



PURE JAMAICA MEDIA

ADVERTISING + PARTNERSHIPS

MEDIA KIT

2026

JAMAICAN STORIES. GLOBAL
CONNECTION.

[PUREJAMAICAMEDIA.COM](https://purejamaicamedia.com)



ABOUT PURE JAMAICA MEDIA

AUTHENTIC NEWS. CULTURE. COMMUNITY.

Pure Jamaica Media is an independent digital outlet covering Jamaican news, culture, community, trends, events and entertainment.

Across Instagram, Threads, YouTube, Facebook and PureJamaicaMedia.com, we connect audiences with stories that highlight Jamaica's global impact and influence.

3 MILLION+

MONTHLY VISITORS





JAMAICA IN MOTION

OUR EDITORIAL FOCUS

JAMAICAN STORIES. GLOBAL RELEVANCE.

We cover Jamaican news, culture, community, travel, food, music, sports, events and entertainment for audiences at home and across the diaspora.

Brands can connect through sponsored social content, website features, YouTube integrations, event partnerships and custom multi-platform campaigns.

Every collaboration is shaped to feel relevant to the audience—not dropped into the conversation as a generic advertisement.

OUR EDITORIAL WORLD

THE RHYTHM OF JAMAICA, IN EVERY STORY.



CULTURE



ENTERTAINMENT



EVENTS



FOOD



MUSIC



TRAVEL

+ SPORTS



AUDIENCE & REACH

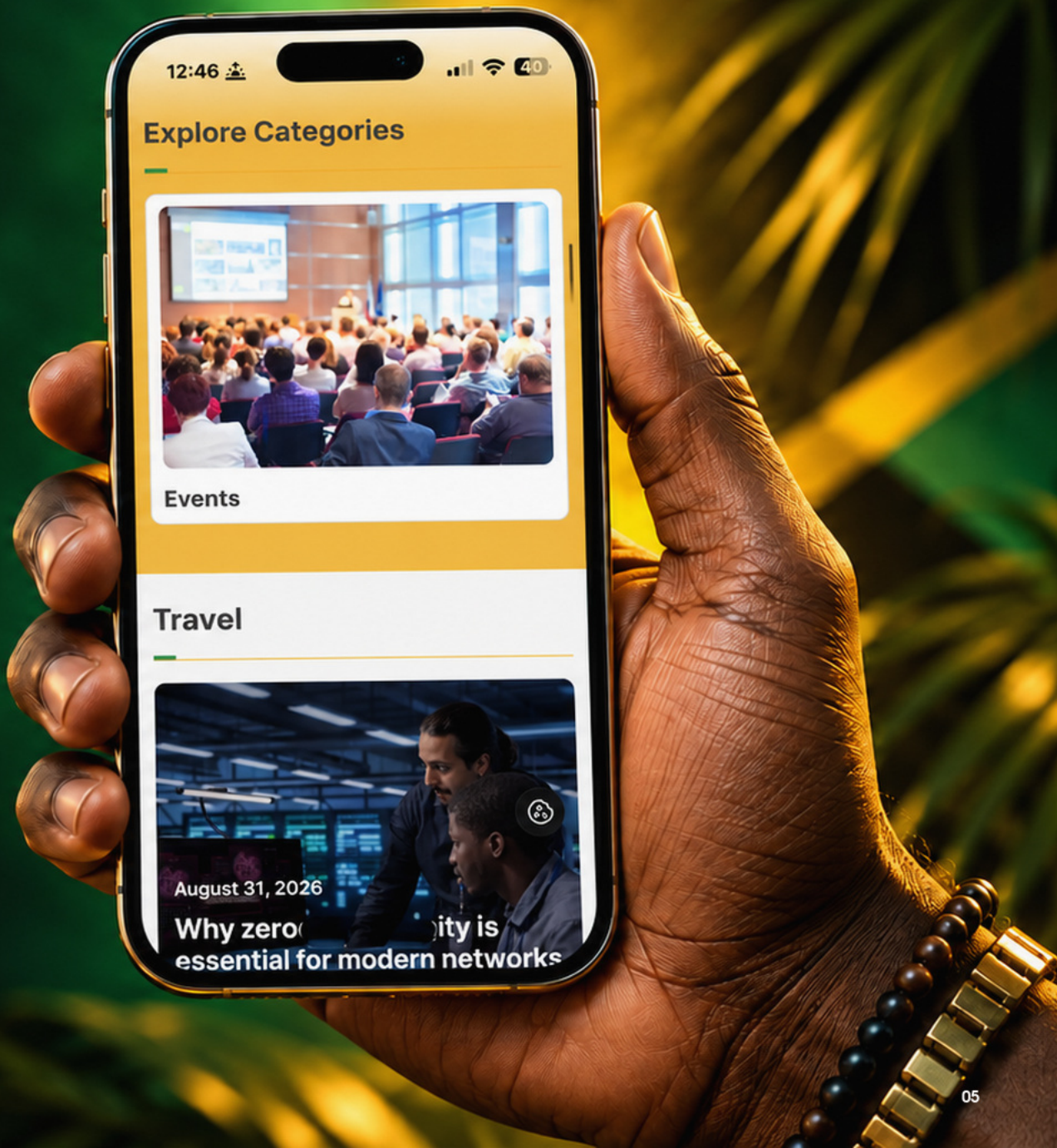
A SOCIAL-FIRST JAMAICAN MEDIA COMMUNITY

**REAL PEOPLE.
REAL CULTURE.
REAL CONNECTION.**

Pure Jamaica Media connects Jamaican audiences at home and abroad through timely news, culture, community and entertainment.

3 MILLION+

MONTHLY VISITORS



AUDIENCE & REACH

FOUR PLATFORMS. ONE CULTURAL CONVERSATION.

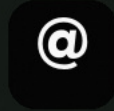


INSTAGRAM

129K

FOLLOWERS

Visual culture • Reels • Carousels



THREADS

22.8K

FOLLOWERS

Live conversation • Commentary



YOUTUBE

1.12K

SUBSCRIBERS

46 published videos



FACEBOOK

300K

FOLLOWERS

Community • News • Sharing

AUDIENCES & MARKETS

JAMAICA

AT HOME

NORTH AMERICA

DIASPORA

UK + EUROPE

DIASPORA

WORLDWIDE

GLOBAL COMMUNITY

CORE AUDIENCE

Jamaicans at home and abroad • diaspora communities • travelers • culture lovers worldwide

WHY ADVERTISE WITH US?

PUT YOUR BRAND BESIDE STORIES PEOPLE ALREADY CARE ABOUT.

We connect advertisers with Jamaican culture through news, food, music, events, community and entertainment. That context gives campaigns a natural place in the conversation and helps audiences understand why a brand belongs there.



01

CULTURAL CONTEXT

Place your message alongside relevant Jamaican stories and perspectives.

02

A CONNECTED COMMUNITY

Speak to Jamaicans at home and abroad, plus people drawn to the island's culture.

03

CHANNEL-SMART CREATIVE

Adapt the idea for Instagram, Threads, YouTube, Facebook or the website.

04

COLLABORATIVE DELIVERY

Agree the brief, creative, timing and placements together; review available results after launch.



PURE JAMAICA MEDIA

BRAND RELATIONSHIPS

SELECTED PARTNERS



Island Imports



Cookies Jamaica



City of Miramar



City of Lauderhill



Spice Jamaica



GraceKennedy Group



ARAH Rides



ADVERTISING RATE SHEET

WEBSITE ADVERTISING

High-visibility placements and native storytelling across PureJamaicaMedia.com.

HOMEPAGE / POST PAGE BANNER

High-visibility placement on the homepage or selected post pages.

STARTING AT

USD \$350

SPONSORED ARTICLE

A native-style editorial feature with approved images and campaign links.

STARTING AT

USD \$300

CATEGORY SPONSORSHIP

Brand visibility within a relevant editorial category for an agreed campaign period.

STARTING AT

USD \$650



ADVERTISING RATE SHEET

SOCIAL MEDIA ADVERTISING

Flexible placements across Instagram, Threads and Facebook, shaped to match the campaign objective.

INSTAGRAM CAROUSEL

STARTING AT

USD \$250

Multi-slide branded carousel created for the feed.

INSTAGRAM POST / STORY

STARTING AT

USD \$100

Single-frame flyer, photo post or short-form story placement.

THREADS FEATURE

STARTING AT

USD \$150

Sponsored thread, conversation feature or campaign mention.

FACEBOOK POST

STARTING AT

USD \$250

Native page post, flyer or video placement.



ADVERTISING RATE SHEET

YOUTUBE + EMAIL ADVERTISING

Video sponsorships and upcoming email placements designed for focused campaign visibility.

YOUTUBE VIDEO FEATURE

STARTING AT

USD \$350

Brand mention, sponsored segment or custom video integration.

NEWSLETTER AD

STARTING AT USD \$250

COMING SOON

Flyer or short video placement within an email newsletter.

DEDICATED EMAIL BLAST

STARTING AT USD \$300

COMING SOON

A dedicated promotional email built around one campaign message.

PARTNERSHIP OPPORTUNITIES

MAKE THE STORY BIGGER.

Build something your audience can see, experience and share.

Work with us on a collaboration shaped around your brand and the communities you want to reach.

SPONSORED STORIES

Editorial features that introduce a brand, product or idea with context.

CONTENT SERIES

A coordinated run of social, video or web content around one theme.

COMMUNITY CAMPAIGNS

Giveaways and initiatives that invite people to participate.

EVENT PARTNERSHIPS

On-site visibility, event coverage and audience-facing activations.

PRODUCT LAUNCHES

A clear campaign moment for new products, services and experiences.

CUSTOM COLLABORATIONS

Mix placements and creative into a plan built for your objective.

LET'S BUILD A PARTNERSHIP





ADVERTISING RATE SHEET

CAMPAIGN PACKAGES

Flexible starting points that can be tailored by platform, frequency, format and campaign objective.

ISLAND SPOTLIGHT

STARTING AT

USD \$550

A focused single-channel campaign with one primary placement and campaign call to action.

DIASPORA REACH

STARTING AT

USD \$995

A coordinated website and social campaign with multiple audience touchpoints.

CULTURE PARTNER

STARTING AT

USD \$1,750

A deeper custom partnership with original content, multiple placements and collaborative planning.



HOW IT WORKS

FROM IDEA TO IMPACT.

A clear campaign process designed to keep creative, approvals and execution moving.

01 DISCOVER

Align on your campaign goal, audience, key message, timing and what success should look like.

02 DESIGN

Choose placements and deliverables. We shape the creative approach, confirm pricing and share assets for approval.

03 LAUNCH

Once approved, we schedule and publish the campaign across the selected channels, then confirm links and timing.

04 REVIEW

We share the available reach and engagement results, discuss what resonated and identify useful next steps.



PURE JAMAICA MEDIA

PARTNER WITH US

LET'S MAKE SOMETHING THAT MATTERS.

Have a story to tell? We would love to share it with audiences connected to Jamaica and its culture around the world.

PARTNER WITH US

FOLLOW • SHARE • CONNECT

PUREJAMAICAMEDIA.COM @PUREJAMAICAMEDIA



PAYMENT DETAILS

READY TO GET STARTED?

Pay for your selected advertising service, then email us your payment confirmation.

BOOK YOUR CAMPAIGN

PAY WITH ZELLE

Scan in your banking app or send to the Zelle email below.

PAYMENT RECIPIENT

SAP BUSINESS SOLUTIONS INC

ZELLE EMAIL

sapbusinessmarketing@gmail.com

Confirm the recipient name before sending.



SCAN TO PAY

PAYMENT CONFIRMATIONS & QUESTIONS

purejamaicamedia@gmail.com

After paying, email your confirmation, business name, and selected service.

Need an invoice or payment instructions? Email us before sending payment.