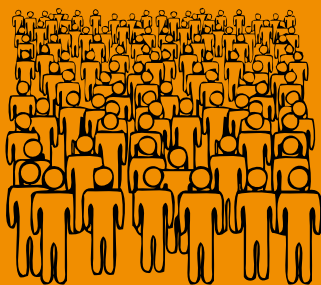


media
KIT

STAR 92.7 FM
CAYMAN ISLANDS

Connect to the Culture!

*the only station,
delivering premium content, to the
Urban Millennial.*



32,000
POPULATION
SERVED



- *Georgetown*
- *West Bay*
- *Bodden Town*
- *North Side*
- *East End*

mission STATEMENT

Creating and recognizing our own trends,
Educating while inspiring others and forming
meaningful relationships with our audience and
clients along the way.

brand IDENTITY

We are the trusted connection between the
people you want to know and the audience you
need.

Star 92.7 is a modern, engaging, motivating
and captivating media house. The fastest
growing interactive radio station in the
Cayman Islands, catering to the islands'
diverse, dynamic, engaging, motivating and
affluent audience.

We connect to the culture!



about US

We are committed to delivering trusted brands and products to our diverse, sophisticated audience of tastemakers and influencers.

Our team works together to meticulously research diverse programming and pin point exactly what you the client need.

At Star 92.7 we help to

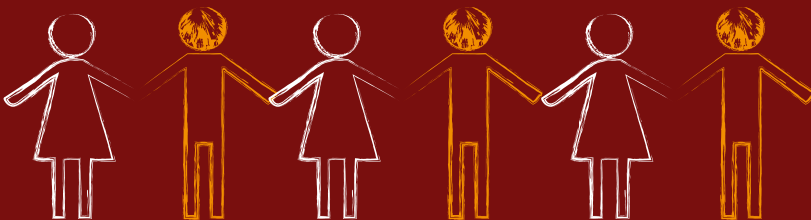
- Create New Business Relationships
- Expand your Marketing Research
- Meet Industry Demands
- Develop New Marketing Strategies
- Grow your Customer Base
- Deliver Increased ROI for our Business Partners

target AUDIENCE

Our programming ranges from Hilarious Morning Shows, mixshows to serious Talk Show content. We cover every age of the demographic spectrum. The question to you is who do you need to reach?

Audience Breakout:

55% { female
male } 45%



RELATIONSHIP BUILDERS: Interested in developing relationships with advertisers and acting as loyal ambassadors of their favorite brands Business owners and professionals who are investors in the region's continued growth.



star **ADVANTAGE**

EXPERIENCE

The diverse talents of our owners, with 30 years of successful business history.

TALENT

Your marketing message will be delivered by experienced international and respected local radio personalities.

TRUST

We captured the trust of our listeners, with our connectivity to the issues that matter.

why **ADVERTISE?**

- Creates store traffic
- Attracts new customers
- Boosts and maintains morale
- Is an investment in success
- Encourages repeat business
- Generates continuous business
- Keeps your business top-of-mind
- Gives your business a successful image



why **RADIO?**

- Creates intimacy for your product or message.
- Active medium in an active society
- Create Urgency and Immediacy.
- Ability to deliver powerful and profitable on-location remote broadcasts
- Unique formats allow targeting of your prospects
- Reaches prospects closest to the point of purchase
- Bridges the gaps left by other media options
- Provides unique, specialised on-air promotions
- Key for establishing top-of-mind awareness
- Can influence new markets and prospects
- Can compliment other advertising platforms
- Can reach on-the-go consumers

FEATURES

- On- the-Go Listeners
- On- Air promotional opportunities
- International Hosts
- Covering latest ground-breaking news and hot topics
- Providing a platform for intellectual discussions on issues that affect our audience
- Giving exposure to local creatives who are breaking the glass ceiling and moving up the corporate ladder
- Cover all the hottest, high- profile events including charity galas, fashion shows and sporting events
- An audience on the upswing of the consumer buying curve

our **ARTISTS**

Rihanna, Beyonce, Alicia Keys, Usher,
Jay-Z, Nicki Minaj, Drake, Kanye West,
Chris Brown, John Legend, Sean Paul
and more!



interactive SOCIAL PRESENCE



4,415

Total Likes



Online streaming
(www.star927cayman.ky)

27,000

Average hits per month



2362

Followers

10.6k

Tweets



Instagram



3180

Followers

how can **STAR 92.7** help **YOU?**

We'll help you reach an incredibly large, targeted customer base, thereby creating fantastic value for your marketing investment.

We'll work with you to develop advertising messages tailored to your marketing goals and cross platform advertising through our strong online community presence and e-newsletter feature.

We'll help you become "part of their world". Potential customers are more likely to support your brand when you become part of their world. They are aware of their power and are more willing to loyally align themselves with companies who understand their needs.

We'll save you time and money trying to wade through thousands of potential customers and put your brand and message in front of a highly targeted audience with massive influence.

that's how. **CONNECT WITH US!**