



Taste Guyana Magazine

GUYANA'S ONLY CULINARY MAGAZINE

Media Kit &
Advertising Guide
2026

THE MAGAZINE

Taste Guyana Magazine is a first-of-its-kind publication dedicated entirely to Guyana's culinary identity. It will bring together the stories of our food, chefs, restaurants, local producers, creators, hospitality businesses and culinary destinations in one professionally produced magazine.

The inaugural edition, Flavours of Our Nation, will be released in November 2026

At a Glance

Publication detail Information:

Publication - Taste Guyana Magazine

Issue - Inaugural edition: Flavours of Our Nation

Release - November 2026

Format - Digital-first edition. Subsequent editions will be both digital and print

Editorial size - 60-70 pages

Editorial balance - Approximately 70% culinary/editorial and 30% food tourism

Reader price - Free of Cost

Publisher - Dijotal Media Agency

READERSHIP

The Readership Your Brand Will Meet

Taste Guyana is designed for readers who see food as more than a meal. They are interested in heritage, discovery, hospitality, local enterprise, travel and the people building Guyana's culinary future.

Our intended readership includes:

- Guyanese residents who actively explore restaurants, recipes, products and culinary experiences
- Guyanese across the diaspora seeking an authentic connection to home
- Travellers and food tourists researching Guyana through culture and cuisine
- Hospitality professionals, chefs, food creators, producers and entrepreneurs
- Consumers who value local brands, gifting, dining and culturally meaningful
- Age Range: 25-55 years
- Gender: 65% Female, 35% Male

Editorial Pillars

Food

Restaurants, recipes, ingredients, techniques and new culinary ventures

Culture

Foodways, traditions, celebrations, memory and heritage

People

Chefs, creators, producers, entrepreneurs and community voices

Places

Dining destinations, markets, regions, resorts and food tourism

AD OPTIONS

1. Display Advertising

Brand-controlled creative placed within the magazine.

Display advertising is suitable for clear offers, launches, destination promotion, product awareness and corporate visibility.

2. Sponsored Editorial

Clearly labelled, partner-supported storytelling developed to match the magazine's editorial quality.

Sponsored editorial is best suited to brands with a meaningful story, founder journey, product origin, hospitality experience or cultural connection.

3. Exclusive Section Sponsorship

One partner receives category exclusivity and visible association with a complete editorial section.

Section sponsorship is best for brands seeking authority, repeated recognition and deeper alignment with the publication.

RATE CARD

All placements are sold individually. These are not advertising packages.

Rates apply to the inaugural 2026 digital-first edition and are quoted in GYD

Quarter-page advertisement - \$50,000

Half-page advertisement - \$95,000

Full-page advertisement - \$185,000

Two-page spread - \$250,000

Inside front cover - \$250,000

Inside back cover - \$250,000

Back cover - \$200,000

SPONSORED EDITORIAL OPPORTUNITIES

Sponsored editorial will be clearly identified so readers can distinguish paid content from independent editorial coverage.

Product spotlight - \$90,000

Up to one page using supplied facts and images, with editorial formatting

Sponsored recipe - \$50,000

One recipe feature with partner credit and appropriate product integration

Sponsored article - \$250,00

Up to one designed page based on an interview or supplied brief

Branded feature - \$175,000

Two to three pages of interview-led storytelling

Seasonal gift guide entry - \$75,000

Product image, short description and contact link

Editorial Safeguards

- All sponsored content will be labelled Paid Partnership, Sponsored Feature or an equivalent disclosure.
- Taste Guyana retains final editorial, factual and design control.
- Sponsored content must be relevant to Taste Guyana's readership and editorial focus

EXCLUSIVE SECTION SPONSORSHIP

A section sponsor receives exclusive brand association with one editorial section. Competing sponsors will not be accepted within the same sponsored section.

Each sponsorship will receive:

Opening sponsor credit, one full-page advertisement and closing acknowledgement

Sections - \$200,000

Restaurants & Dining

Recipes & Traditions

Food & Travel

Local Products

Creators & Culinary Leaders

What Exclusivity Means

- Only one sponsor will be accepted for each named section.
- A direct competitor will not be accepted as a second sponsor of that section.
- Editorial subjects remain selected by Taste Guyana.
- The sponsor cannot dictate independent editorial opinions or conclusions.
- Category exclusivity applies to the sponsored section, not the entire magazine.

A section sponsorship is one itemized opportunity. It is not a bundled advertising package and does not include website, directory or newsletter promotion.

ARTWORK SPECIFICATION

Final production dimensions will be confirmed in the advertiser's insertion order.

Advertisers should follow these standards when preparing creative:

- Preferred formats: print-quality PDF, PNG or high-resolution JPG
- Resolution: 300 dpi for raster images
- Colour profile: RGB for the digital-first edition
- Fonts: embedded or converted to outlines
- Images and logos: advertiser must hold the necessary usage rights
- Live text and logos: keep inside the supplied safe area
- Full-page and spread advertisements: include bleed when requested
- Digital links: supply one final destination URL

Copy and Approval

Advertisers are responsible for the accuracy of supplied:

- Names
- Prices
- Dates
- Claims
- Contact information
- Legal disclosures

Taste Guyana may correct obvious typographical errors but will not rewrite approved commercial claims without the advertiser's permission.

PRODUCTION SCHEDULE

Space reservation – Deadline – October 15, 2026

Final artwork and partner materials – October 20, 2026

Final advertiser approvals – October 25, 2026

Publication – November 29, 2026

Dates are subject to written confirmation in the insertion order.

Late materials may result in placement changes or omission without a refund where production has already begun.

Booking Terms

- Premium positions and section sponsorships are allocated on a first-confirmed basis.
- A signed insertion order and payment are required to secure placement.
- Standard placements include one proof and one reasonable correction round.
- Cancellations must be submitted in writing before production begins.
- Production costs already incurred are non-refundable.
- Taste Guyana may decline advertising that is misleading, unlawful, discriminatory, culturally disrespectful or inconsistent with the publication's standards.
- The advertiser warrants that it owns or has permission to use all submitted copy, trademarks, photography and artwork.
- Final placement may vary slightly to protect editorial flow, except where a named premium position has been purchased.



THE COMPANY BEHIND TASTE GUYANA

Taste Guyana is owned and operated by DiJotal Media Agency, a strategic digital media and brand development company focused on building structured, purpose-driven platforms within emerging markets.

Founded by Guyanese Dionne Jones, DiJotal Media specializes in editorial media ecosystems, brand positioning, digital publishing, AI-driven assets, and scalable partnership frameworks. The company combines cultural storytelling with commercial strategy to develop media brands that operate with long-term growth planning and measurable visibility.

Through its broader media and strategic initiatives, DiJotal Media has worked with and supported organizations and brands, including:

GUYOIL • Virgin • Trinidad Express • Guyana Pegasus • Sagicor • Caribbean Surgery Inc. • Petrotrin • Lake Asphalt of Trinidad & Tobago • Beef Bootlegger FOMO Chefs • Unit Export (UK) • NIDEC Defence Group (Spain) National Gas Company (Trinidad and Tobago)

These engagements reflect experience operating within local, regional, and international corporate environments, providing strategic communication and media-focused execution.

This foundation ensures that Taste Guyana is supported by a structured, commercially aware media company with experience engaging established brands and institutions.

CONTACT

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