

Home Sweet Jamaica™

MEDIA KIT
2026



Home Sweet Jamaica

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About Home Sweet Jamaica

Home Sweet Jamaica (HSJ) is a vibrant lifestyle magazine created to celebrate and connect the global Jamaican community — from yard to abroad. Rooted in heritage and driven by heart, HSJ offers a fresh, modern lens on Jamaican culture, showcasing the people, stories, traditions, and innovations that continue to shape the island's powerful global influence.

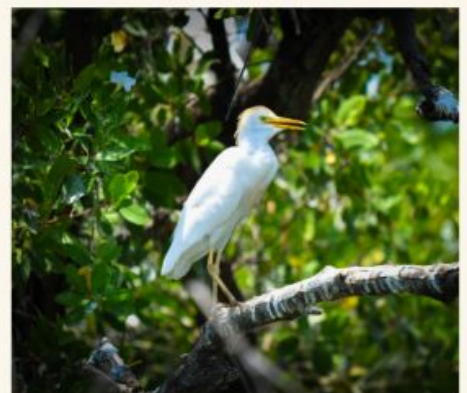
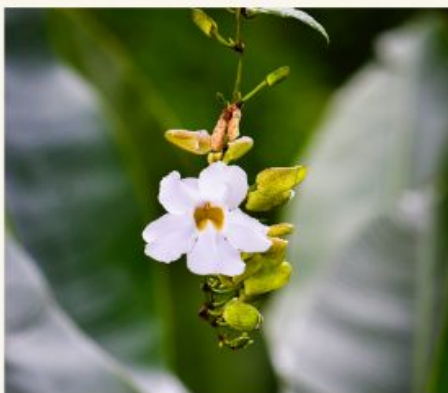
HSJ publishes a quarterly print & digital flipbook issue, with every article also individually available on homesweetjamaica.com — plus original digital-only stories published between issues, keeping the site active well beyond each quarterly release.

What We Cover

- **Features:** Profiles of artists, athletes, entrepreneurs, and changemakers across the diaspora.
- **Destinations:** Jamaica's places, from iconic to overlooked.
- **Heritage:** History, legacy, and the traditions that define Jamaican identity.
- **Nature:** The island's natural world — rivers, reefs, and rural life.
- **Flavor:** Food, ingredients, and culinary tradition.

Our Editorial Standard

Home Sweet Jamaica is intentionally non-political. We celebrate Jamaican culture, heritage, and community without taking sides on partisan or divisive issues, and we hold every story — ours and our contributors' — to a standard of fairness and objectivity.



Target Audience Insights

Home Sweet Jamaica serves a global community of culturally connected readers who share a deep love for Jamaican heritage and identity. We prioritize quality over quantity — a smaller, deeply engaged readership over broad, passive reach. Our primary audience includes:

- **Jamaican Diaspora (ages 25–80):** First-, second-, and third-generation Jamaicans living in the U.S., Canada, the U.K., and beyond who want to stay connected to their roots.
- **Heritage Seekers:** Adults exploring Jamaican culture more intentionally — often with their own children.
- **Jamaica Enthusiasts & Friends of the Island:** Non-Jamaicans who love the country's music, food, and culture.
- **Educators & Parents:** Seeking culturally grounded content for classrooms and homes.
- **Cultural Influencers & Creatives:** Artists, musicians, and entrepreneurs inspired by Jamaica's global influence.

The Addressable Market

The Jamaican diaspora is estimated at 2–3 million people worldwide — including 1.1 million+ in the United States, several hundred thousand in the United Kingdom, and 300,000+ in Canada. HSJ is built to grow into that full addressable audience over time.

An Economically Engaged Audience

HSJ readers are active participants in Jamaica's economy, not passive observers. Many send remittances home, travel back for family reunions and milestone events, and a meaningful share own or are pursuing second homes on the island — making them a highly motivated audience for travel, real estate, and lifestyle advertisers.

Contributor Guidelines

We're excited to feature stories that uplift, inform, and connect the global Jamaican community. Please review these guidelines before submitting your article and images.

Article Categories & Word Count

Category	Focus	Word Count
Short Feature	Profiles of individual artists, musicians, athletes, authors, or changemakers.	600–800 words
Standard Feature	Broader explorations of Jamaican culture, history, industries, or global impact.	900–1,200 words
Category Piece	Features, Destinations, Heritage, Nature, or Flavor.	Refer to feature length above

Writing Style & Voice

- Warm, engaging, culturally authentic — professional but personal.
- Avoid academic or overly formal language.
- Original content only, never before published anywhere.
- Fact-checked, with quotes and research properly attributed.
- HSJ is non-political — content should remain neutral and objective, without partisan commentary.

Submission Requirements

Text

- Submit as a Word document (.doc/.docx) or Google Doc (sharing enabled).
- Include a working title, byline, and brief author bio (2–3 sentences).
- Spell-checked and proofread before submission.

Images

- 1–5 high-resolution images (300 DPI+, minimum 1500px wide), .JPG or .PNG.
- Your original work, or with explicit permission and written confirmation of rights.
- Captions and photographer credits included.

Credits & Rights

All authors credited by name with bio and headshot as space permits. By submitting, you grant HSJ non-exclusive rights to edit, format, and publish your work across digital and print platforms. You retain ownership and may not republish elsewhere for 30 days after HSJ publication.

Submit To

Gina Tulloch-Adams — Submissions@HomeSweetJamaica.com

Subject line: "HSJ Article Submission – [Your Name]"

Advertise With Us

We invite brands, entrepreneurs, cultural organizations, and tourism partners to showcase their products and services alongside content readers already trust and engage with.

- **Targeted Global Reach:** The Jamaican diaspora across the U.S., Canada, UK, and beyond, plus cultural allies worldwide.
- **Two Ways to Advertise:** Bundle print with digital for maximum reach, or start with digital only.
- **Cultural Relevance:** Advertise alongside meaningful content — heritage, music, style, nature, and flavor.
- **Content-Led Options:** Advertorial placements blend your brand's message with editorial storytelling.

Need Your Ad Designed?

Send us your own print- and digital-ready files at no extra charge, or have HSJ Creative design it for you — add-on pricing scales with ad size (see rate sheet). Clients requesting an HSJ-designed ad must supply their own logo.

Ownership & Rights

Ads created by HSJ remain the client's property once paid in full. HSJ retains non-exclusive rights to publish the artwork in the magazine (current and future issues), promotional materials, and HSJ's own digital marketing.

Small business between 1–10 employees? Reach out to us directly about our special small business rates.

Two ways to advertise with Home Sweet Jamaica — get a bonus digital placement with your Magazine Advertisement (Online), or start with digital only.

Magazine Advertisement (Online)

Every advertisement in HomeSweet Jamaica magazine includes a digital placement on our website, in rotation for the life of the issue. Two audiences, one rate.

SIZE	BONUS DIGITAL PLACEMENT	PER ISSUE
Quarter page (4.25 x 5.5 in)	Medium Rectangle (300x250)	\$250
Half page (8.5 x 5.5 in)	Large Rectangle (300x600)	\$425
Full page (8.5 x 11 in)	Billboard (970x250)	\$600
Advertorial (client provided) (8.5 x 11 in)	Featured article placement	\$500
Advertorial (HSJ written) (8.5 x 11 in)	Featured article placement	\$750

Digital Only

Digital placement only — flexible monthly or per-issue. See the Ad Placement Guide for a visual guide to these sizes.

SIZE	PER MONTH	PER ISSUE
Medium Rectangle (300x250)	\$30	\$75
Wide Skyscraper (160x600)	\$38	\$95
Large Rectangle (300x600)	\$50	\$125
Billboard (970x250)	\$85	\$215

4-Issue / 1-Year Commitment (Save ~10%)

SIZE	BONUS DIGITAL PLACEMENT	SINGLE ISSUE	4-ISSUE TOTAL
Quarter page	Medium Rectangle (300x250)	\$250 x 4 = \$1,000	\$900
Half page	Large Rectangle (300x600)	\$425 x 4 = \$1,700	\$1,530
Full page	Billboard (970x250)	\$600 x 4 = \$2,400	\$2,160

Ad Creative — Design Add-On

Clients can provide ad-ready files for their Magazine Advertisement (online) and Digital Placements at no charge, or have HSJ Creative design your ad for you (client must provide logo).

Magazine Advertisement (Online)

SIZE	FEE
Quarter page	\$50
Half page	\$75
Full page	\$125

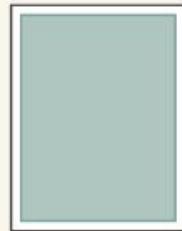
Digital

SIZE	FEE
Medium Rectangle (300x250)	\$60
Wide Skyscraper (160x600)	\$70
Large Rectangle (300x600)	\$75
Billboard (970x250)	\$125

Design Add-On fees include up to 2 rounds of revisions (4 rounds for full-page ads). Revisions beyond that number will be billed at our standard hourly creative rate; any surcharge is assessed on a case-by-case basis. Revisions needed to correct an HSJ error — such as a spelling mistake or a departure from the client's original instructions — do not count toward this limit and are corrected at no charge.

Magazine Advertisement (Online) Sizes

Each diagram shows a full magazine page, with the shaded area marking how much of that page your ad space covers.



Full Page
8.5 x 11 in
\$600



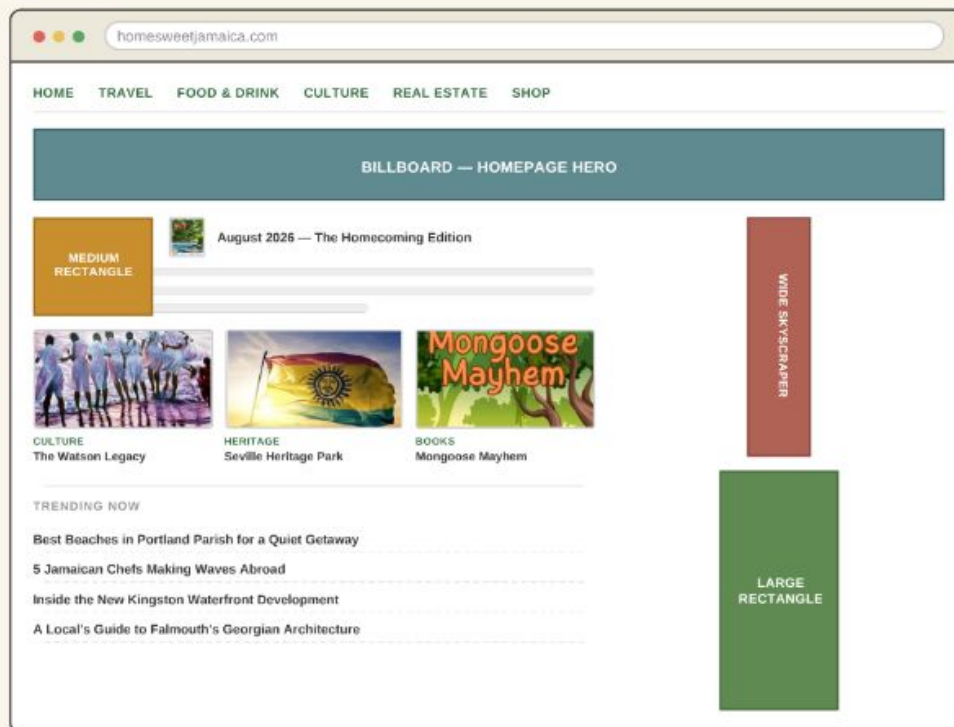
Half Page
8.5 x 5.5 in
\$425



Quarter Page
4.25 x 5.5 in
\$250

Digital Ad Sizes

Shown below at desktop scale — see the next page for how these same placements adapt to tablet and mobile.



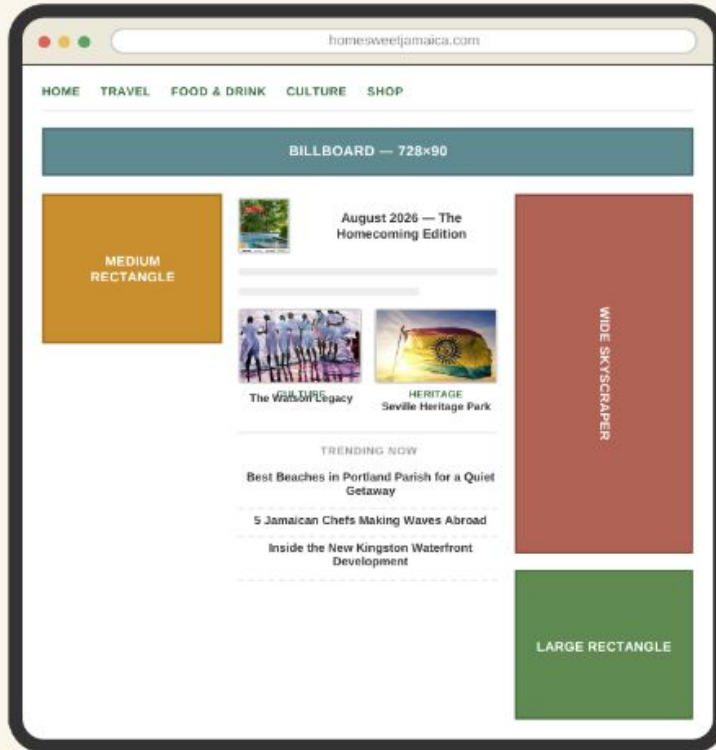
SIZE	DESKTOP	TABLET	MOBILE	RATE
 Billboard	970x250 px	728x90 px	320x50 px	\$85/mo digital-only · bonus with full-page magazine ad
 Medium Rectangle	300x250 px	300x250 px	300x250 px	\$30/mo digital-only · bonus with quarter-page magazine ad
 Wide Skyscraper	160x600 px	300x600 px	300x250 px	\$38/mo digital-only
 Large Rectangle	300x600 px	300x250 px	300x250 px	\$50/mo digital-only · bonus with half-page magazine ad

Every digital size HSJ sells renders on desktop, tablet, and mobile — nothing here is available on only one device type. On smaller screens, Wide Skyscraper and Large Rectangle both serve as a standard 300x250 unit (the same shape as Medium Rectangle); Billboard scales down to a 728x90 tablet banner and a 320x50 mobile banner. See the next page for what these look like in place.

Digital Ad Sizes — Tablet & Mobile

The same four placements from the previous page, shown as they render on tablet and mobile screens. Exact dimensions for every device are in the size chart on the previous page.

Tablet



Mobile

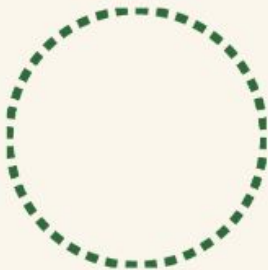


Full pricing for every size and device is on the Advertising Rate Sheet.



Home Sweet Jamaica™

where every page feels like home



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