

THE RAJON

CARIBBEAN LIFESTYLES

THE DESTINATION FOR FLORIDA & THE CARIBBEAN 'S GREATEST STORIES



MEDIA KIT 2025

WHO WE ARE

THE POWER OF THERAJON

LARGEST LOCAL AUDIENCE

For over a decade, Therajon Magazine has been a leading source of information and lifestyle content, captivating readers with its engaging editorials and dynamic designs. Renowned for its high-quality content and widespread reach, our influential brand appeals to a discerning global audience interested in high-net-worth markets.

Therajon Magazine is a premier cultural and lifestyle publication, offering an exceptional mix of regional insights and international perspectives. It's the only magazine of its kind in the Caribbean with a savvy approach, merging local focus with worldwide themes and consistently delivering outstanding content about the Caribbean and Florida.

Our partnerships have solidified our presence in a competitive market, ensuring continuous growth for our advertisers. We engage 140,000 affluent readers with every issue, available in both print and digital formats. Experience the benefits of multi-market exposure and connect with an upscale global readership through Therajon Magazine.

THERAJON DELIVERS

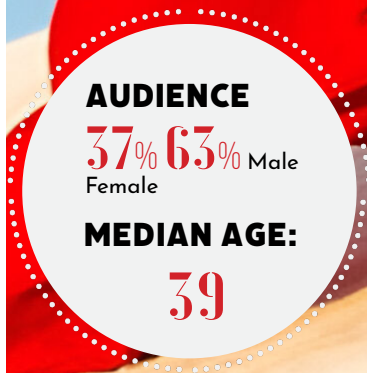
Therajon Magazine readers are affluent, cultural inclined and engaged

62% Frequently purchase products or services from ads seen in Therajon Magazine

7% have a household income of \$125,000 per year

88% are interested in dining & entertainment

62% are planning a vacation/travel next year





FLORIDA & THE CARIBBEAN CULTURAL LIFESTYLE

THERAJON

CARIBBEAN LIFESTYLES

MEDIA KIT 2025

ABOUT US

Dive into **Therajon.com**, one of the world's leading luxury blogs that captivates enthusiasts with content about Caribbean life. From stunning architecture and gourmet cuisine to vibrant art and exotic travel, Caribbean Living is your ultimate guide to explore everything the Caribbean has to offer!

We capture the elegance and sophistication of a life well-lived with eye-catching headlines, engaging articles, and high-quality images. Our readers have both high standards and the spending power to match, making them the perfect audience for the best brands in Florida and the Caribbean.

"DISCOVER THE CARIBBEAN'S MOST STUNNING AND UNIQUE PLACES TO STAY WITH THERAJON! FROM JAW-DROPPING HOMES AND VILLAS TO LUXURIOUS RESORTS, WE SHOWCASE THE RICH DIVERSITY OF THIS INCREDIBLE REGION"

Our readers are culturally savvy, have refined tastes, and live the kind of life many only dream about. They're used to being in the most exclusive spots.

Therajon.com traffic in these last 30 days:

Unique Visits: **941K**

Pages / Session: **1.79**

Page Views: **1.61M**

Time on Site: **1m48s**



TOURISTS TURN TO IT. LOCALS LIVE BY IT.

*The Caribbean & Florida's only
lifestyle media brand*

Discover Therajon, your ultimate guide to the vibrant cultures and experiences of the Caribbean and Florida. Explore captivating travel destinations, outdoor adventures, conservation efforts, culinary delights, music, and stylish trends from the Florida Keys to Tobago and everywhere in between.

THE MISSION

Connect the vibrant cultures and stunning landscapes of Florida and the Caribbean with captivating journalism, immersive storytelling, and stunning photography.

Your ultimate source for captivating stories about the people, places, and events in Florida and the Caribbean.

Discover the one-of-a-kind charm of Florida and The Caribbean—immerse yourself in their vibrant landscapes, diverse waterways, rich culinary delights, and captivating arts and culture.

For Advertising Information contact Publisher, Lisa Yarde, Lisa.Yarde@jonasmagazines.com

THERAJON
CARIBBEAN LIFESTYLE



Exclusive magazine of
Florida & The Caribbean

THERAJON

C A R I B B E A N L I F E S T Y L E S

magazine

*Therajon magazine has been your trusted guide to the culture and history of **Florida** and the **Caribbean** for over a decade.*

Discover the world with Therajon Magazine, your ultimate travel companion that goes beyond the guidebook. Our writers bring fresh, unique perspectives with travel essays and in-depth local guides, designed to ignite your adventurous spirit and fuel your imagination. From Florida to the Caribbean, we're your go-to source for up-to-date travel news, tourism updates, and endless discoveries.

Our stunning photography and incisive stories bring destinations to life, inspiring you to explore and immerse yourself in diverse cultures. Therajon captures the essence of every place, showcasing its true colors through an outstanding collection of people, places, and culture.

Whether you're planning your next adventure or daydreaming about far-off places, Therajon is more than just a magazine—it's a gateway to endless adventures. Available on digital platforms, we offer engaging multimedia content like videos, blogs, and social media posts to keep your wanderlust alive wherever you are. Ready to explore the extraordinary? Pack your bags, and let's go!

Jonas Magazine promises that every page of our award-winning publications caters to travelers seeking affordable and accessible adventures. We curate content that not only reflects the taste and adventurous spirit of our global audience but also emphasizes budget-friendly cultural lifestyle experiences for everyone to enjoy.

Looking to boost your brand's visibility? Therajon Magazine is your perfect partner! With a vast reach of million readers annually across digital platforms, we offer advertisers unparalleled exposure. No other Caribbean magazine matches our combined print and online presence, making us the go-to choice for those seeking added value in their advertising efforts.

THE AUDIENCE

PASSIONATE, DISCERNING, UNIQUELY CARIBBEAN & FLORIDIAN STYLE



Therajon readers are enthusiastically seeking the good life, inspired by our editorial content to take meaningful action, whether they're in the Caribbean, Florida, or beyond.

ADULTS AGE
35-65
EDUCATED, WELL-TRAVELED, DISCERNING

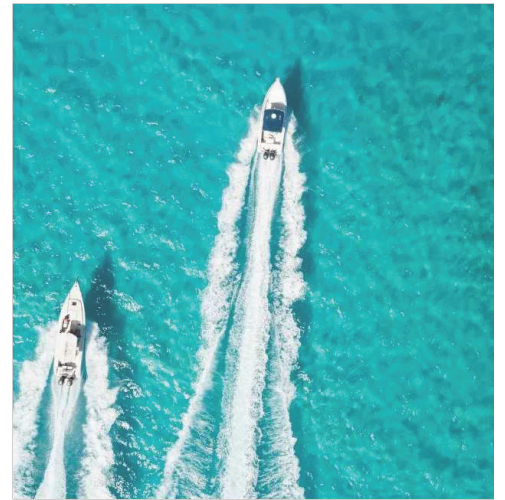
40% / 60%
MALE READERSHIP FEMALE READERSHIP

\$200K
AVERAGE HOUSEHOLD INCOME

For Advertising Information contact Publisher, Lisa Yarde, isa.Yarde@jonasmagazines.com

THERAJON
LUXURY CARIBBEAN LIFE

THE BRAND



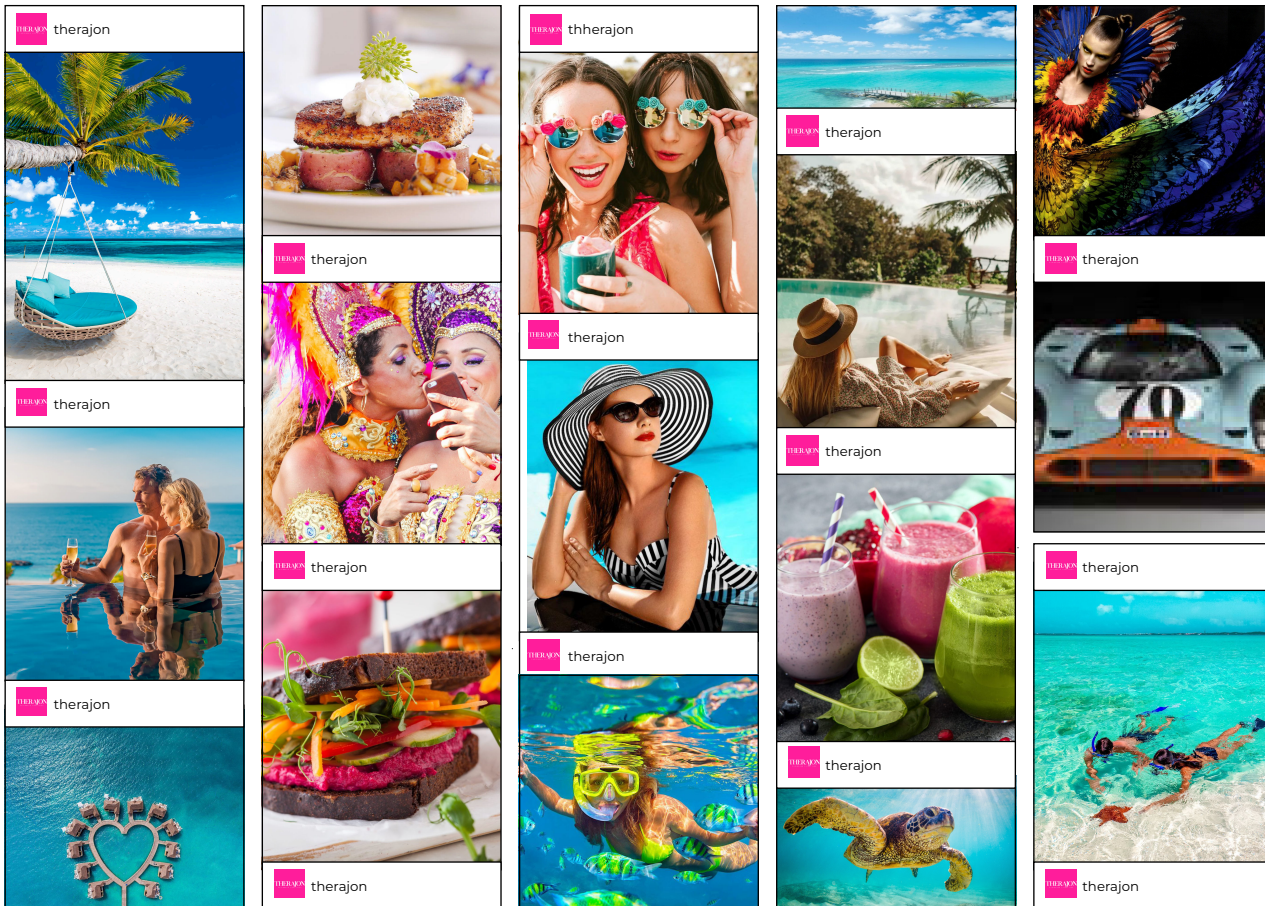
Engage with an Global Audience

Therajon successfully engages millions of users by delivering high-quality, original content across digital and social platforms. Our unique storytelling approach ensures we consistently reach and captivate our audience, establishing a substantial number of brand impressions.

Discover the Caribbean's top travel guides and vacation ideas, showcasing the finest hotels and resorts, exciting activities, family-friendly adventures, and must-visit dining spots.

THERAJON

FROM FLORIDA TO BERMUDA AND THE CARIBBEAN



35,000+
PAGE VIEWS PER MONTH

Boasting an impressive average of 60,000 page views per month, our digital platform offers a global audience an engaging blend of unique editorial content, insightful reporting, stunning photography, and exclusive behind-the-scenes videos—all celebrating the vibrant spirit of Florida and the Caribbean.

18,000+
Total Social Media Audience

@THERAJON

Access to our more than 15,000 100% authentic followers via Facebook, Instagram and Twitter

8,000
E-NEWSLETTER SUBSCRIBERS

Get exclusive, curated content that empowers Therajon readers and partners with cutting-edge stories, events, and partnerships that shape the industry's future.

30% AVERAGE OPEN RATE / 17% AVERAGE CLICK RATE

THERAJON
LUXURY





EDITORIAL CALENDAR

JANUARY 2025 // **LIVE THE LIFE YOU WANT**

- New Year, New You: Wellness
- Resilience Within Me
- Facing Career Anxiety

FEBRUARY 2025

- The Finishing Touch
- Polo Shirt Pairings for Ladies
- Shop The Style

MARCH 2025

- Miami's Best 5 Star Spas
- South Beach Escape
- The Power of Wellness in Miami

APRIL 2025

- Caribbean Top Adult Hotels
- Opulence in The Clifftops
- Escape To Laid Back Nevis

MAY 2025

- Modern Minimalist Home Design
- What to Look For In A Luxury Bed
- Beach Retreat Designs

JUNE 2025

- Mighty Mindsets
- Keys To Unlocking Happiness
- MENOPAUSE - How To cope With It

JULY 2025 // **BEST OF BARBADOS**

- The Buzz Of Cropover
- The "Bajan" Art Of Liming
- Barbados Green Heritage

AUGUST 2025 // **DESTINATION CARIBBEAN**

- TOP Budget-Friendly Vacation Destinations In The Caribbean
- Puerto Rico's 'Hidden Islands'
- Honeymoon In These Caribbea Remote Islands

SEPTEMBER 2025 // **HELEN OF THE WEST INDIES**

- Therapy at BodyHoliday St. Lucia
- Immerse Yourself in St. Lucia's Culture
- Heaven on Earth in Saint Lucia

OCTOBER 2025

- Guide to Miami Art Week
- Barbados Food & Rum Festival
- The 9 Coolest Things To do In The Caribbean

NOVEMBER 2025 // **BEST OF THE BEST**

- Castaway To The Caribbean This Winter
- Guide to The Best Beaches i Barbados
- Follow Your Nose: Food and Drink Tours
-

DECEMBER 2025 // **CHRISTMAS DELIGHTS**

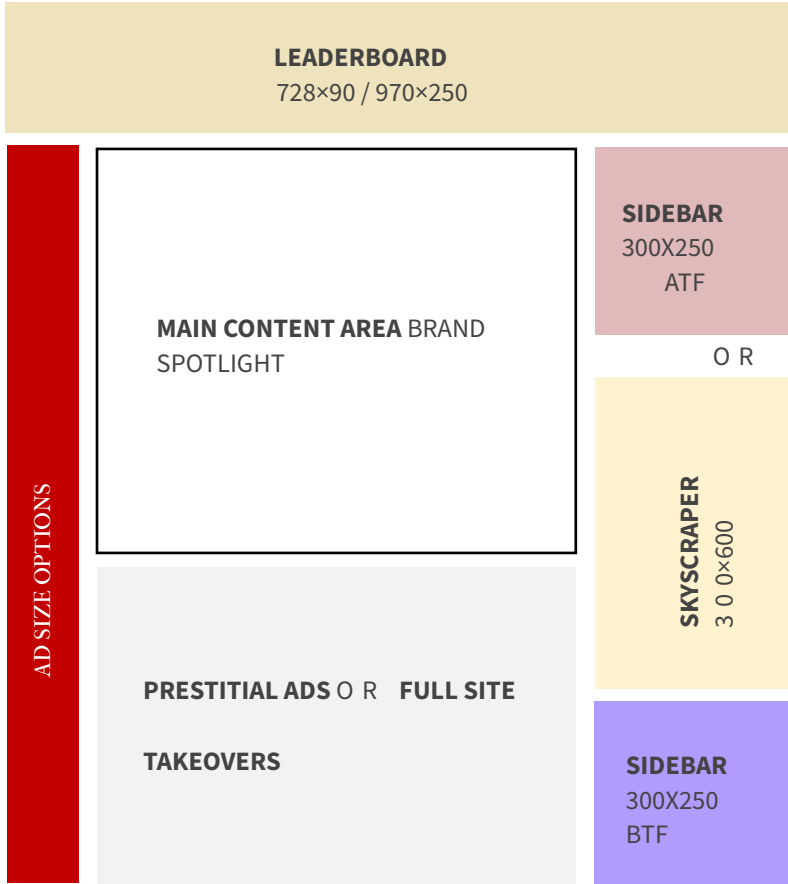
- Holiday Shopping Guide
- Top Caribbea Christmas Delights
- Christmas Rum Cakes

SPONSORSHIP OPPORTUNITIES & ADVERTISING RATES

ADVERTISING@THERAJON.COM

WWW.THERAJON.COM

+246 571 2297



HIGH IMPACT UNITS

- \$15 CPM** LEADERBOARD | 970 x 250
EXCEPTIONALLY HIGH CTR
- \$15 CPM** **SKYSCRAPER** | 300 x 600 ABOVE THE FOLD, HIGH CTR
- \$20 CPM** **PRESTITIAL ADS**
THE BEST ENGAGEMENT
- \$30 CPM** **FULL SITE TAKEOVER** INCLUDES ALL ADS

STANDARD AD SIZES

- \$10 CPM** LEADERBOARD | 728 x 90 100% VIEWABILITY
- \$10 CPM** **\$10 CPM** SIDEBAR AD | 300x250 ALWAYS ABOVE THE FOLD SIDEBAR AD | 300x250 BELOW THE FOLD

PAYMENT POLICY

For ad campaigns please contact our ad partners, [Jonas Magazines](#)

BRAND SPOTLIGHT

\$1,000 | Integrating native content may be the ideal method to communicate your brand's message in Therajon's reliable setting. Our brand spotlight may be a multi-page hub that covers your brand with unique galleries, videos, and original content contributed by your business. It would combine a powerful call to action with an excellent editorial and advertorial.

SOCIAL MEDIA PROMO

\$300 | **Therajon** currently has more than 100k friends and followers across all social media channels, with a high level of interaction on Facebook, Instagram, Pinterest, and Twitter. We give customers who want to improve their Therajon.com campaigns the option to publish on various social media channels in a way that will benefit both their company and our website.

PRODUCT REVIEW/GIVEAWAY

\$500 | If you want to connect with our enthusiastic audience through an exclusive giveaway for our readers, or if you want us to write an in-depth review of one of your products, we're always open to this kind of opportunities, as long as the products we're promoting fit our content and we think they might be useful to our fans as well.

PRIVACY
DISCLOSURE

Therajon and Jonas Magazines are committed to safeguarding the confidential information of its clients. We hold all personal information provided to our website in the strictest confidence. If you require more information or have questions about our website's privacy policy, please feel free to contact us at contact@therajon.com

SOCIAL FOOTPRINTS

5.2 MILLION
TOTAL BRAND IMPRESSIONS

THERAJON.COM

UNIQUE VISITORS: 400K+

PAGE VIEWS: 2 MILLION

AVERAGE TIME SPENT PER VISITOR: 20 Minutes

TOP TRAFFIC SECTIONS: Shop The Recipe, Global Palate, Food Festivals

ORIGINAL CONTENT: 60% MOM

AFFILIATE REVENUE YTD: \$8 MILLION+

SOCIAL MEDIA

8.9 MILLION+ FOLLOWERS

- INSTAGRAM: 4.2 Million+
- FACEBOOK: 3.9 Million+
- TWITTER: 514,000+
- PINTEREST: 711,000+

CROSS PLATFORM

Through consistent online and social media content, we bring value to our audience of fashion and design enthusiasts no matter where they may be.

...Lisa Yarde , CEO and Editorial Director

...Nathlie Sumtzer, Executive Editor

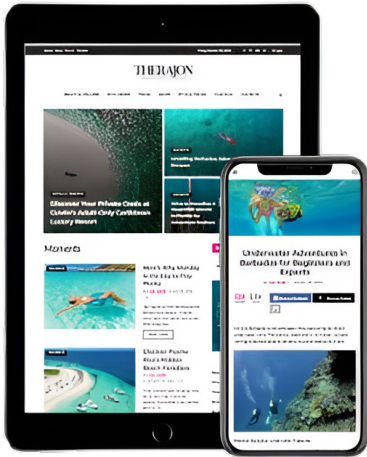
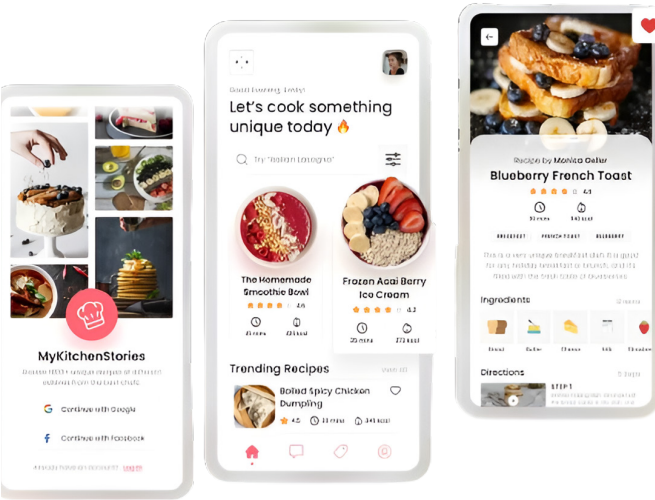
...Sean Elfie, Style Director

...Michael Sticker, Deputy Editor

...Camille St.Gilkes, Senior Design Writer

...Samuel Waters, Articles Editor

ALL contribute regularly to on-site and social content!



EDITORIAL CALENDER

Beauty • Entertaining • Health • Home Design • Kids & Family • Pets • Products & Trends



THE MIX // Everything new and now in Miami and beyond
GUIDE // Events to calendar and sights to see
STYLE // Fashion finds
REAL TALK // Real talk with fashion's best
THE NOOK // Our editors' picks
JEWELRY BOX // Jewels and baubles
BEAUTY // Self-care
TRENDING // What's hot in the world of self-care
ISLANDLUST // Exotic travel destinations
QUICK TRIPS // The art of the weekend jaunt
SIP & SAVOR // The best of the Miami-Dade food scene
MINDFUL MIXOLOGIST // What to drink now
ELEMENTS // Design accessories to covet
INSPIRED LIVING // How to incorporate the latest home trends
SOCIAL SNAPSHOTS // Event photos from the area's hottest events
MY MIAMI // Local folks dish on favorite spots for shopping, dining, relaxing, and more

*All editorial subject to change and cancellation

For Advertising Information contact Publisher, Lisa Yarde, isa.Yarde@jonasmagazines.com

THERAJON
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A red sofa is positioned on a sandy beach. In the background, the ocean meets a vibrant sunset sky with a bright sun low on the horizon. The overall scene is peaceful and scenic.

DIGITAL MEDIA

The Jonas Magazine Media Group Digital Studio is a suite of digital marketing services available to help all types of businesses and industry segments. Services include:

MARKETING SERVICES

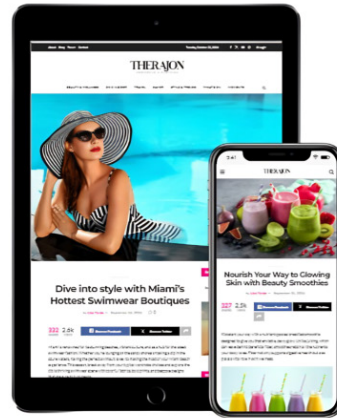
- **Social Media Advertising**
- **Google Display and Programmatic Advertising**
- **Search Engine Optimization (SEO)**
- **Search Engine Marketing (SEM/Google PPC)**
- **Website Remarketing**
- **Video, YouTube and Connected TV Advertising**
- **Digital Radio Advertising**
- **Custom Email Marketing**
- **Digital Consultation**

Our goal is to help you achieve your marketing goals, by way of co-curated targeted messaging and tap the experts and technology of our parent company, Jonas Magazines Media Group.

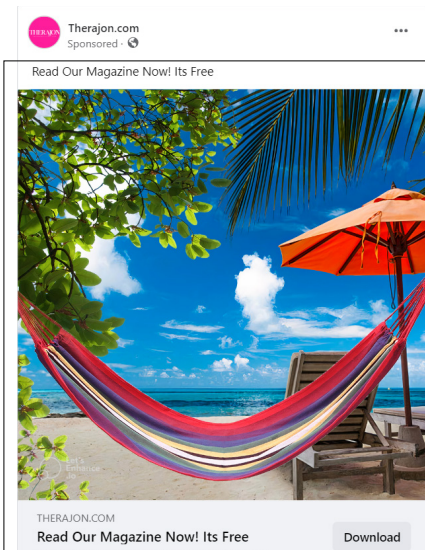
- **Stand Out**
- **Improve ROI**
- **Deliver Specific Measurable Results**

AUDIENCE

DIGITAL ADVERTISING RATES & SPECIFICATIONS



Click here to check out Therajon Website



Click on the icons to check out Therajon Magazine online.

web advertising

Website

Leaderboard Banner

Side Banner

Campaign Box

Web Advertorial

Web Video Advertising

E-newsletter

Leaderboard Banner

Video Campaign Spot

Video Creation

•Direct

Mailing EDM

•Facebook

Facebook Post

•Instagram

Instagram Post

specs

Size: 728px (W) X 90px (H)
Jpeg or Png only

Size: 300PX (W) X 250PX (H)
Jpeg or Png only

Size: 300PX (W) X 112PX (H)
Jpeg or Png only

Include 250-500 words article
with 3-5 images

Size: 300PX (W)
Jpeg or Png only

Size: 768px (W) X 90px (H)
Jpeg or Png only

Size: 300px (W)
Jpeg or Png only

From 60 seconds to 90 seconds

15,000 subscribers

Size: 470px (W) X 470px (H)
Jpeg or Png only

Size: 1080px (W) X 1080px (H)
Jpeg or Png only

price

\$1,500

\$1,000

\$1,500

\$2,500

\$1,800

\$3,500

\$1,800

\$3,000

\$4,200

\$300

\$300

For Advertising Information contact Publisher, Lisa Yarde, isa.Yarde@jonasmagazines.com

THERAJON
MAGAZINE

Jonas Magazines Media Group COLLECTION



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