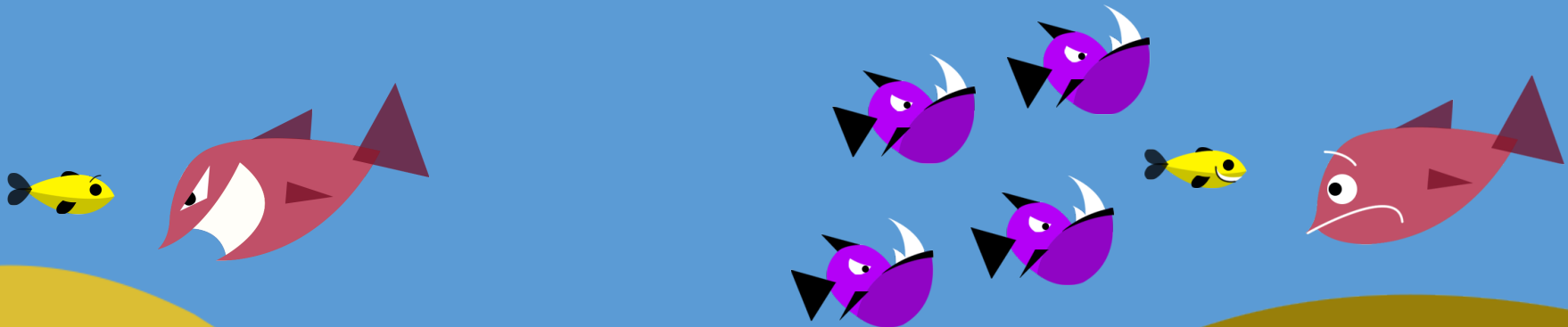
WE?

We are **Big Feat Media** — a public relations, website development, and graphic design company. We are highly motivated professionals with tons of creative ideas and an unprecedented journalistic background, and are thus familiar with media trends and thinking. Our staff has worked with some of the big names in the media industry like the **BBC**, **iTV News**, and **Voice of America**.



itvNEWS

We provide individual exposure to target audiences and manage information flow between companies/organizations and their audiences. We believe that **someone needs to stand up for you — and that someone is us.**



ADVANTAGES OF WEB ADVERTISING

We live in an internet age. The majority of people use their computers and mobile devices to do everything – shop, listen to music, check their email, surf the internet, and even get their news.

With **TV and radio**, your ads will only be accessible during specific **minutes** throughout the day. You also pay more depending on what time slots have the most viewership. **TV and radio** advertising have disadvantages. Why do we say that? Persons aren't at home just sitting in front of a TV or radio all the time. Neither do you see people carrying TV's or radios with them when they're doing groceries, at work, or out socially.

However, they do have their phones! **Your customers are online and you need to be online too.** Advertising with us gives you 24/7 access to that massive online audience.



t: +1 [758] 724-5438

e: accounts@stluciatimes.com

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@stluciatimes



twitter.com/stluciatimes



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TV/RADIO ADS VS WEBSITE ADS

	TV/Radio	Website
Ads accessible 24 hours a day	✗	✓
Reach over 200 countries	✗	✓
Get ads pushed directly to persons	✗	✓
Unlimited ad changes at any time	✗	✓
Social media ad targeting	✗	✓



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WHY ADVERTISE WITH US?

EVERYONE NEEDS BRAND AWARENESS

Continued **brand awareness** and exposure is critical to your organization's success. A strong, well-funded advertising campaign with us will help you build that awareness. We're your choice to provide you with the awareness that you need. Consider why:

TRUST: We've been publishing reliable news from 2014. Since then, we've established ourselves as a platform readers can trust.

COMPETITIVE EDGE: We are the most visited online news source in Saint Lucia so we are in the best position to provide you with a large, targeted audience.

CONSISTENCY: News happens 24/7. Therefore, our readers visit our website for news multiple times every day.

REACH: With over 240,000 readers and an average of 1 million page views per month, rest assured that your ads and advertising campaigns will get the exposure/awareness you need.



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OUR STATISTICS AT A GLANCE

OUR REACH



Countries:	Over 200
Total Readers	Over 240,000
Readers in St. Lucia:	Over 60,000
Readers in the US:	Over 20,000

OUR SOCIALS



Facebook followers:	Over 55,000
Web alert subscribers:	Over 10,000
Instagram followers:	Over 9,000
Twitter followers:	Over 2,900

OUR VIEWERSHIP



Monthly page views:	~ 1 Million
Daily page views:	~ 30,000

OUR ACCESSIBILITY:



Viewable hours:	24/7
Devices:	Desktop, Mobile



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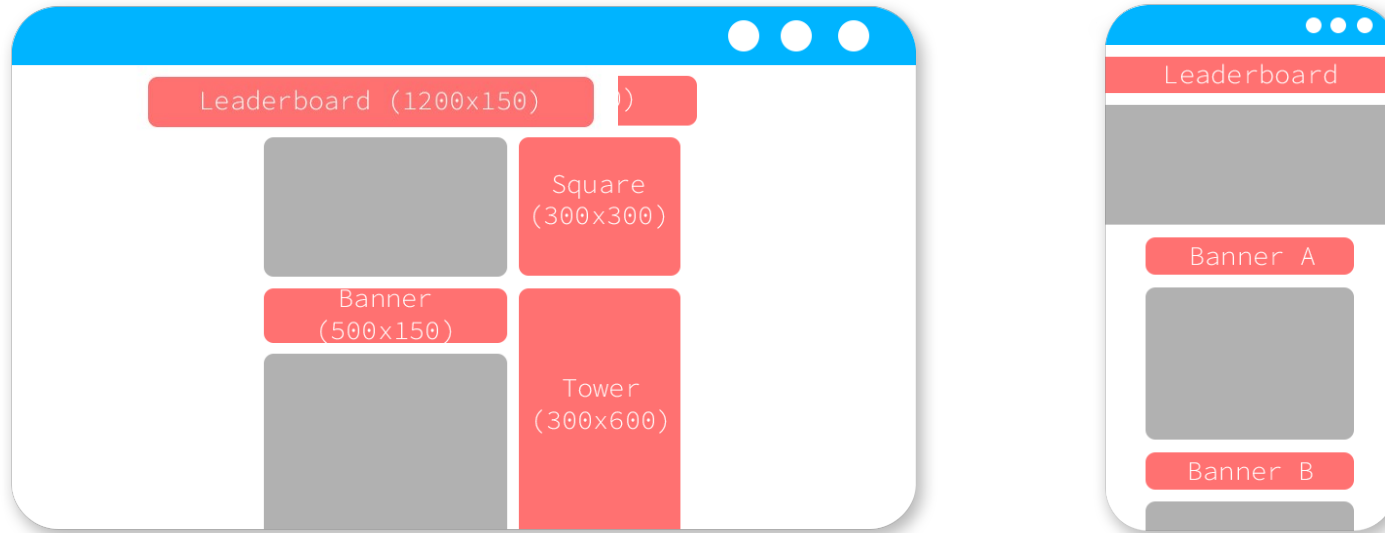
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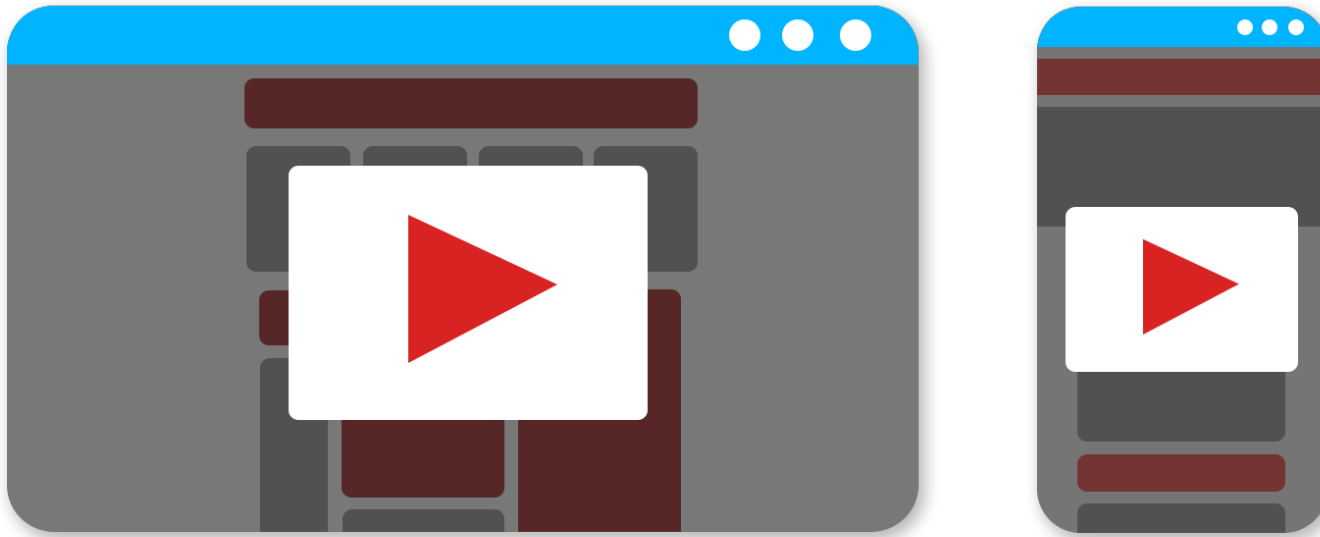
OUR ADVERTISING OPTIONS

BASE ADS



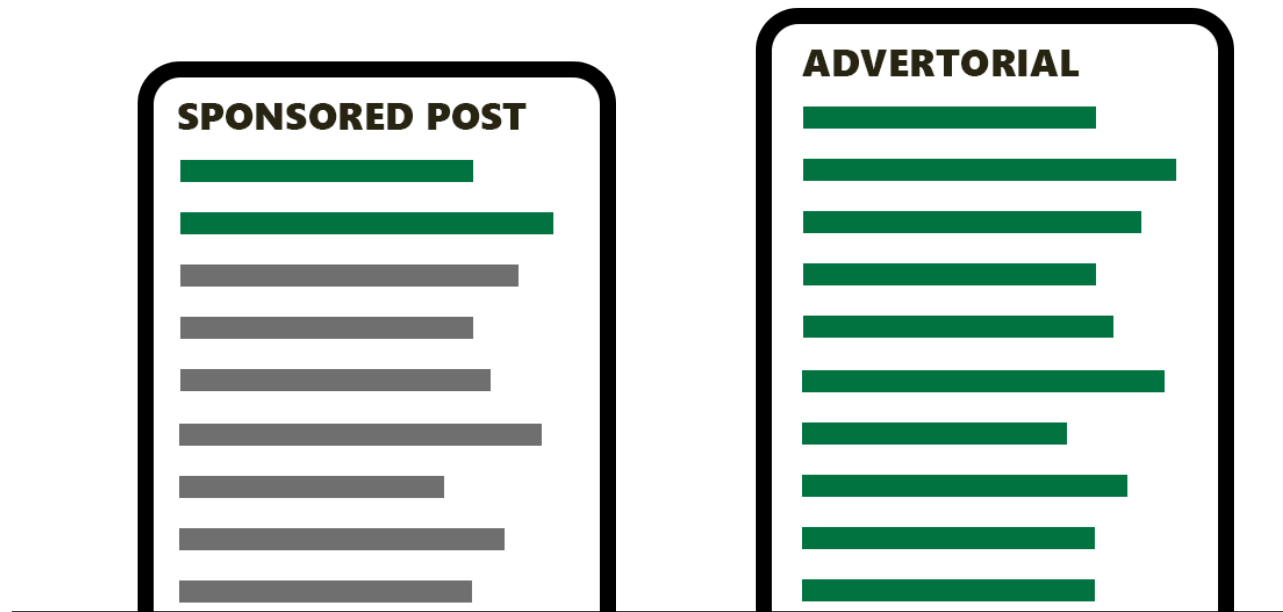
	Size (Pixels)	Leaderboard and Banner ads on the “All Articles” pages guarantee an almost 100% impression rate. So, for example, if we publish 100 articles every month and these articles get a total of 1 million views per month, these ads will get 1 million impressions.
Ticker	N/A	
Leaderboard	1200x150	
Banner	500x150	
Square	300x300	
Tower	300x600	

POP UP ADS



	Size (Pixels)	Image and Video Popup ads display on devices after the page loads and take over the entire screen. These ads can be set to display after a certain amount of seconds and for the duration that the client provides.
Image Popup	N/A	
Video Popup	N/A	

SPONSORED POSTS & ADVERTORIALS



Sponsored Posts	Sponsored Posts are article categories that are ‘presented’ or ‘sponsored by’ an advertiser. These article categories align with your brand values and will be informative or entertaining to their target audience. This paid partnership borrows the trust and affinity publishers have built with their large, loyal audiences and essentially positions a client through a publisher’s lens.
Advertorials	Advertorials are advertisements designed in the form of an article. The advantage of advertorials is that the advertiser is able to craft a very specific message within the content and present those aspects of their brand they wish to highlight to prospective customers.

SOCIAL ADS



Followers:

59,103 (as of 12/2022)

Post engagement:

Average of 139,037 readers per week



Followers:

9,309 (as of 12/2022)

Impressions:

Average of 5,516 per post

1 Image/Video Post	Facebook Only	Instagram Only	Facebook & Instagram
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