



2026

Home Sweet Jamaica™

MEDIA KIT



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.



Target Audience Insights

Home Sweet Jamaica serves a global community of culturally connected readers who share a deep love for Jamaican heritage and identity. Our primary audience includes:

- **Jamaican Diaspora (ages 25–60):** 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.



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.



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).

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 — bundle print with digital for maximum reach, or start with digital only.

Track 1 — Print + Digital Bundle

Print ad space in the quarterly issue, with a proportionally-sized digital placement included

SIZE	DIGITAL INCLUDED	PER ISSUE
Quarter page	Medium Rectangle (300×250)	\$250
Half page	Half Page (300×600)	\$425
Full page	Billboard (970×250)	\$600
Advertorial (client provided)	Featured article placement	\$500
Advertorial (HSJ written)	Featured article placement	\$750

Track 2 — Digital Only

Digital placement only, no print — flexible monthly or per-issue

SIZE	PER MONTH	PER ISSUE
Leaderboard (728×90)	\$28	\$70
Medium Rectangle (300×250)	\$30	\$75
Wide Skyscraper (160×600)	\$38	\$95
Half Page (300×600)	\$50	\$125
Billboard (970×250)	\$85	\$215

Track 1 — 3-Issue Commitment (Save ~10%)

SIZE	SINGLE ISSUE	3-ISSUE TOTAL
Quarter page	\$250 × 3 = \$750	\$675
Half page	\$425 × 3 = \$1,275	\$1,150
Full page	\$600 × 3 = \$1,800	\$1,600

Ad Creative — Design Add-On (Either Track)

SERVICE	FEE
Client provides print- and digital-ready files	Included
HSJ designs your ad — quarter page	+\$35
HSJ designs your ad — half page	+\$55
HSJ designs your ad — full page	+\$80

Client-provided files must meet print specs (300 DPI, CMYK, bleed included) — HSJ can advise on formatting before submission.

Ready to advertise with Home Sweet Jamaica? Contact us at Media@HomeSweetJamaica.com to get started.



where every page feels like home

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