



compassmedia

# Editorial Calendar 2020

All topics and publication dates subject to change

## JANUARY

Wednesday, 22 Jan.

### **Wellness**

Wellness is a growing trend in the Cayman Islands – and around the globe – as people embrace healthier lifestyles. From mindfulness coaching and meditation to digital detoxes and personalised nutrition, many businesses are tapping into this trend with a range of products, services and experiences catering to health and well-being.

In January, Compass Media will publish a special supplement focusing on Cayman's wellness scene – a timely publication to kick off the New Year. *Book by 10 January*

## FEBRUARY

Thursday, 6 Feb.

### **Best of Cayman**

This social media campaign ties into the Living section in the Cayman Compass. Readers cast their vote to determine the Best of Cayman in a variety of categories, with the results posted in Living and online. *Vote by 27 January*

Thursday, 20 Feb.

### **Careers Guide**

Coinciding with the annual Chamber of Commerce Career Expo – to be held 21 Feb. 2020 at UCCI – the Careers Guide is a comprehensive resource for education and scholarship opportunities in the Cayman Islands and abroad. Learn about mentoring

programmes, get helpful career tips and advice, and find out about the latest career trends.

It is a prime space for the business and corporate sector to showcase their programmes, scholarships, workplace opportunities and success stories. *Book by 30 January*

## MARCH

Thursday, 5 March

### **Celebrating International Women's Day**

Sunday, March 8 marks International Women's Day, a global celebration marking the achievements and contributions of women in the social, economic, cultural and political realms. The day also marks a call to action for gender equity and inclusion. The 2020 theme is #EachForEqual – an equal world is an enabled world.

In March, Compass Media will feature a special section highlighting Cayman's strong female force – saluting women from all walks of life and celebrating their contributions. *Book by 14 February*

Monday, 9 March

### **Personal Finances & Investment**

What options are there in this low interest rate environment? What are the pros and cons of exchange traded funds? Investing responsibly – how to do it,

does it yield returns? How much money do we realistically need to save to be comfortable in retirement?

This special supplement will help people sort through these questions to keep their financial health in check. Industry professionals will offer tips and advice on managing income and expenses, smart strategies on saving and investing, and top tools for retirement planning. *Book by 24 February*

### **Distributed in March Cayman Health**

*Cayman Health* offers a range of information on healthcare and well-being, with a focus on prevention. This annual publication includes a detailed directory of local and regional healthcare providers and facilities; informative articles on health matters and trends; a guide to health checks at every stage of life; a comprehensive first-aid emergency guide; and profiles of healthcare professionals.

Highlight your healthcare services, specialties, products, facilities and industry professionals in this easy-to-use magazine that serves as a valuable community resource. *Book by 11 February*

Thursday, 26 March

### **Flava Cayman Recipe Booklet**

Cayman's dining scene is vast and varied, serving up a smorgasbord of flavours. This keepsake booklet features handy recipes and signature cocktails from some of the islands' finest restaurants and eateries.

Be a part of this special booklet by sharing a special recipe that readers can try at home. *Book by 6 March*

## APRIL

Thursday, 2 April

### **Easter**

The four-day Easter weekend is a highlight in Cayman's calendar, a chance to kick back, relax and enjoy family and friends. A long-standing tradition is camping on the beach – a link to the early days living off the land and sea, and simpler times.

In April, Compass Media will produce a special feature highlighting Easter holiday customs and traditions. It's a prime opportunity for businesses to showcase what's in store for the holiday weekend. *Book by 23 March*

Thursday, 2 April

### **Welcome To Cayman**

This handy guide with a convenient pull-out map highlights the top tours and attractions in the Cayman Islands. It features an at-a-glance calendar of festivals and events, prime shopping and dining destinations, key activities for kids and must-do watersports. It also includes handy insider tips that only the locals know, along with Cayman's off-the-beaten-track adventures.

With island-wide distribution at prime car rental outlets, Welcome to Cayman is the ideal vehicle to reach the travelling consumer. *Book by 13 March*

Distributed in April

### **InsideOut (Spring-Summer issue)**

InsideOut is the Cayman Islands' premier home and garden magazine. Get inspiration on interior design, discover the latest decorating tips and trends and take a tour of some of the islands' most beautiful gardens and unique homes. Each issue also highlights island lifestyles, local art, must-have accessories and industry news.

Focusing on design and stylish living, this high-end publication provides the perfect platform for businesses to reach homeowners, gardeners and industry professionals across the Cayman Islands. *Book by 6 March*

## MAY

Wednesday, 20 May

### **Hurricane Survival Guide**

In time for the Hurricane season, 1 June to 30 Nov., the Hurricane Survival Guide is the go-to publication for information on how to prepare. It features step-by-step guides on how to prep your home, emergency numbers, shelter locations, a hurricane supply checklist, the stages of a storm, Cayman's National Hurricane Plan, emergency communications and how to manage during and after a storm.

Feature your products and services to help residents safeguard their family, pets and home in the event of a storm. *Book by 1 April*

### **Thursday, 28 May Development & Home Improvement**

The building boom in the Cayman Islands is breaking new ground with unprecedented development under way and in the wings. Numerous projects are springing up across Grand Cayman, from West Bay to East End. With developments ranging from luxury resorts to high-end residences to office complexes, the island is in transformation.

In May, Compass Media will put the spotlight on these developments. It's an ideal opportunity for developers to showcase what makes their properties stand out as well as for industry professionals to

highlight their products and services to Cayman's growing residential and commercial market. *Book by 15 May*

## JUNE

Thursday, 11 June

### **Shop Local**

Cayman's small business owners and entrepreneurs are an important driver in the island economy. They are invested in the community, contribute to job growth, offer diversity in the marketplace and promote innovation. Supporting local business keeps money circulating in Cayman, with each dollar trickling down into every area of the island's economy.

Promote your unique products and services in this special supplement that salutes the small business community. *Book by 15 May*

## JULY

Thursday, 23 July

### **Eco-Friendly Cayman**

Cayman is making strides when it comes to going green. From sustainable construction practices to renewable energy programmes, the islands are moving forward on the green front. Whether it's a major project aimed at building a greener future, corporate contributions or efforts in the local community, many sectors are coming forward to contribute to an eco-friendly island.

Eco-Friendly Cayman is a platform to showcase your green products and services, eco-smart initiatives and ways to promote an eco-friendly Cayman. *Book by 13 July*

## AUGUST

Thursday, 13 Aug.

### **Back to School**

A look at strategies to ease back to the books when the summer holidays, are over. Also featuring after-school programmes, school lunch ideas, health screenings and other back-to-school advice.

Reach parents and students with back-to-school sales and deals and showcase what is new in store. *Book by 5 August*

## SEPTEMBER

To co-incide with the Cayman Islands Healthcare Conference/  
Date: TBA

### **Healthcare Special Feature**

Coinciding with the Cayman Islands annual Healthcare Conference, this special supplement offers informative articles on health and well-being, including the latest trends, industry issues and helpful tips on better living.

Distributed at the healthcare conference and inside the Cayman Compass, the Healthcare Special Supplement reaches a broad audience including the medical community, business owners, parents, human resource managers, insurance companies, fitness and wellness professionals, and the general public. *Book by 11 September*

## OCTOBER

Thursday, 15 Oct.

### **Cayman Kickoff: Sport Preview**

Cayman Kickoff is your home for all things sports in Cayman. From schedules to athlete profiles, from stats to where to

buy your shoes, we've got you covered. With the busy sports season just around the corner, you won't miss a beat with Cayman Kickoff, the perfect publication for supporters, coaches, parents and athletes of all ages.

In October, Compass Media will put the spotlight on Cayman's sporting scene, offering an all-star line-up of information. *Book by 9 October*

### **Distributed in October InsideOut (Autumn-Winter issue)**

InsideOut is the Cayman Islands' premier home and garden magazine. Get inspiration on interior design, discover the latest decorating tips and trends and take a tour of some of the islands' most beautiful gardens and unique homes. Each issue also highlights island lifestyles, local art, must-have accessories and industry news.

Focusing on design and stylish living, this high-end publication provides the perfect platform for businesses to reach homeowners, gardeners and industry professionals across the Cayman Islands. *Book by 11 September*

## NOVEMBER

Wednesday, 4 Nov.

### **Women in Business**

Cayman has a strong tradition of women leading the way. Indeed, in the early years, women were the backbone of the community, taking charge while the men went out to sea. Today, that tradition continues as women are setting the pace across the business platform.

In November, Compass Media will publish Women in Business, a special feature celebrating the inroads women are making in the workplace and community, their success stories and challenges. It is a prime opportunity to showcase how

your company supports, empowers and promotes women in the workplace, and to salute their stories. *Book by 9 October*

### **Thursday, 19 Nov. Flava Festive Fare Recipe Booklet**

Enjoy the best of the season, along with tried-and-true classics, in this new recipe collection being published by Compass Media. From baked goods to holiday drinks to traditional Caymanian recipes handed down through the generations, Flava Festive Fare showcases a wonderful range of culinary delights in a keepsake format.

Be a part of this festive publication by highlighting your holiday fare just in time for the Christmas season. *Book by 2 November*

## DECEMBER

Thursday, 3 Dec.

### **Made in Cayman**

A showcase of Cayman's artisans and craftspeople who are crafting unique local items, from soaps, jellies and jams to craft beer, jewellery and artwork. Meet the makers and discover their passion for their creations.

Support and celebrate Cayman's growing cottage industries, artists and artisans in this keepsake supplement. *Book by 20 November*

Thursday, 10 Dec.

### **Christmas Holiday Guide**

The Christmas Holiday Guide showcases the many seasonal happenings in Cayman, inspires with gift-giving ideas, suggest ways to give back to the community and brings back fond memories of Christmas past.

Join the festivities by sending a corporate greeting, showcasing gift ideas and holiday specials, and wishing one and all a Merry Christmas and prosperous New Year. *Book by 27 November*