

INTERNATIONAL MAGAZINE

kreol

SEPARATED BY WATER BUT UNITED BY CULTURE

MEDIA PACK

“Kreol is a quarterly lifestyle magazine that showcases the vibrant culture, traditions, people and places that make up the Creole identity, across the five continents. Kreol seeks to introduce Creole culture to not only the *“curious outsider”*, but also to raise the International awareness of these diverse peoples who share core values and history.

At Kreol we believe that identity is important. Kreol aims to become a medium and banner for all Creole-speaking countries and communities, celebrating their unique ethnic and cultural identity and showcasing this on the world stage.”

Georgina Dhillon

Editor

INTERNATIONAL MAGAZINE **kreol** SEPARATED BY WATER BUT UNITED BY CULTURE

AN INTERNATIONAL BRAND

Kreol is distributed to over 25,000 individuals across Creole-speaking countries and to major cities in Europe and North America, especially those communities with a large Creole Diaspora.

KREOL'S READERSHIP INCLUDES:

- Diplomats & Embassies
- Honorary Consuls
- Investment Bankers
- Private Equity Firms
- Music Industry
- Tourism Boards and Offices
- Arts and Culture organisations
- Private medical clinics
- Numerous 4 and 5 star hotels in Central London.
- Selected business class lounges.
- Tourist Welcome Centers in Louisiana, USA



THE KREOL READER

- ABC1: **55%**
- AGE 18-24: **22%**
- AGE 25-34: **25%**
- AGE 35-44: **22%**
- AGE 45-54: **15%**
- AGE 55-64: **10%**
- AGE 65+: **6%**



THE KREOL READER

- MALE: **42%**
- FEMALE: **58%**

PRINT EDITION
 PRINT RUN: 25,000
 SUBSCRIBERS: 2,200

SOCIAL MEDIA



105k



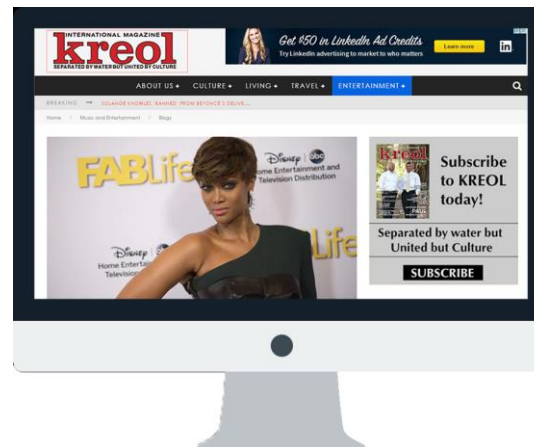
2k



25k

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IN NUMBERS

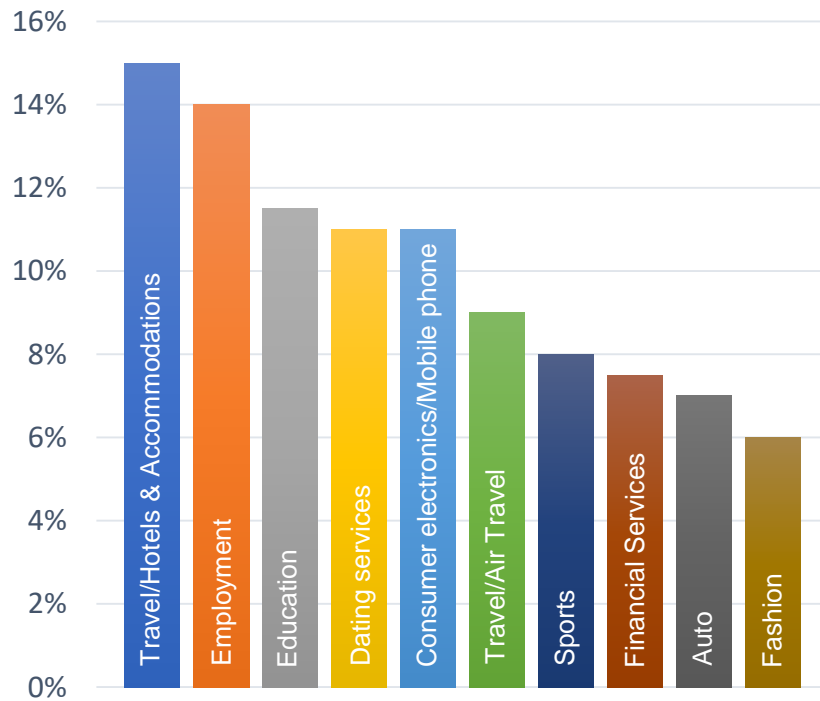


ONLINE

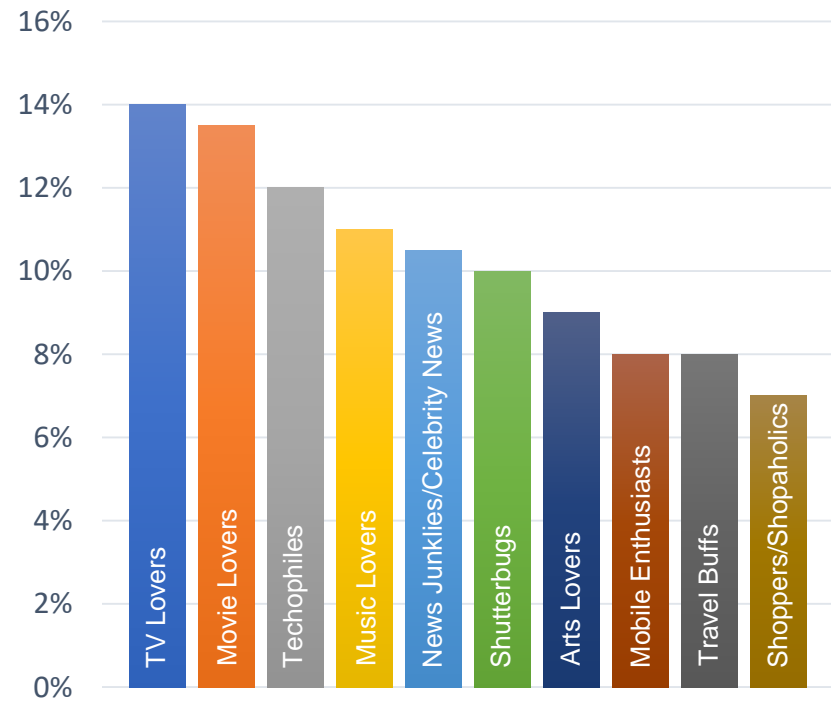
- Worldwide unique users: **300,000+**
- Average article read: **1,560**
- Mobile/Desktop **60% / 40%**

READERS' INTERESTS

In-Market Segments



Affinity Category



INTERNATIONAL MAGAZINE kreol

SEPARATED BY WATER BUT UNITED BY CULTURE

AROUND THE WORLD



- Exported to over 20 Countries
- Printed ONLY in UK to maintain the quality

EDITORIAL PILLARS

In every issue Kreol offers true insight
into the world of celebrity



FASHION

*“Not only the famous and the elite...
Kreol showcases young, up and
coming fashion designers”*



Yumnaa FIRFIREY

An economist's journey into the
fashion world

The fashion world isn't always associated with positive images when it comes to the environment and women's issues. All too often, fashion lines are designed to highlight the female physique for the benefit of men, rather than truly focus on form and function for women. Other times, fashion merely takes advantage of women by favouring men. To top it all off, few fashion products developed in the modern world are designed to



Ralph Leroy

A passion for fashion

Words: Georgia Orlin Photos: Frank Heisterkamp
Haitian-born, Montreal-based fashion designer Ralph Leroy comes across as a confident, flamboyant and impressive character. These are all the qualities he's needed to earn his stripes in a notoriously tough business. Kreol editor, Georgia Orlin, caught up with him back in his native Haiti, where he was showing his latest collection in the sumptuous surroundings of the island's Sans-Souci Palace.



CHRIS & TONIA

“It's a matter of inspiration”

As the Greek capital's fashion world expands, experienced designers behind the successful design brand Chris & Tonia continue to wow both the catwalk and high street. Their unique blend of sharp tailoring with feminine lines brings femme fatale fashion into the 21st century.



Chris & Tonia have been Greece's go-to designers for years, with their brand a blend of fine fabrics and clean lines, embracing a contemporary feminine spirit which has captured the imagination of fashionistas at catwalk shows and in stores across Athens.

The personalities behind the brand
Chris & Tonia are a husband-and-wife duo. Chris, a former economist, and Tonia, a former model, have been in the service of the Greek capital, and come from a world of haute couture. Chris has gained his mother's degree in economics, while Tonia is finishing her studies in philosophy at Ioannina University, after already getting a degree in fashion from the Cretan Cretan Academy of Economics and Social Sciences. Chris' academic experience of economics was put into practice when, through his own first love, into the world of fashion, he opened his fashion retail shop in the capital under the name Kappa. He had seen the building of a large network of wholesale stores.

He realised from the opening of his first store in Athens, near the city's heart, that he was not just supplying the clothes, he wanted to get into designing them himself. “I started up my first boutique when I was 18, and realised it was a lot of work,” he says.

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Amsterdam Fashion Week
Amsterdam Fashion Week is a bi-annual fashion event held in Amsterdam, Netherlands. It is one of the largest fashion events in Europe, attracting designers from around the world. The event features a variety of fashion shows, including runway shows, fashion films, and fashion talks. It is a great opportunity for designers to showcase their work and for fashion enthusiasts to see the latest in fashion.

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Kreol features young, promising and aspiring fashion designers from around the world. We tell their stories and present new collections



Review
1st Camellia City Smooth Jazz Festival 2017

By a group of people who know...
The festival was a success...
The festival was a success...
The festival was a success...



**THE LARGEST
INTERNATIONAL MUSIC FESTIVAL
IN THE U.S.**

GATOR BY THE BAY!
MAY 10-13, 2018 • SAN DIEGO, CA

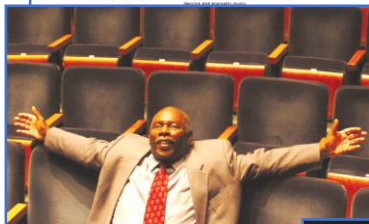
**4 Days of
MUSIC!
DANCE!
FOOD!
FUN!**

7 Stages
Huge Dance Floors
100+ Performances!
The Louisiana Experience
Delicious Louisiana Food!
10,000 lbs of Live Crawfish!

Headliners Include: Keith Frank, Dexter Ardoin, Pine Leaf Boys, The Revelers, Horace Trahan, Sonny Landrob, Mr. Sipp, Igor Prado w/ Whitney Shay, Carolyn Wonderland, Earl Thomas Gospel Revival, Rod Piazza & Mighty Flyers and many more to come!

Zydeco, Cajun, Blues, Swing, Salsa, Rockabilly & New Orleans Jazz!

GatorByTheBay.com
Visit the Website for Event Schedule and Ticket Info!



Oliver JONES

76 years of touring and playing Jazz around the world

Jones has played with many of the greats and for a host of world leaders, VIPs and thousands of fans around the world. Now this octogenarian jazz legend says he wants to help promote the abundance of musical talent from his native Canada.



LUIS DISLA
The life of musician:
adapting to success



American R&B singer ready to reveal her own story, spanning three decades of her life and work.

Michelle Toussaint

Michelle Toussaint, of Creole heritage, is the latest singer to have a film made about her life. USA channel Lifetime started filming this biopic, about Toussaint's rise to fame, in June 2016.



Haiti and all that JAZZ!

Spreading the word to the world through a medley of music

Kreol Magazine goes behind the scenes to find out how from relatively modest beginnings, a combination of drive, ambition, and booking the right acts has helped to bring more and more jazz fans flocking to Haiti's shores.

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MUSIC

"Established, Famous, Young, Up-and-coming, Jazz, Rock, Zydeco, R&B...Kreol has it all covered"

Profitable musical production
The magazine has been a success...
The magazine has been a success...
The magazine has been a success...

Kreol features musicians from different genres and countries and reviews music events.

boudin FESTIVAL

7 APRIL
Festival Begins 5:30 pm
6-11 pm **620 BRACELETTE**
6:00 pm JAYTO LANE
8:00 pm BAND OF DONUTS
10:30 pm KESTIN FRANK & THE SOLEAU ZYDECO BAND

8 APRIL
Festival Begins 10:00 am
10:00 am **620 BRACELETTE**
10:30 am JAYTO LANE
12:00 pm BAND OF DONUTS
1:00 pm KESTIN FRANK & THE SOLEAU ZYDECO BAND

9 APRIL
Festival Begins 9:30 am
10:00 am **620 BRACELETTE**
10:30 am JAYTO LANE
12:00 pm BAND OF DONUTS
1:00 pm KESTIN FRANK & THE SOLEAU ZYDECO BAND

carnival passport
ENJOY THE RIDES (FOR 3 DAYS)
AVAILABLE AT CITY HALL (UNTIL 4 PM (DATE))
\$45

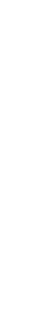
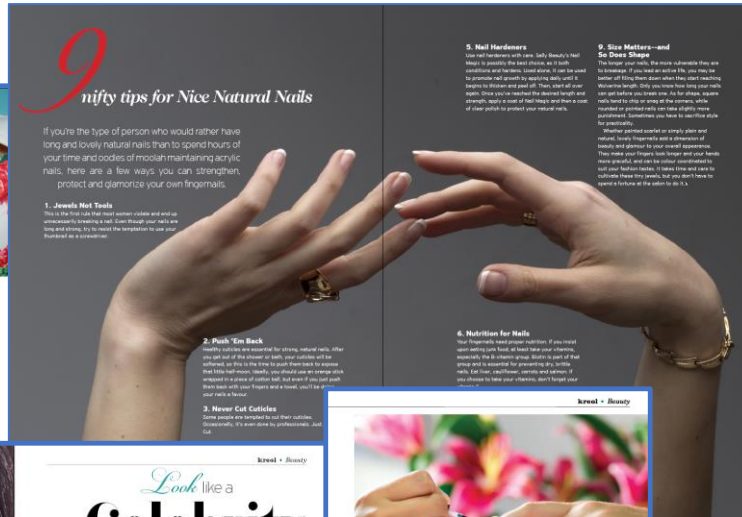
www.scotttrowl.com

BEAUTY

"Kreol: more than just news and product reviews..."



Kreol delivers beauty tips, expert health advice, together with tried and tested beauty solutions.





Cuba

white-sand beaches,
rolling mountains, cigars,
rum and much more

By Adam Scott de Rosier



Guadeloupe

Made up of a butterfly-shaped archipelago of 170 islands and reefs, Guadeloupe is an amazing land of France since 1979. Except for a year in the 1930s when it was Swedish and for short periods during the 1940s, the island has been a French colony since 1634. It has a unique culture, with the official language of Guadeloupe being French, but with a strong African and Caribbean influence.

Antigua & Barbuda

Where the Atlantic meets the Caribbean

The Stone Town of Zanzibar's "House of Wonders"

Travel Hacking: 5 Tips for Cheaper Flights

Just like computer hackers, those who know how to use a computer system, travel hackers use special algorithms to get the best deals. Travel hackers find the cheapest airlines to fly on, the best times to fly, and the best routes. They also use travel agents to get the best deals. Travel hacking is a skill that can save you a lot of money on your next trip.

Step Back in Time to a Different Seychelles

at Enchanted Island Resort

If you pulled out your atlas and had a look at Antigua and Barbuda, you'd find a small island country sandwiched between the Atlantic Ocean and the Caribbean Sea. It's a beautiful island with a rich history and a unique culture. The island is known for its beautiful beaches, its historic architecture, and its delicious food.

La Réunion

The Hidden Gem of an Island

Seychelles & Mauritius have put the Indian Ocean on the map in terms of tourism. There is another island making waves in the modern era, though. With a younger tourism industry and no shortage of natural beauty, La Réunion is emerging as a hot spot for global travellers.

New ORLEANS

The ever-evolving city

While it might be world famous for its carnival, it's not all Mardi Gras mayhem in the Louisiana city of New Orleans. It also has plenty to offer families, history lovers and foodies who choose to visit this fascinating city any time of the year. Kristian Sommer, Vice President of Communications and Public Relations for New Orleans Convention and Visitors Bureau gives us the lowdown on the different ways domestic and international tourists alike can experience for themselves this great American city and its Creole culture.

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TRAVEL

*"It's more than a simple getaway...
it's a road to paradise"*

EXPLORE!

Where would you go next?

It may come as a surprise that there are thousands of islands within the small area surrounded by the Caribbean Sea. Many of these are islands of interest to those with 200+ miles from the coast. All 7 of these island nations form a tourist paradise. Many were discovered by Christopher Columbus and changed hands with competing colonial powers many times. Hence the incredibly diverse and unique culture across the Caribbean.

St Kitts & Nevis

W

Kreol's travel section features hidden gems of our beautiful planet. We explore all corners of the world, review new destinations, and bring to our readers tips and travel advice.

[illegible]

Chef Leah
CHASE

At 94 years old, most people are retired and taking it easy. Head Chef Leah Chase has no intention of stopping her career as one of New Orleans' most beloved chefs. Her soulful Creole food helped fill the stomachs of those pushing the Civil Rights Movement forward in America in the 1960s, and educated people from all walks of life on different flavors. In the process, she very well may have helped shape the culture and cuisine of the city today.

break • find

 *Recipes*
by Vanessa Lewis

Beef & Vegetable soup

[illegible]

Recipes:
Boobie's
"Creole Pork Backbone Stew"

For countless years, no hog butchery was complete without cooking that fresh pork backbone in a thick fricasse/stew. With the added ingredients of that delicious bread & stuffing for all participants that came out to help, it's a true family unity for the day. In modern times, the backbone sold in half's is pork chops, but everyone knows that thick bone makes that thick delicious gravy. Learn how I prepare Pork Backbone stew or fricasse, as we like to call it, here in South Louisiana.

by **Sauce Boss BOBBIE**

A man with a beard and mustache, wearing a blue t-shirt and a red apron, is standing in a kitchen. He is holding a large black lid in his left hand and stirring a pot on the stove with a wooden spoon in his right hand. The kitchen has wooden cabinets and a white countertop.

Chef Sean Perrodin

Taking Creole cuisine to the whole world

For over two decades Sean Pierodin has been sharing his passion for Creole cooking with Louisiana diners. It wasn't until 2012 that he made it his mission to share Creole food and culture with the world, and has been working tirelessly ever since to make Southern Creole Food a household name.

Madonna BROUSSARD

From domestic kitchen to trailer to restaurant: The story of **Laura's Two** in Lafayette, Louisiana

HISTORY

“The challenge of history is to recover the past and introduce it to the present”

-- David Thelen

Alice Moore Dunbar Nelson
Sottly spoken revolutionary




Teaching and editing
Alice Moore Dunbar Nelson was a poet, novelist, and editor. She was the first African American woman to publish a collection of poetry, *Dark Fruit*, in 1906. She also edited the *Crisis* magazine and was a prominent figure in the Harlem Renaissance.

The Amazing Life of Madam CJ Walker




A tough early life
Madam C. J. Walker was one of the first African American entrepreneurs. This article is about her journey from rags to riches and how she accomplished this amazing feat. It tells the story of her poor background, her invention of a hair tonic, and the establishment of her company. The article also discusses her philanthropy and her political views.



Charles Weymann
Aviator & Automotive Inventor





Stokely Carmichael

Civil Rights Activism
Stokely Carmichael was a prominent leader of the Civil Rights Movement. He was a member of the Student Nonviolent Coordinating Committee (SNCC) and was known for his fiery speeches and leadership. This article discusses his role in the movement and his impact on the struggle for equality.



Norbert Rillieux
1806 – 1894

A Creole Engineer:
Born to a slave mother, but lived as a free man of colour



General Viriato Gomes Da Fonseca

Inventor, Politician, and Military Leader
Born in 1897, General Viriato Gomes da Fonseca was a man committed to bettering the lot of those he served through his innovations. Inventor, politician, scholar, and military leader, he was the only black man to achieve the rank of general in any European army.

EXPLORE!
Where would you go next?





St Kitts & Nevis

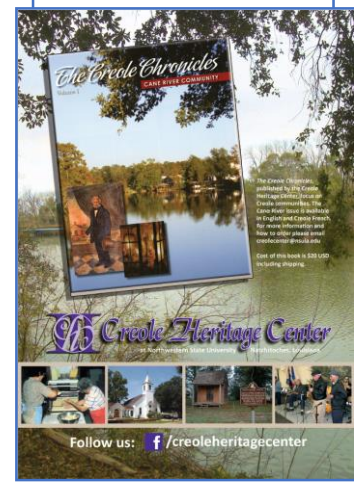
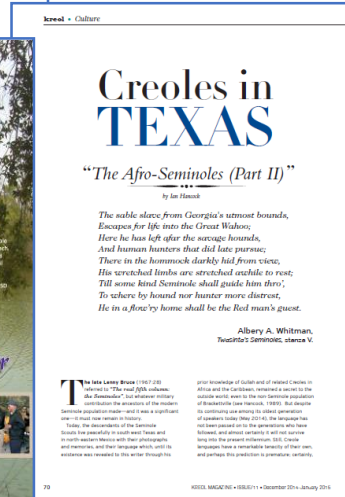
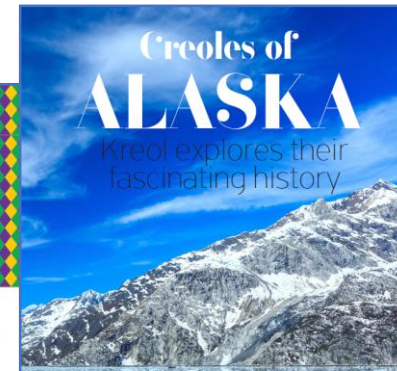
Welcome to St Kitts & Nevis, a beautiful island nation in the Caribbean. This article explores the rich history and culture of this island, from its colonial past to its modern-day attractions. It also provides information on how to visit and what to see.

Kreol believes that history must not be forgotten. The History section reminds readers of great inventors, achievers, forgotten heroes and advocates for culture and traditions

CULTURE

"Preservation of one's own culture does not require contempt or disrespect for other cultures."

-- Cesar Chavez

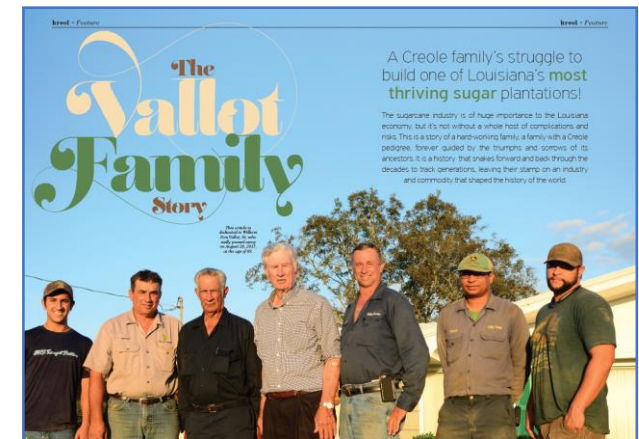


Kreol Magazine is dedicated to promoting the Creole culture across Creole-speaking countries and beyond. The lively music, creative dances, interpretive arts, rich language, honoured traditions and wealth of knowledge of Creole people will be shared and celebrated, linking Creole cultures across the globe.

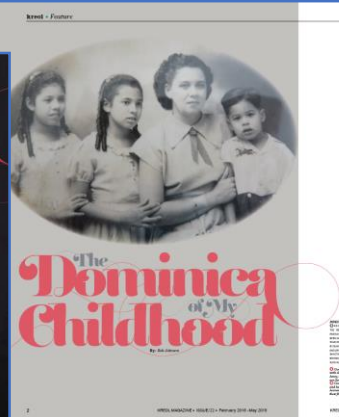
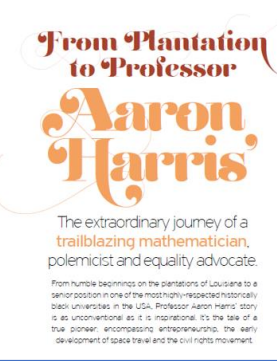
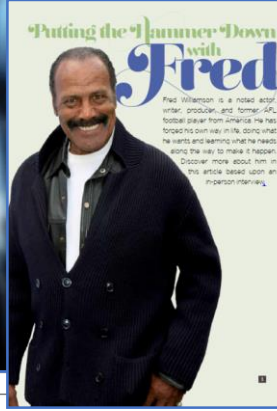
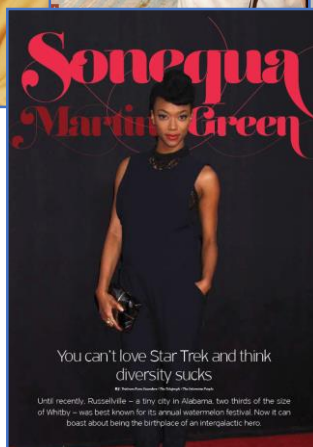
FEATURES

"We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop."

-- Mother Teresa



Kreol features individuals, families and communities from across the world, from different cultures and religions. But what they all have in common is the will to change, vision and dedication to noble causes.



CASE STUDIES

Case Study - InvestTT



Background

As Trinidad and Tobago's Investment Promotion Agency (IPA) aligned to the Ministry of Trade and Industry, **InvestTT** is the first point of contact for investors seeking opportunities in Trinidad and Tobago.

InvestTT focusses on the country's key non-energy sectors: Tourism, Aviation Services, Creative Industries, Fishing and Fish Processing, Maritime Services, Software Design and Applications.

Client's Objectives

InvestTT approached Kreol Magazine to run a campaign to raise awareness of Trinidad & Tobago as an investment hub. We were tasked to give **InvestTT** greater profile amongst our business and high-net worth readers, but also take its story beyond those boundaries and promote the country's culture and traditions.

Strategy and Implementation

Kreol Magazine created a series of articles that covered a wide range of topics, including tourism, culture politicians, personalities and more. This was combined with an advertising campaign in print, digital and online. In addition, Kreol helped to run an investment forum to promote the opportunities in Trinidad & Tobago.

Results and Evaluation

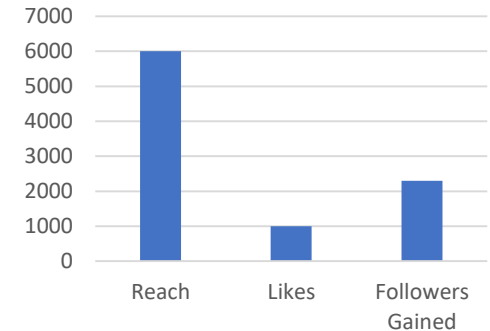
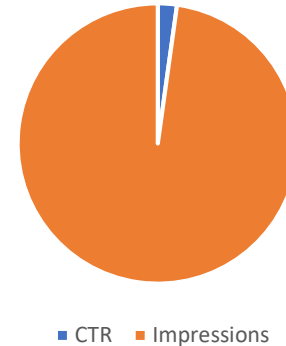
Articles published in print and online edition received positive feedback.

During the investment forum, a number of deals were concluded.

Banners on the website yield **CTR of over 2.2%**

Online articles read > **3000**

Case Study – “Atmosphere”



Background

The Atmosphere Kanifushi resort is newly developed and aims to become one of the most popular resorts for the 600,000 annual visitors to the Maldives. The resort offers a new level of luxury and relaxation on the shores of Maldives and was launched in 2014.

Client's Objectives

- Raising awareness of the resort.
- Highlight unique selling point of the resort.
- Raise the occupancy rate at the resort.
- Establish the resort as a leader within the market.
- Create an instantly recognised brand.

Strategy and Implementation

Kreol Magazine produced an extensive editorial coverage of the resort in print, online and digital edition. This was combined with an advertising campaign across all platforms. In addition, Kreol ran a three-month social media campaign.

Results and Evaluation

- **60%** Increase in enquiries
- **42%** of enquires made converted into bookings
- Average of **1000** likes on 7 Facebook posts.
- Average reach of **6000** people per Facebook Post.
- Three banners on the website - **CTR of 2.2%** with 66,000 impressions and **1500** clicks.
- Occupancy rate of hotel rose to **88%**.

PROMOTIONAL OPPORTUNITIES

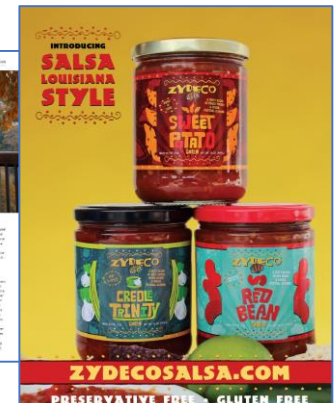


OVERVIEW OF ADVERTISING OPPORTUNITIES

- Display Advertising
- Promotions
- Sponsorships
- Reader Events

PROMOTIONS & SPONSORSHIPS

- Opportunities for us to create bespoke campaigns which sit seamlessly within the Kreol editorial environment
- Our team can propose creative concepts involving shoots (still-life or with models) or using imagery supplied by the brand
- We can also offer a limited number of larger-scale supplement sponsorships to brands wishing to partner more closely with Kreol



PRINT RATECARD

PRINT ADVERTISING RATES

Page Run of Paper	\$1,500
Contents/Masthead	\$2,500
Inside Front Cover	\$2,500
Inside Back Cover	\$2,500
Outside Back Cover	\$3,000
1st DPS	\$3,500
DPS Run of Paper	\$2,500

BOUND IN / SCENT STRIPS

2 Sides	\$1,500
4 Sides	\$2,300

LOOSE INSERTS / TIP ONS

Costs are based on media space taken and quantity. Accepted by arrangement only. For more information please email info@kreolmagazine.com or call on +44 207 580 7759.

PROMOTIONS

Costs are made up of a space rate as above plus a net production charge from \$500 per page with supplied assets. Special terms and conditions apply. For individual costings and creative ideas, email info@kreolmagazine.com or call on +44 207 580 7759

SPECIFICATIONS

Full Page

- Trim: 297mm X 210mm
- Bleed: 303mm X 216mm
- Type area: 277mm X 180mm

DPS

- Trim: 297mm X 420mm
- Bleed: 303mm X 426mm
- Type area: 277mm X 400mm
- Allow 10mm for spine





ADVERTORIALS

Marketing your product through the use of Advertorial has a number of advantages over traditional advertising. Not only you will have a complete control over the content, you obtain credibility based on the implied endorsement by Kreol Magazine to its audience. You will increase readership (both time spent with and awareness of your message) because your advertorial writer will create "content" which is more likely to be taken into account than a traditional ad. Using the advertorial allows you to have more time and space to go into depth about the merits of your product or service and through the use of the blurring of "content" versus "advertising" readers are more likely to bestow import on the message because of the format of the writing. This in turn, translates to better response and better revenue realized from a direct call to action that is inherent in the advertorial format. In addition, the readers who do respond, tend to come from a different orientation because they are already better informed about the merits of your product or service through the informational, editorial based message you are conveying.

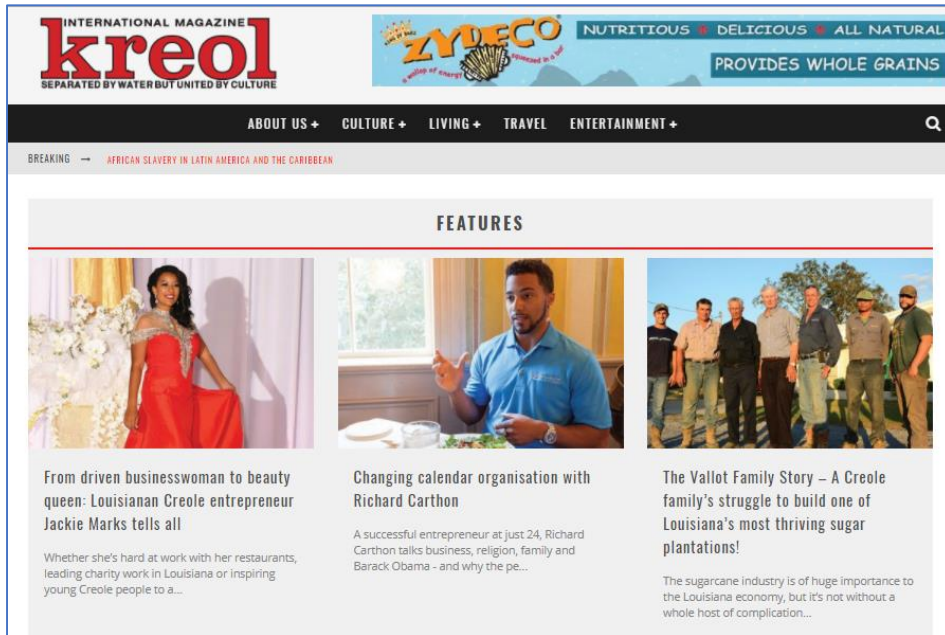
ADVERTORIAL RATES

Concept Cost	\$200 per 1,000 words
Production	\$200 per page
Space Rates	\$1,000 per page

Note:

A "concept" includes a written concept with references. Kreol Magazine retains the copyright of all conceptual and creative material. Production costs do not include photography, models or celebrities, hair or make-up artists, hire of garments/locations/props/food.

KREOLMAGAZINE.COM ADVERTISING OPPORTUNITIES



HOME PAGE SPONSORSHIP

The Kreol Homepage Sponsorship is our most exclusive advertising execution, offering partners a bold and beautiful integration.

Possibilities:

- Page takeover
- Pop up ads

SECTION SPONSORSHIP

- Partners have the opportunity to target specific sections of Kreolmagazoe.com, such as Fashion, Beauty, Travel, Sport, Music and more
- Sponsorship of a section will earn your brand full ownership of the ad sites, offering a 100% SOV

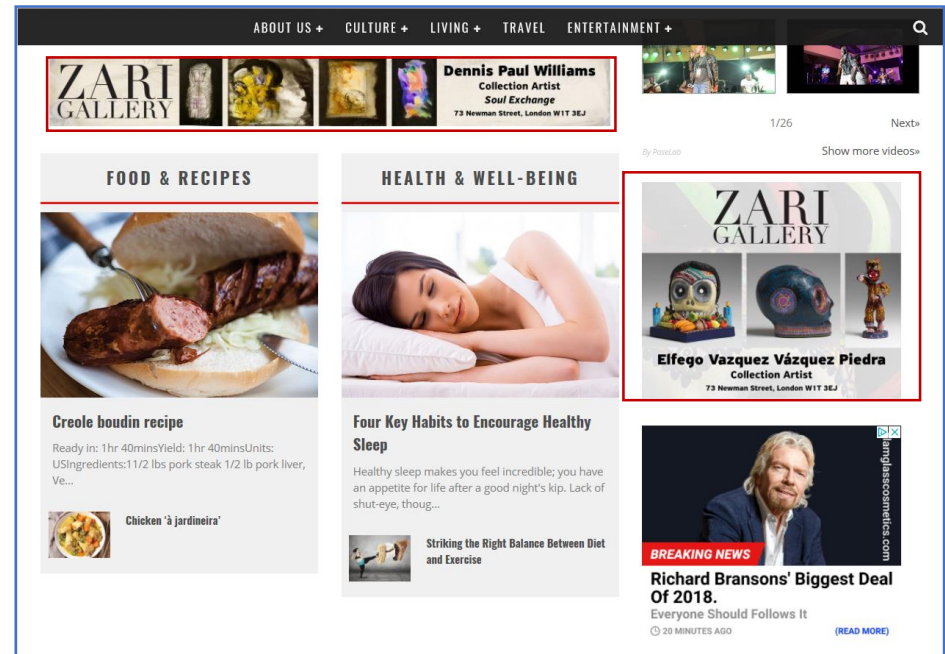
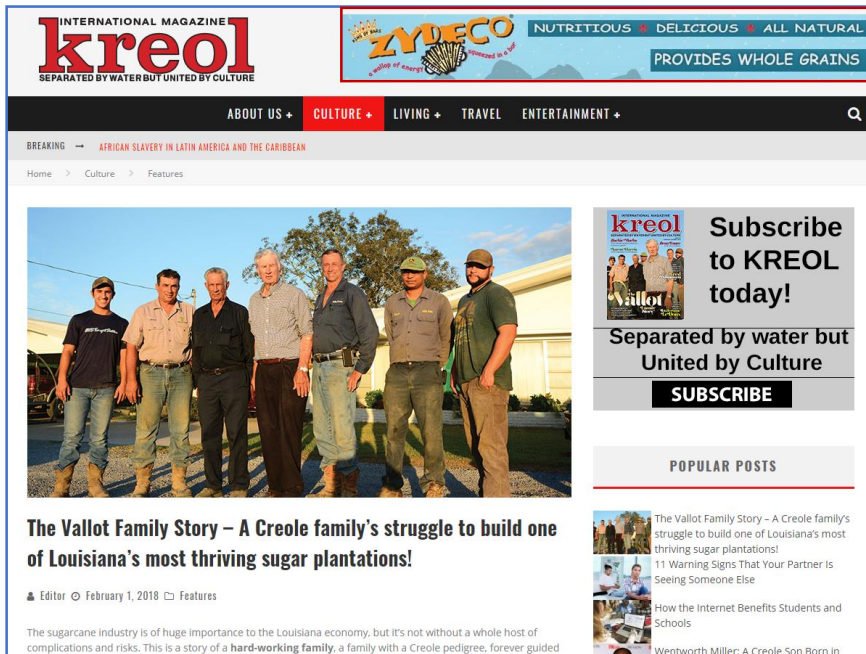
BESPOKE AD UNITS

- Homepage responsive ads (with video):
- In-Content ads (with video):
Sitting within editorial content, rather than to the side, ensuring maximum standout

DISPLAY MEDIA AND ROADBLOCKS

- Standard display ad units in varying formats:
970x90, 728x90, 336x280, 336x560, 300x600

KREOLMAGAZINE.COM & SOCIAL MEDIA ADVERTISING RATES



FORMAT	SIZE/DETAILS	RATE
Large Leader	970pix X 90pix	\$15 CPM
Small Leader	728pix X 90pix	\$15 CPM
Small Box	336pix X 280pix	\$20 CPM
Large Box	336pix X 560pix	\$300
Advertorial	Two months	\$500
Section sponsorship	Fixed Leader, 1 month	\$400
Competition	as required	\$2,000
Facebook	Logo or Banner on the cover picture, 1 month	\$500
Mail Shot Sponsor	Logo and branding of a press release or a mail shot (over 150,000 recipients)	\$300

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For further information please contact:

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