



MEDIA KIT 2019



OUR MISSION

THE CARIBBEAN'S GUIDE TO WOMEN

XX is the go-to guide for all things women. Our pages are filled with the latest in fashion, beauty, health, love, career, empowerment, and more!

XX is the Caribbean's only multimedia women's brand spanning across television, radio, print, and all digital platforms.





OUR AUDIENCE

AGE 16 - 45 year olds

GENDER Females

ETHNICITY All

SES All

LOCATIONS All



OUR WEEKLY PUBLICATION

XX publishes a weekly magazine that's distributed in the Guardian Newspaper every Sunday as a pull out.

8 pages / Size: 33 cm x 7 columns

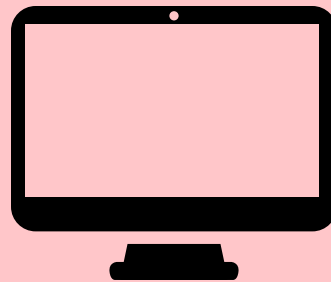
ADVERTISE WITH US

XX gives you, the advertiser, an advantage by putting your brand in front of the right stories and the right consumers.

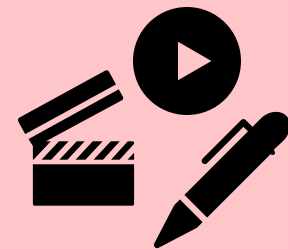
Our audience is curious, adventurous. and eager to share what they've learned. They seek out new ideas, challenge the norm, and seek to foster progress.



**TRADITIONAL
ADVERTISING**



**DIGITAL
ADVERTISING**



**CUSTOM
SOLUTIONS**

TRADITIONAL ADVERTISING

FULL PAGE 33cm x 7col

HALF PAGE VERTICAL 33cm x 4col

HALF PAGE HORIZONTAL 15cm x 7col

STRIP AD 5cm x 7col

CLASSIFIEDS 5 cm x 2 col

Wegmans

\$6 meals

one entrée and two sides

Chef-prepared. Ready to go.

...that have already moved their government defined benefit (DB) scheme to a Qrop prior to Sept 7, the normal rules around Qrops and how you can take the pension benefits will apply. "This is also dependent upon the jurisdiction of the Qrop, and the jurisdiction where the policyholder is tax

...with the resources. "In theory, under EU law, you are allowed freedom of transfer of pensions across EU member states, so it appears to contravene EU law." The numbers involved are significant, and could result in billions of pounds being lost to the Treasury if a number of people had decided they wanted to

...the otherwise... have to come up...
...in...
...ava...
...me...
...to re...
...advic...
...assun...
...course...
...not be...
...Som...
...to take...
...loophole...
...scheme...
...Once the...
...complete...
...consider w...
...their pensi...
...James M...
...pensions at...
...International...
...people lucky...
...squeezed thro...
...ultimate cut of...
...September 7 w...
...almost complet...
...over their pensi...
...first time.
...The list of inv...
...permitted under...
...[the new name for...
...legislation is very s...
...that offered under...
...Sipp rules and so is...
...wide indeed.
...Investors will be...
...build an investment...
...portfolio which shoul...
...them to continue to gr...
...their capital, while also...
...taking an income - altho...
...this of course depends v...
...much on the size of the p...
...to begin with. The major

DIGITAL ADVERTISING

Place your product in front of our readers by displaying your ads on the website and in our weekly newsletter.

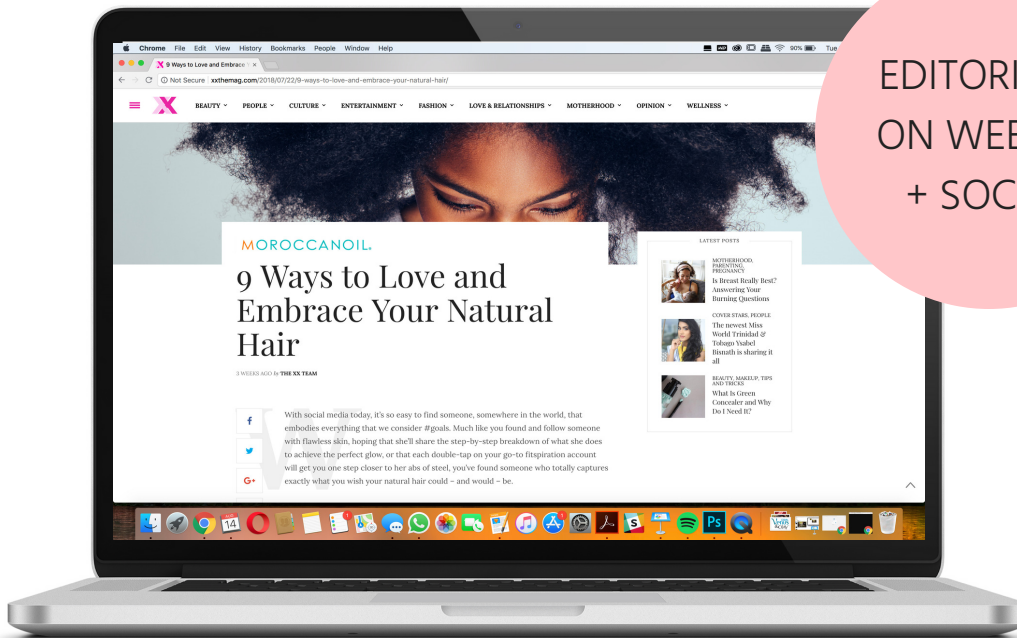
Display ads (including banner ads, skyscrapers, squares and buttons), Search Engine Optimization (SEO), social networking, email marketing, online classified ads and site takeovers are all available.



BRANDED CONTENT

We embrace a multimedia solution for content distribution, including branded content, to reach a large global audience.

We help your brand connect with our readers—across all platforms and screens—to raise awareness, generate leads, or meet your unique needs.



EDITORIALS
ON WEBSITE
+ SOCIAL



Published by Caroline Moses [?] · July 25 at 9:34 AM · 🌐

Ready to ditch the wig? Embracing your natural hair is easier than you think!



XXTHEMAG.COM

9 Ways to Love and Embrace Your Natural Hair - XX Magazine

1 Comment 10 Shares

Comment

Share

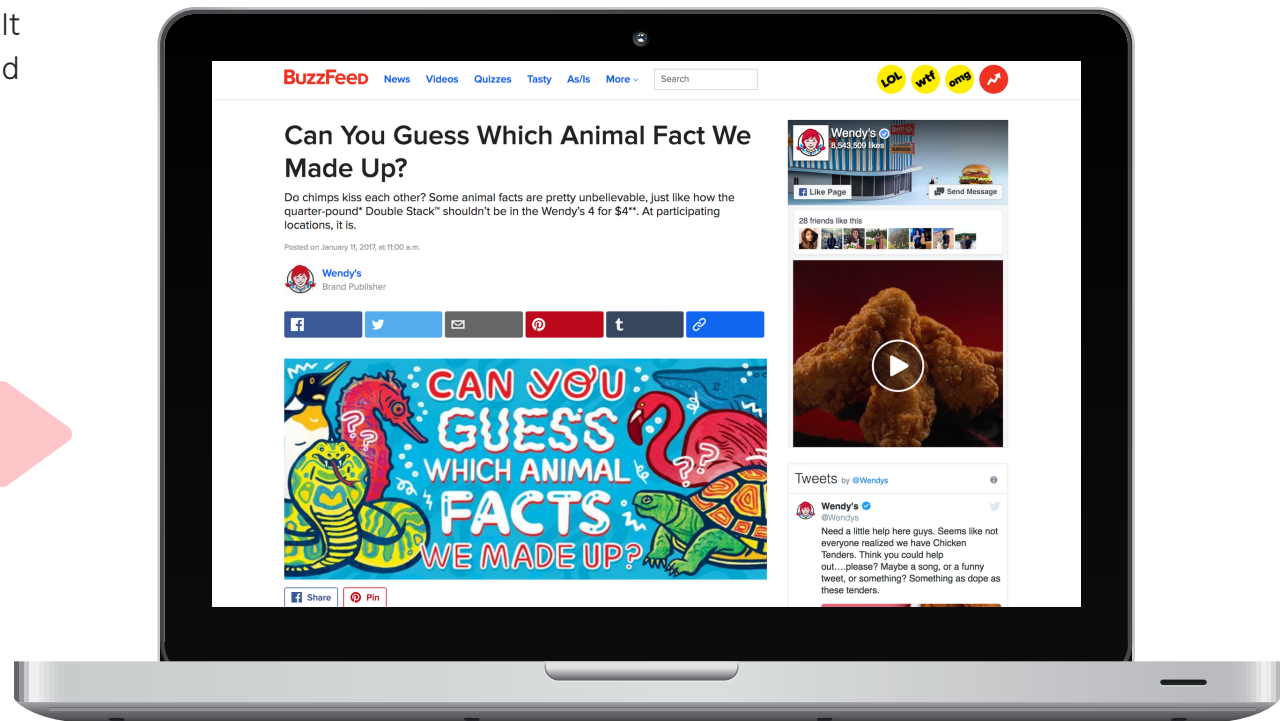
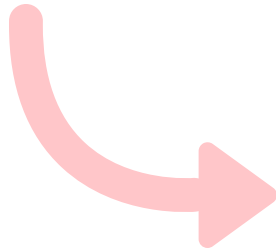


**What's Branded
Content, Anyway?**

Branded Content

is content that is funded by and created in collaboration with you, the advertiser.

We work closely with clients to help tell their brand story through lightly-branded content in with our voice. It seamlessly fits into our content feed so much that it feels “native”.





How It Works

We have a team of in-house creatives whose mission is to help brands tell their stories in new ways and create the country's best original content.

Our team of digital media pros are on the forefront of the native content and video landscape, bringing the best of Caribbean life to every platform.

We develop high-quality editorial, trending news, and addictive video guided by SEO strategies and analysis of social engagement patterns.

Statistics

70%

of individuals want to learn about products through content rather than through traditional advertising.

61%

of consumers say they feel better about a company that delivers custom content and are also more likely to buy from that company.

Native advertising generates up to an

82%

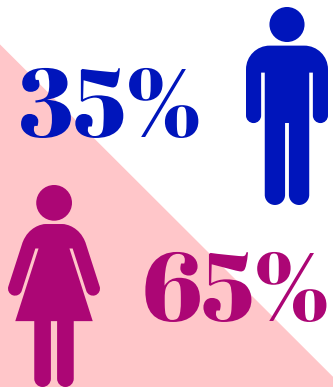
increase in brand lift.

**Take a Look at our
Numbers**

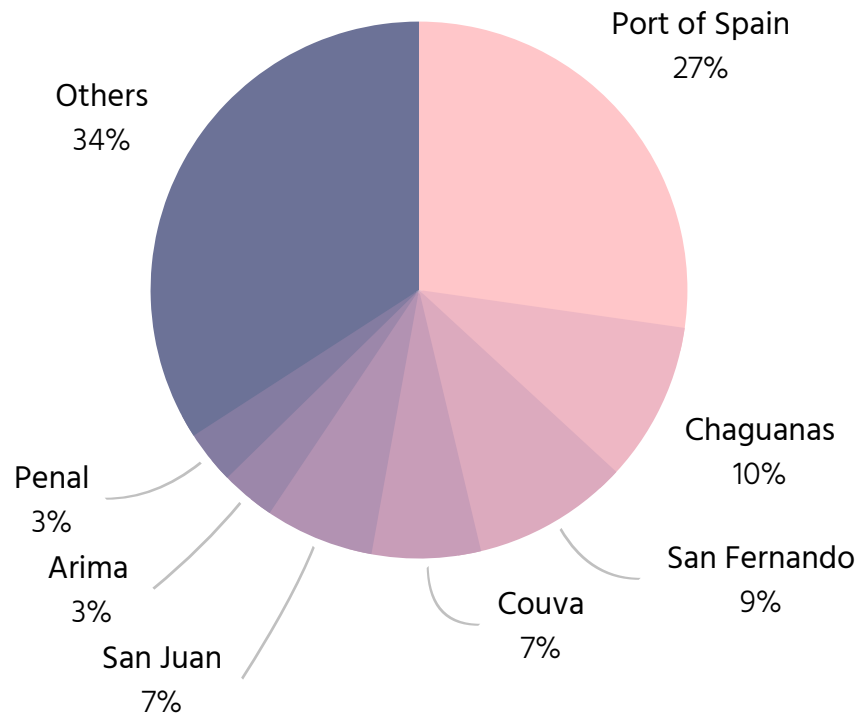
XX's Social Reach

Followers: 2K | Total Monthly Impressions: 108,000+

Our Followers' Demographics



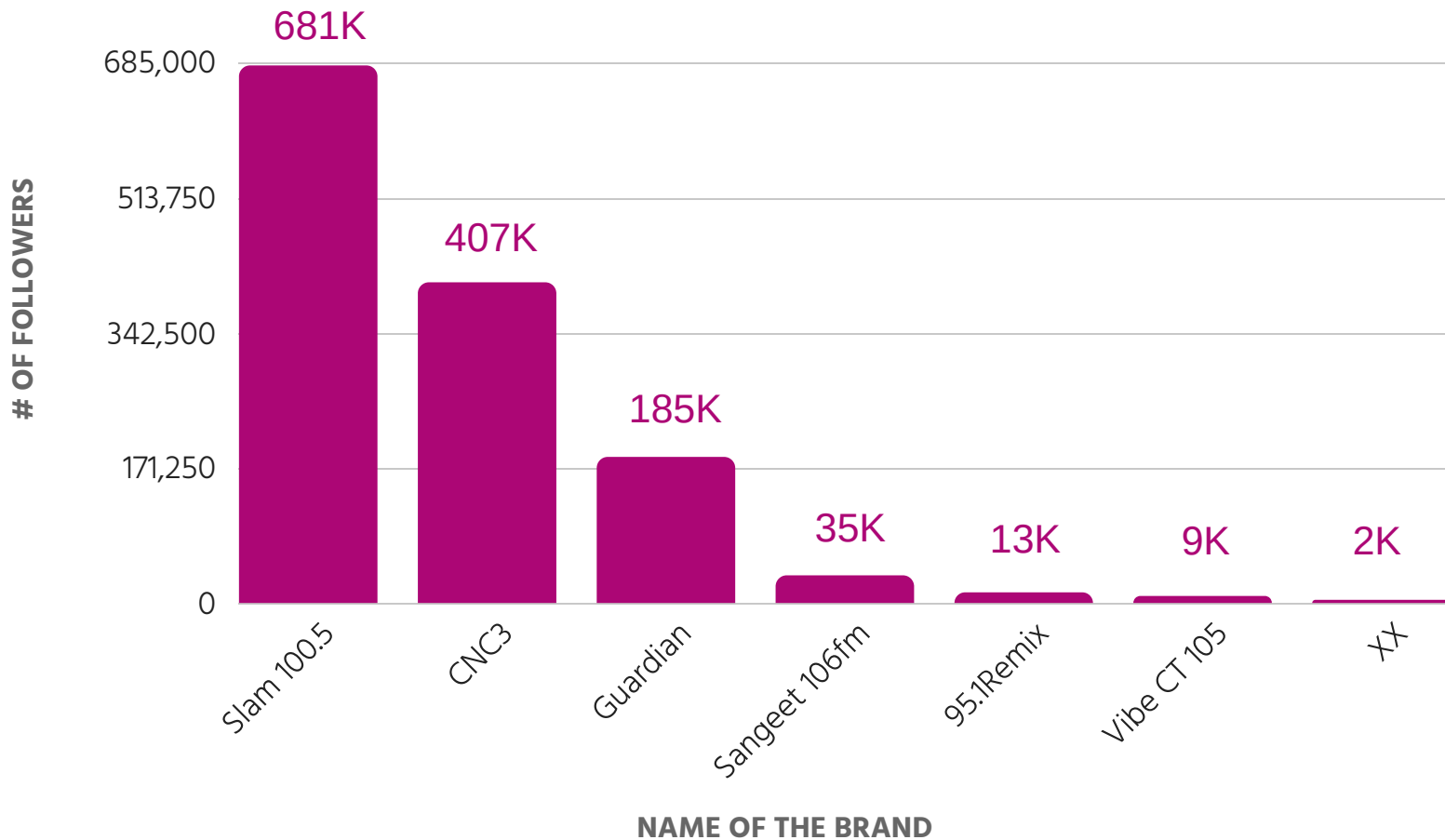
ages 18-44



Guardian Media's Social Reach

Followers: 1,352,020 | Total Monthly Impressions: 2,200,000+

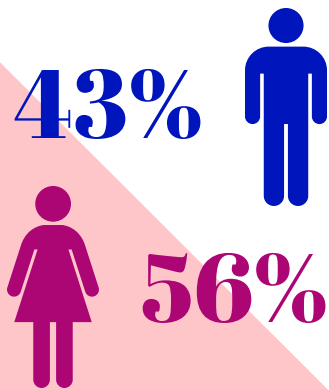
The Amount of Followers per Brand



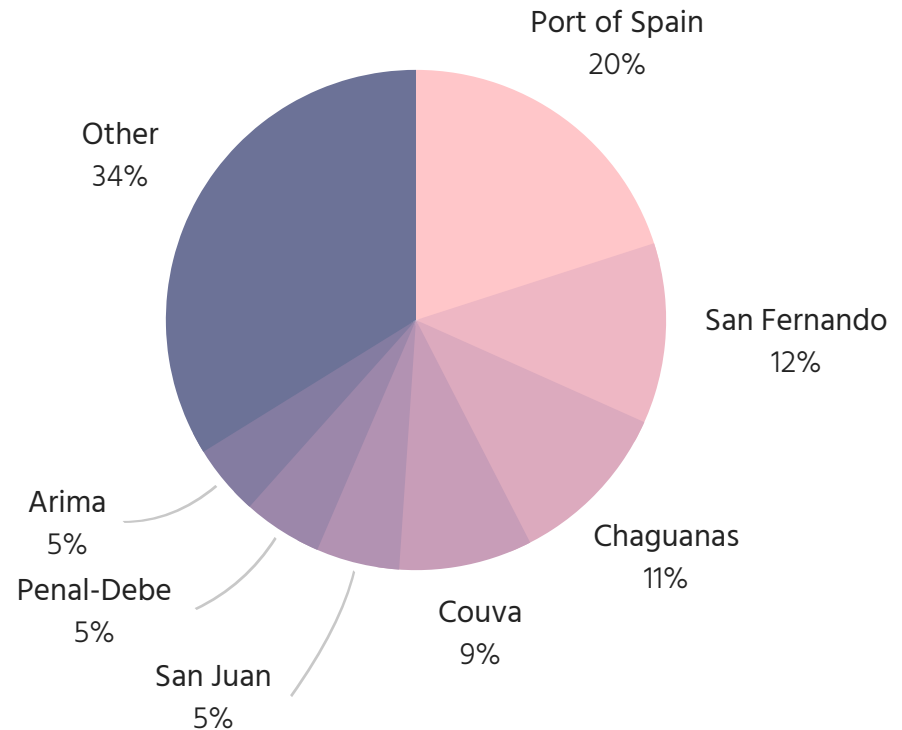
Guardian Media's Social Reach

Followers: 1,352,020 | Total Monthly Impressions: 2,200,000+

Our Followers' Demographics



ages 18-44



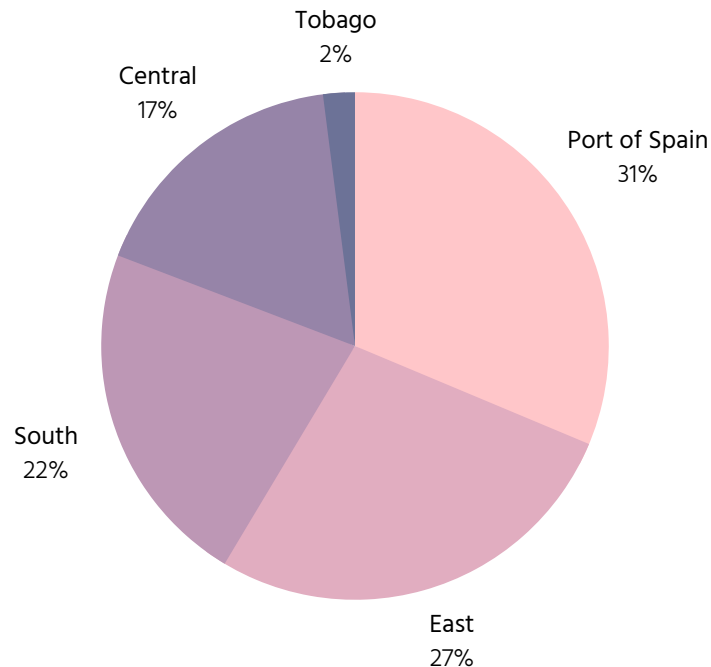
Guardian's Press Distribution

Paid and verified daily circulation: 42,300 copies

Daily newspaper stands and distribution sales: 25,900 copies

Unique digital readers each day: 5,000+

Our Readers' Demographics



**Here's what a
multimedia campaign
might look like...**



Wyatt Gallery
 ing by Caribbean Retouch
 or by Laura Narayansingh
 by Jessamine Young Singh
 ce by The Lost Tribe/Sheena Ali
 by Sheena Ali
 s by William & Oak
 y Bobe Gave

Motherhood
 MATERNITY

When it comes to describing Anya Ayoung-Chee, a lot of names come to mind.

- Beauty queen.
- Project Runway winner.
- Model.
- Social activist.
- Fashion designer.
- Daughter.
- Carnivalista.
- Sister.

And most recently, wife.

But there's one name she never expected to be associated alongside hers.

Mother.

It's not something that's often talked about: the expectation that you should instantaneously feel this immense sense of happiness once you find out you're expecting.

While most little girls grow up dreaming of their wedding day and what they'd name their first-born child, Anya's were a little different. Instead of dreaming of growing up and starting a family – despite the fact that she was raised in a large one herself – she dreamt of starting and growing a career.

"I never dreamt of a wedding, of being a mother, of having a family – not that I had any issue with it, certainly not for other people," Anya explained. "But for me, I dreamt of being a successful businesswoman, and being somebody who stands up for what they believe in and has a voice. And most of the time, marriage and children don't fit into that."

So for Anya, who had just come off of a year-long hiatus from fashion design in late 2017, seeing that positive pregnancy test was a shock – and definitely something she wasn't expecting or planning for.

"I was definitely a bit thrown off, and I felt a little guilt," she shared. "I'm very happy now, but in the beginning it was confusing –

confusing that I wasn't overjoyed, and that I was supposed to feel overjoyed."

It's not something that's often talked about: the expectation that you should instantaneously feel this immense sense of happiness once you find out you're expecting. For Anya, who's due in June, while she was always grateful for the blessing, it definitely took her some time to adjust to the idea of having a family.

"We sacrifice a lot of who we are to facilitate this, and as joyful as it is, I think it's important that we take the room to navigate the wide range of feelings – sometimes elated, sometimes not," the mother-to-be explained. "I gave myself enough time to work through that and come to terms with my own joy, and to allow myself to come to this place where I am genuinely thrilled – but it took me a little while to get here."

And rightly so – especially because the narrative that's spun requires mothers to put their lives on pause for their family. For Anya, who has worked the better

part of her adult life to build the career she has now, that's a terrifying thought. But at the same time, she takes inspiration from powerhouse women that surround her, and that have managed to do both incredibly well. Namely, her mentor-turned-friend Melling Esau, and her own mother, Michele Jodhan.

"My mother had six children, and knowing that it's a massive commitment, she still managed – and I don't even know how – to have a career, own a business, start a foundation, do her Master's, all of this, and still have six of us," Anya added. "But we're not all her, and I now have even more respect for her."

For Anya, this respect means taking lessons learned through watching her mother and living by her example, especially as it means compromising on her own life and the life of her future child. One of the most powerful lessons she hopes to bring into her role as a mother is the balance between being willing to relinquish some of your own dreams, but also not giving yourself up entirely.

The idea of losing your identity or your sense of self once you get married or have children is actually one of the main reasons Anya resisted marriage for as long as she did.

"I've been much more petrified of what that means as a woman," Anya explained. "What does it mean to be married in this day and

age, and how does that remove my identity from myself?"

It's a natural fear, though – especially for a couple who have built a name for themselves separately the way that Anya and her now-husband Wyatt Gallery have, on both local and international spheres. In fact, Anya and Wyatt don't overlap as much as one would expect a talented photographer and a beauty queen-turned-fashion designer to. They've always maintained a strong sense of self, even through various ups and downs in the 12 years they've known each other, but have learned to try even harder now that they're married.

"We are individually ourselves and taking lessons learned through watching her mother and living by her example, especially as it means compromising on her own life and the life of her future child. One of the most powerful lessons she hopes to bring into her role as a mother is the balance between being willing to relinquish some of your own dreams, but also not giving yourself up entirely."

It's hard to understand Anya and Wyatt's love story without going into all of the details. In just about every fairytale we've read, the story goes something like this: boy and girl fall in love, boy and girl get married, boy and girl live happily ever after. For Anya and Wyatt, they get their fairytale ending, but their journey hasn't been as easy as in a children's story, though definitely just as romantic.



Photo by Anthony Brathwaite

DESIGNERS, FASHION, LOVE & RELATIONSHIPS, MARRIAGE, MOTHERHOOD, PEOPLE, PREGNANCY

Anya Ayoung-Chee opens up about marriage, love and pregnancy

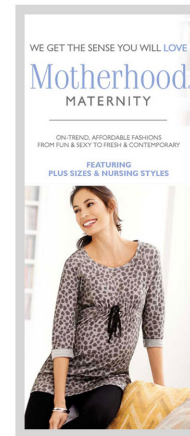
MARCH 31, 2018 BY THE XX TEAM

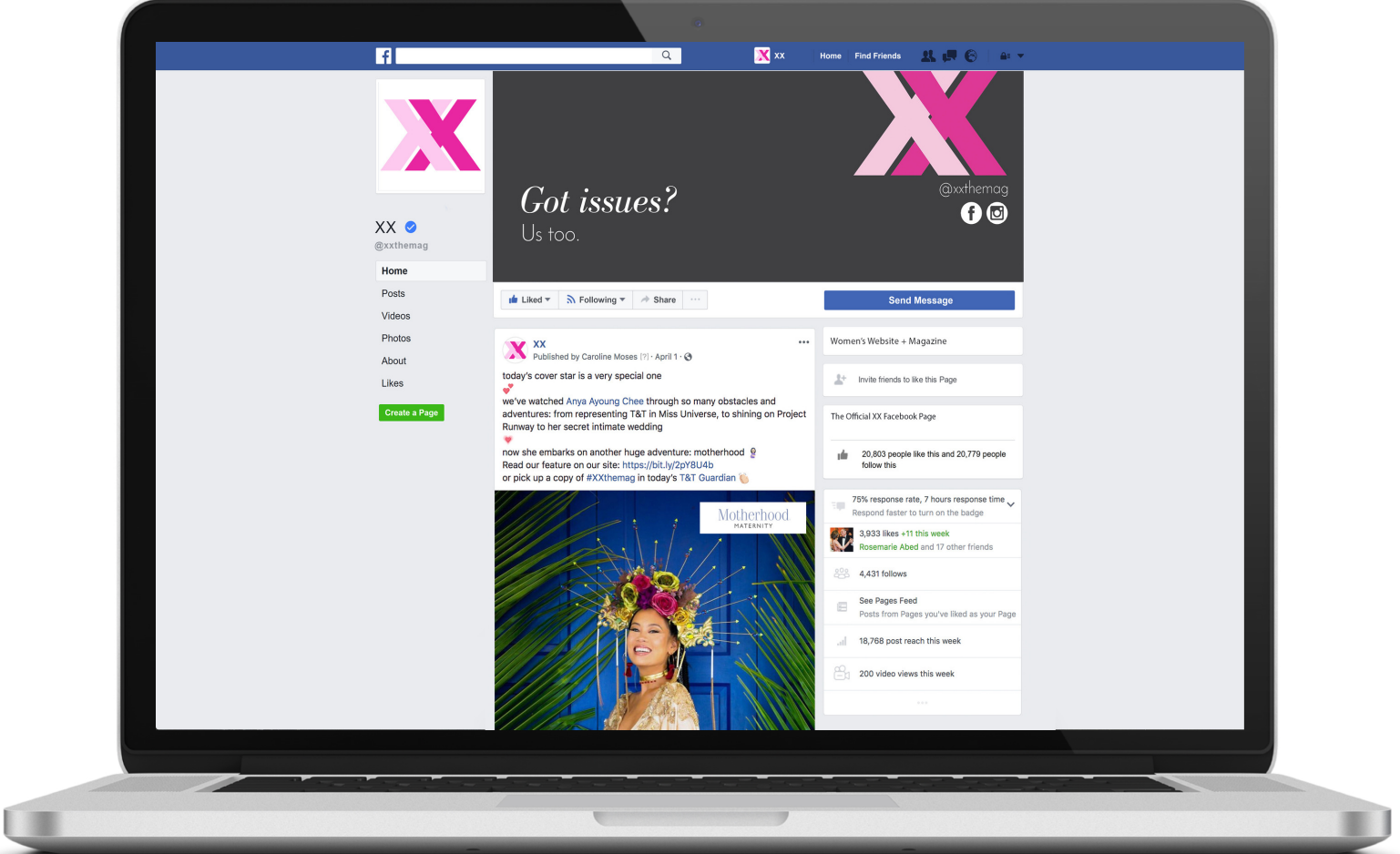
- f
- t
- +
- e
- in
- +

When it comes to describing Anya Ayoung-Chee, a lot of names come to mind. Beauty queen. Project Runway winner. Model. Social activist. Fashion designer. Daughter. Carnivalista. Sister. And most recently, wife.

But there's one name she never expected to be associated alongside hers.

Mother.



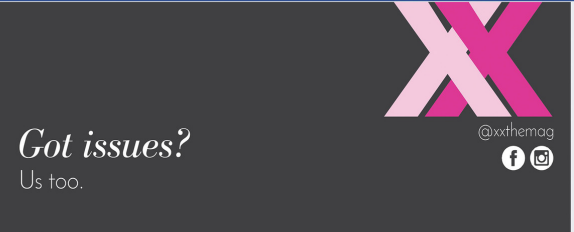


XX ✓
@xxthemag

Home

- Posts
- Videos
- Photos
- About
- Likes

Create a Page



Liked Following Share

Send Message

XX Published by Caroline Moses [?] · April 1 ·

today's cover star is a very special one

we've watched Anya Ayoung Chee through so many obstacles and adventures: from representing T&T in Miss Universe, to shining on Project Runway to her secret intimate wedding

now she embarks on another huge adventure: motherhood

Read our feature on our site: <https://bit.ly/2pY8U4b> or pick up a copy of #XXthemag in today's T&T Guardian



Women's Website + Magazine

Invite friends to like this Page

The Official XX Facebook Page

20,803 people like this and 20,779 people follow this

75% response rate, 7 hours response time Respond faster to turn on the badge

3,933 likes +11 this week Rosemarie Abed and 17 other friends

4,431 follows

See Pages Feed Posts from Pages you've liked as your Page

18,768 post reach this week

200 video views this week



Motherhood
MATERNITY





Motherhood
MATERNITY