



A **trusted hub** for  
*connecting the diaspora*  
*and preserving **Jamaican***  
*culture online.*

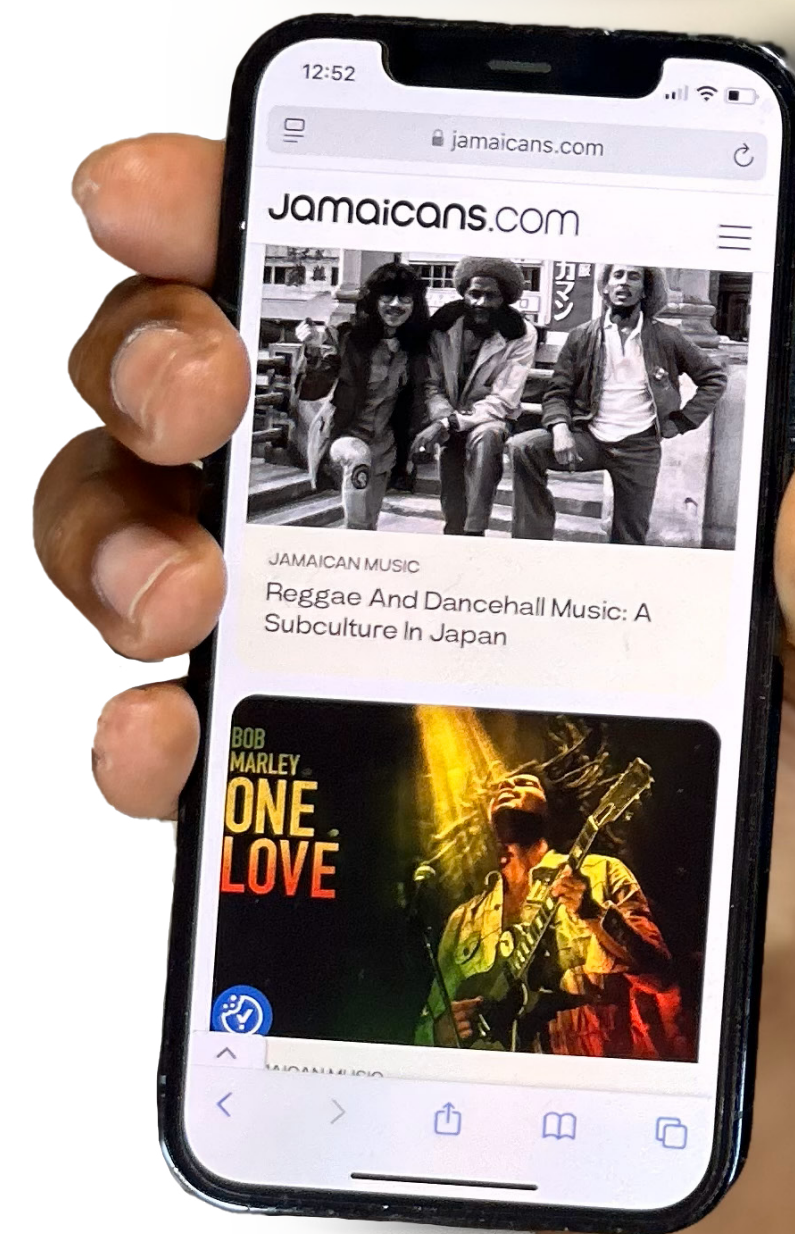
# About Jamaicans.com

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For **29 years** Jamaicans.com has been the leading digital hub for Jamaican culture, connecting the diaspora and celebrating our heritage worldwide.

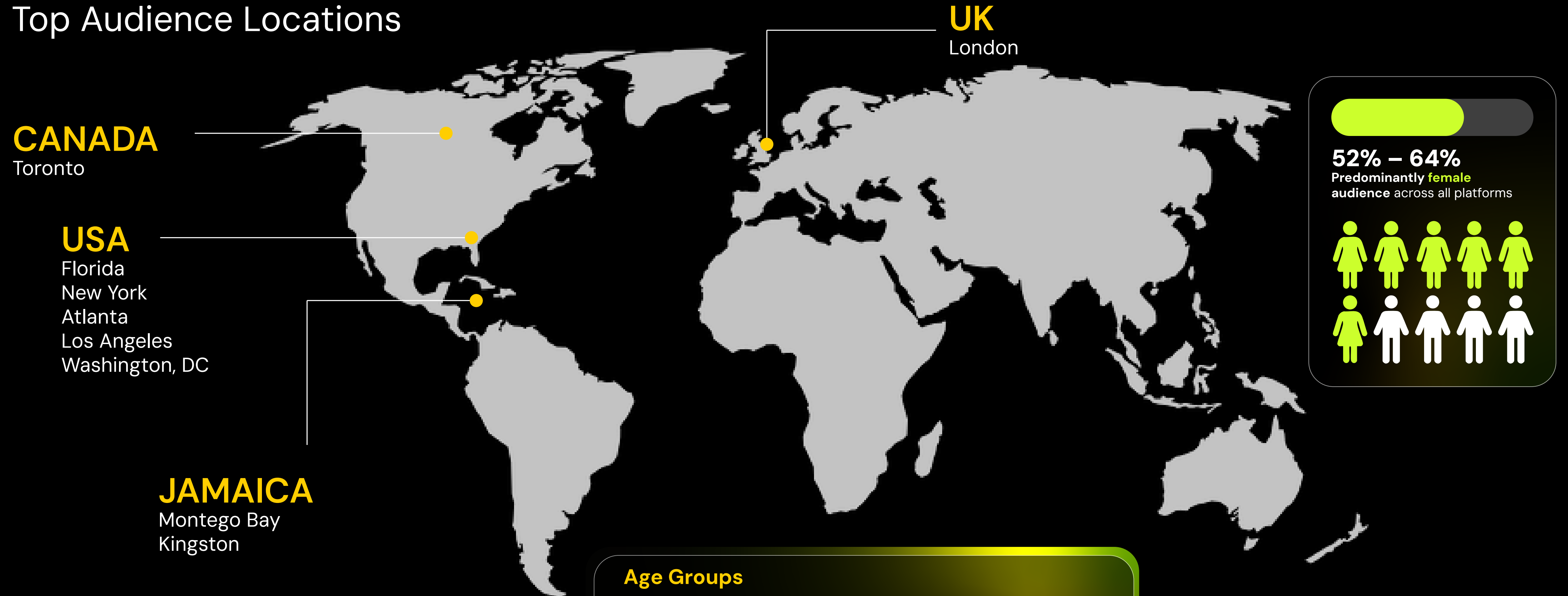
Founded by **Xavier Murphy in 1995**, our platform has grown into a trusted source for news, culture, food, music, travel, and entertainment. With engaging content across multiple platforms, we keep the spirit of Jamaica alive for our growing audience of over **600 thousand people** each month.

**Jamaicans.com**



# Audience & Reach

## Top Audience Locations



**CANADA**  
Toronto

**USA**  
Florida  
New York  
Atlanta  
Los Angeles  
Washington, DC

**JAMAICA**  
Montego Bay  
Kingston

**UK**  
London



**52% – 64%**  
Predominantly **female**  
audience across all platforms



### Age Groups



**25–44**  
YEARS OLD  
on Facebook



**35–54**  
YEARS OLD  
on Instagram



**25–34**  
YEARS OLD  
on YouTube

# Audience & Reach

Jamaicans.com is home to a vibrant global community of over **600,000** highly engaged individuals across all our platforms, including Jamaicans at home and abroad, as well as lovers of Jamaican culture. The platform reaches an average of **1.7 million** people monthly.



## Facebook

265K+ followers  
490K+ reach/month

## Instagram

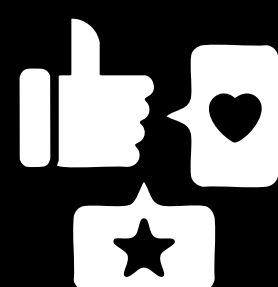
110K+ followers  
1M+ views

## YouTube

54K+ subscribers  
70K+ views/month

## Pinterest

25K+ followers  
500K+ monthly impressions



Social Media Reach

**1M+** followers  
across all platforms

# Why Advertise With Us?

Jamaicans.com

**Jamaicans.com** provides authentic connections between brands and the Jamaican diaspora. Our platform taps into deep emotions of cultural pride, nostalgia, and community engagement.



## Unmatched Reach

Direct access to over 1.7 million engaged users monthly

## Diverse Ad Formats

Social media, video sponsorships, newsletters, live events, and more

## High Engagement

Native advertising that blends seamlessly with our content

## Established Brand

Over 29 years as a leading digital platform

## Social Media Advertising

Our social media platforms connect advertisers with over a million engaged followers. We offer creative, native-style ads across **Pinterest, Instagram, Facebook, LinkedIn,** and **YouTube**, maximising impact while staying true to our brand values.

### Instagram

Sponsored Carousel Post

**Starting at USD \$1,200**

Carousel Ad Insert Only

**Starting at USD \$500**

Story Posts/Ads

**Starting at USD \$150**

## Facebook

### Native Page Ads

*Advertisers can place native-looking ads directly on our Facebook feed.*

**Starting at USD \$300**

### Live Shows

*Advertisers can feature in our Facebook live shows via interviews or ad placements, ensuring real-time audience engagement.*

- Brand Mention / Ad insert
- Episode Sponsor
- Sponsored segment
- Sponsored Interview

**Starting at USD \$200**

**USD \$1,000**

**USD \$500**

**USD \$700**

## YouTube Advertising

*Advertisers can sponsor full or partial episodes of our YouTube shows, featuring Jamaicans abroad or expats in Jamaica. These interview-style videos are also shared on Facebook.*

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### Weekly YouTube Shows

- Married to a Jamaican
- Jamaicans to the World
- Jamaican Doing Business
- Jamaicans Studying Abroad
- Expats Living in Jamaica

**Starting at USD \$600**

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## Website Advertising

*The heart of Jamaicans.com for 29 years, our website attracts 120,000+ monthly views from a loyal audience, offering diverse advertising opportunities.*

### Banner Ads Placement

- Home Page
- Post Page

**Starting at USD \$500**

### Sponsored Articles

*Partner with us for native-style editorial features that tell your story, boost clicks, and engage our audience.*

**Starting at USD \$500**

## Email Advertising

*Our weekly newsletter keeps subscribers informed and engaged. Advertisers can place ads or sponsor an edition for maximum visibility and link clicks.*

### Newsletter Ad Formats

- 15–30s Video
- Graphic (flyer, banner)
- Gif

**Starting at USD \$400**

### Email Blast

*A standalone promotional email sent to subscribers.*

**Starting at USD \$500**

# Partnerships Opportunities

Jamaicans.com

Jamaicans.com offers custom content collaborations for brands seeking meaningful connections and deeper engagement with local and diaspora audiences. Through strategic brand partnerships, we integrate brands into our most popular and engaging content series and events.

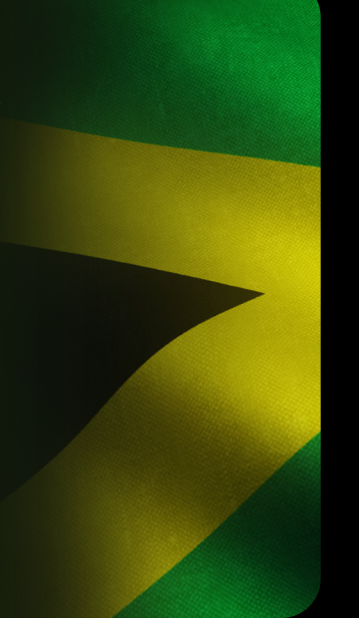
## Jamaicans Doing Business

Highlighting Jamaican entrepreneurs worldwide



## Patois Dictionary Series

Interactive Jamaican language learning



## Did You Know?

Bite-sized edutainment posts on Jamaican culture and facts



## Jamaica 365

The best things to do, see and eat every day of the year



## Jamaicans to the World

Stories of Jamaicans living and working abroad



## On This Day Series

History-focused multimedia carousels



## Best of Jamaica

Annual showcase on the best of Jamaica at home and abroad



# Past Partners

Jamaicans.com

We've worked with top brands, including:





CELEBRATING THE  
**BEST OF JAMAICA**  
WORLDWIDE!

Have a *story* to tell?

We'd love to share it.

Want to connect with a  
passionate, engaged audience?

We can make it happen.

- ✓ Join the conversation.
- ✓ Share your story.
- ✓ Partner with us.

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**Jamaicans.com**