



# US | Market Activity Q2 2019

# US Campaigns | Q2 Marketing Activities

## Digital

- Display Banners
- Native

## Print

- Sun Sentinel
- New York Times
- Town & Country
- NY Metro
- New York Times Magazine

## Digital & Print

- Conde Nast

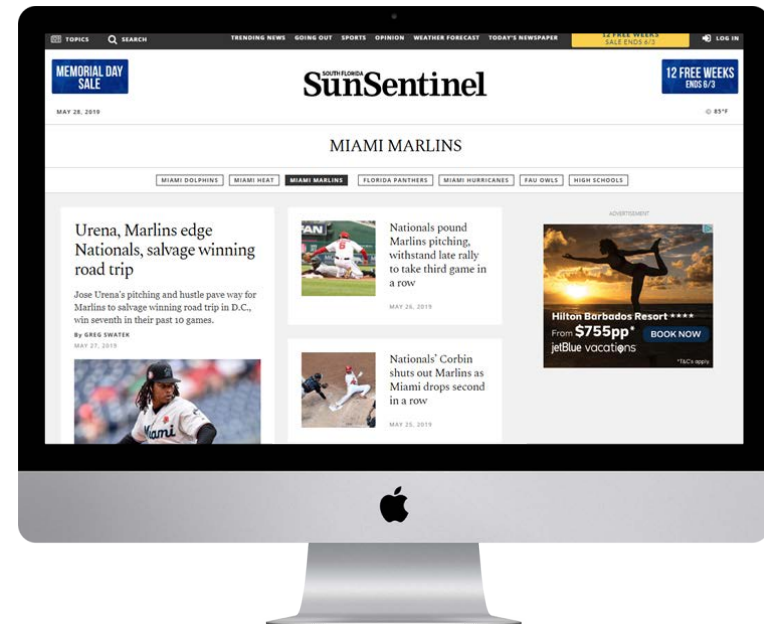
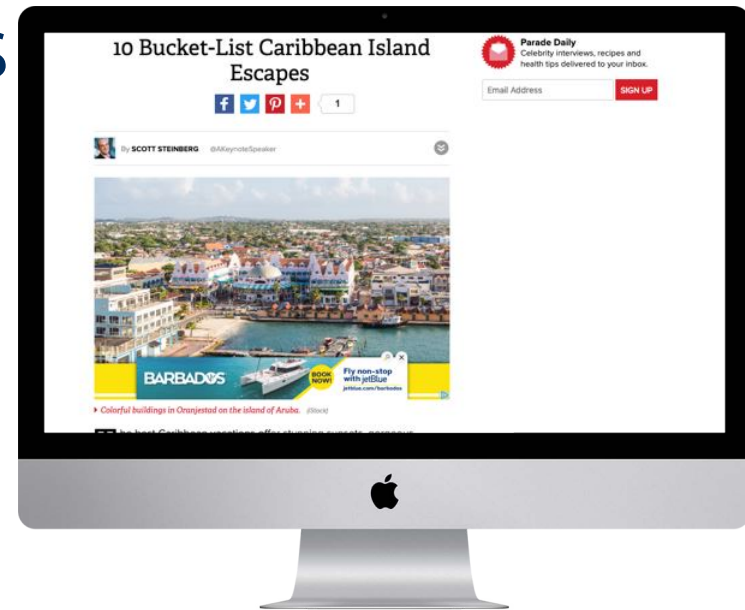
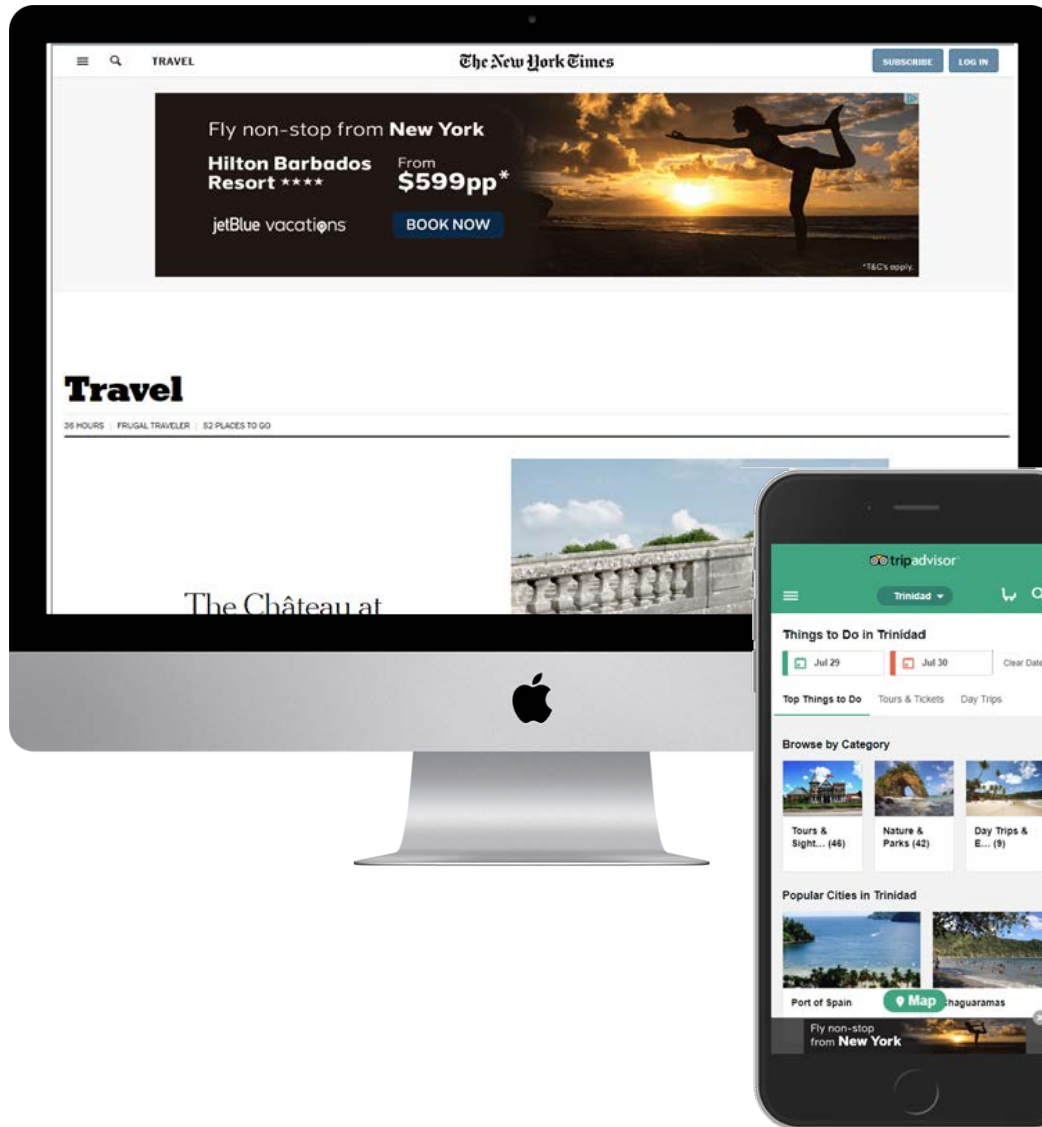
## OOH & Print

- Horizon

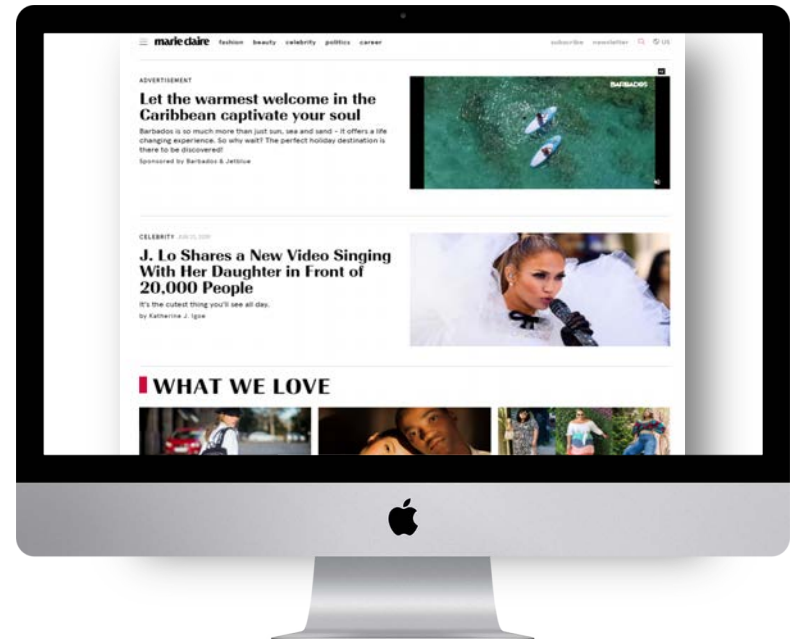
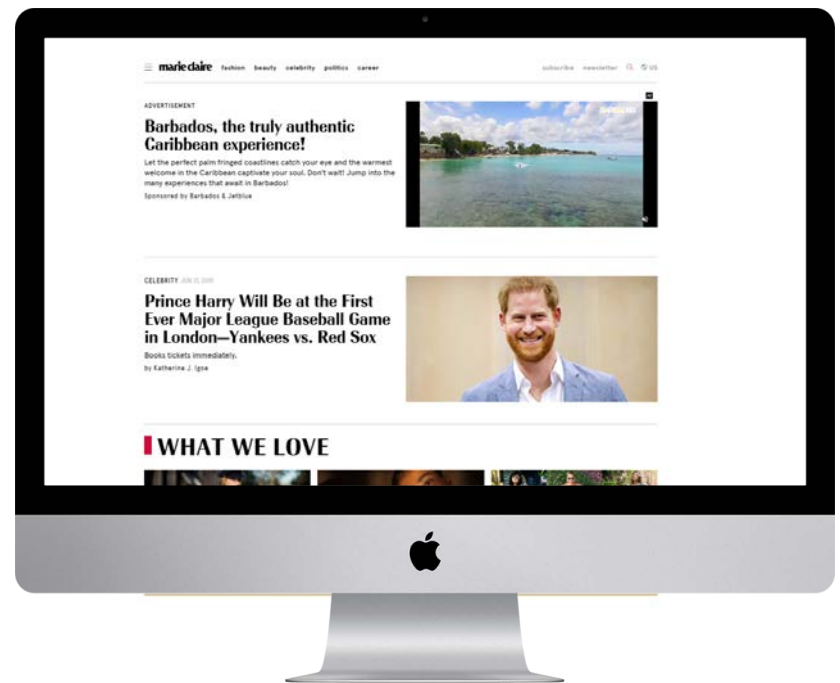
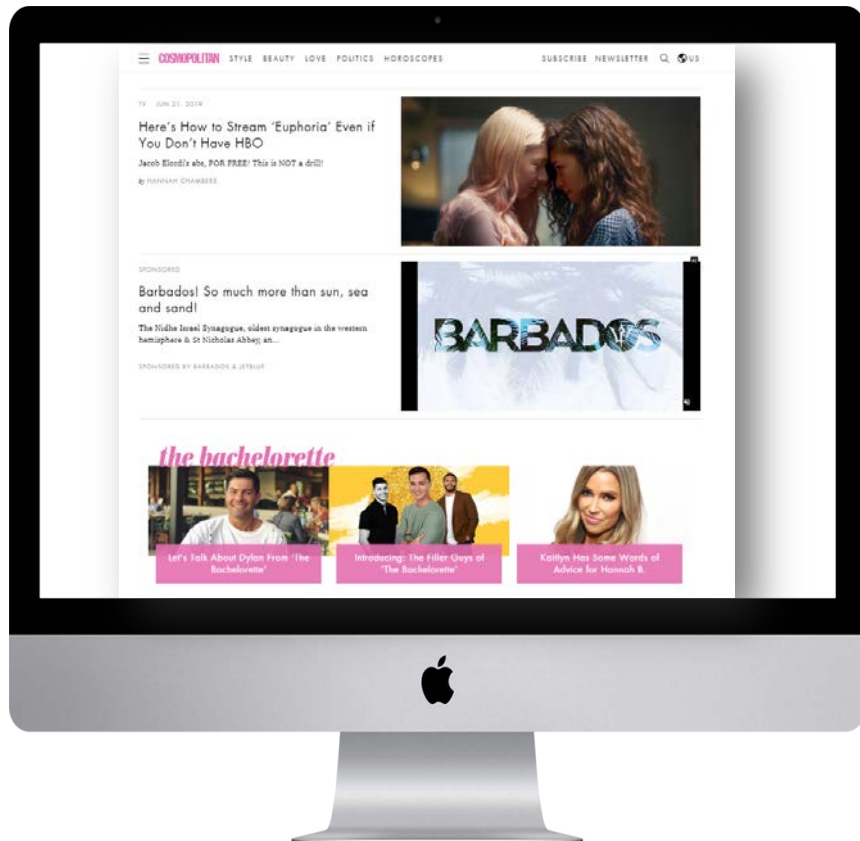
## OOH

- Miami Digital Formats
- NY & NJ, BOS, FL Roadside Billboards
- Madison Square Garden

# Digital | Display Banners



# Digital | Native



**Sun-Sentinel**

Alt Number:	6231766-2	Client Name:	Barrick Goldcorp
Invention Number:		Advertiser:	Prime Exps Gdn/AN/NSE
Size:	3 x 10.5	Serving Page/Zone:	
Color Type:	4 Colors	Description:	

Publication Date: 04/12/2019

We warrant that the information contained herein is true and correct as of the date of publication. We do not warrant the accuracy or completeness of the information contained herein.

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# OOH & Print | Horizon

## BARBADOS

### AN ISLAND OF LUXURY






With its white sandy beaches and gorgeous Caribbean climate, Barbados is truly an island of luxury. This tropical paradise provides visitors with the opportunity to fully immerse themselves in the island's rich history, culture, and scenery. From world-class resorts and beaches to the island's vibrant nightlife, Barbados has everything you need for a perfect vacation.

The island's stunning beaches and turquoise waters are a true paradise for anyone looking to relax and unwind. With its crystal-clear water and soft sand, Barbados is the perfect place to enjoy a day of sun and surf. Whether you're looking for a quiet beach or a lively party scene, Barbados has it all.

There's also the legendary Barbados rum, a drink that has been enjoyed for over 300 years. This delicious spirit is made from sugarcane and is a true Barbadian specialty. Whether you're looking for a quiet beach or a lively party scene, Barbados has it all.

With all that Barbados has to offer, it's no wonder that it's become a popular destination for anyone looking for a perfect vacation. From its stunning beaches and turquoise waters to its rich history and culture, Barbados has everything you need for a perfect escape.

Experience it all in just one place - Barbados. Visit [horizon.travel](http://horizon.travel) for more information.

## BARBADOS



**The Crane Resort & Residences**

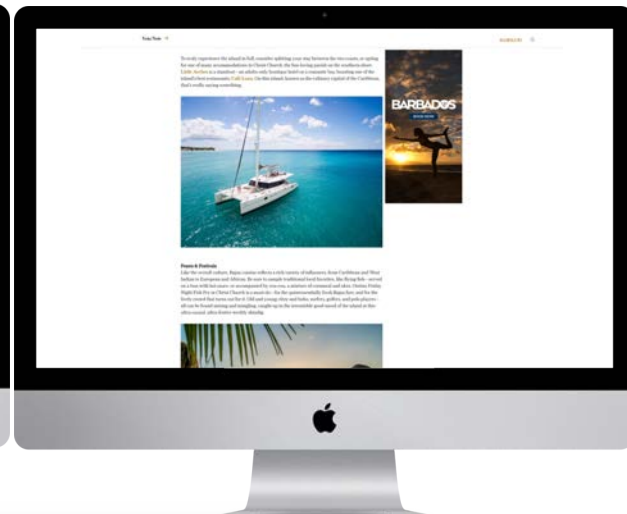
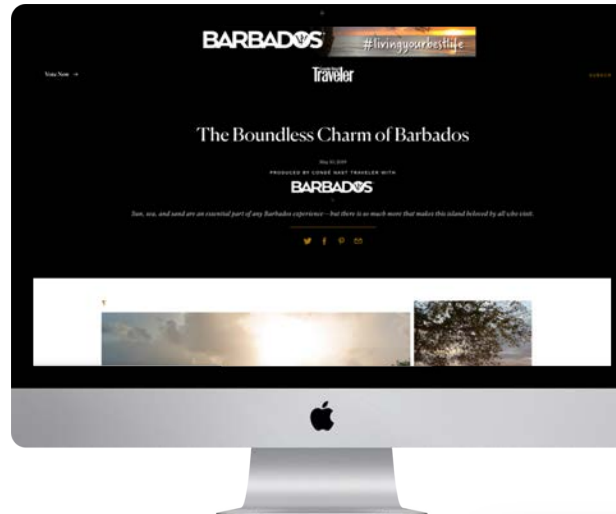
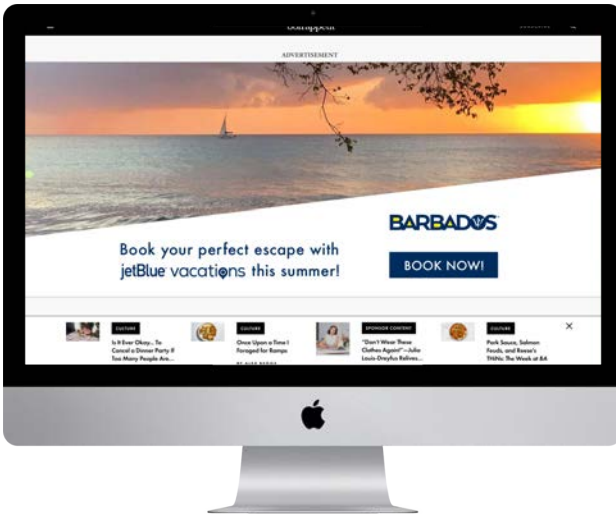
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# Digital & Print | Conde Nast Traveller





# Print | Sun Sentinel



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\*T&Cs apply. Price includes roundtrip airfare based on double occupancy FLL to BBO, for 3 nights/4 days, valid to retail through July 31, 2019.

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**In The Islands**  
Food Festivals, Music Festivals, Regattas & Other Events

**July 4: St. John Festival**

**May & June**

May 18-26: Gospelfest Barbados, includes music & comedy, [barbadosgospel.com](http://barbadosgospel.com)

May 20-27: Flavours of Grenada, food & beverage expo, various food-related events & entertainment, [flavoursgrenada.com](http://flavoursgrenada.com)

May 21-26: Barbados Celtic Festival, [barbadocelticfestival.com](http://barbadocelticfestival.com)

May 22-28: Aruba Soul Beach Music Festival, includes John Legend, Charlie Wilson, Ella Mai, Deon Cole, DJ Jazzy Jeff & other entertainers, [soulbeach.net](http://soulbeach.net)

May 25: Bimini Bread & Seafood Cook-off, Alice Town, North Bimini, Bahamas, [bahamas.com](http://bahamas.com)

May 25: Bujo La Luna Music & Arts Festival, Costa Rica, [blf.com](http://blf.com)

May 31-June 8: Grenada Chocolate Festival, tours, workshops & other activities, [grenadachocolatefest.com](http://grenadachocolatefest.com)

June 1: Made in Belize marketplace, [belize.org/made-belize-expo](http://belize.org/made-belize-expo)

June 6-9: Pineapple Festival, includes pineapple eating, cooking and sports events, Gregory Town, Eleuthera, [bahamas.com](http://bahamas.com)

June 6-9: Cat Island Rake & Scrape Festival, includes Gospel concert & other music, quadrille dancing & market, Arthur's Town, Cat Island, Bahamas, [bahamas.com](http://bahamas.com)

June 6-8: Saint Martin Book Fair includes literary recitals, cultural performances, multilingual workshops and workshops with authors, [repeatingislands.com/2018/08/13/saint-martin-book-fair-2019/](http://repeatingislands.com/2018/08/13/saint-martin-book-fair-2019/)

June 7-10: Barbados Invitational Masters Football Classic, [bdmfc.org](http://bdmfc.org)

June 7-10: Petite Martinique Whitsuntide Regatta, includes performances, onshore activities & boating events, [grenadagrenadines.com](http://grenadagrenadines.com)

June 20-22: All Andros Crab Fest, Fresh Creek, Andros, [bahamas.com](http://bahamas.com)

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Be captivated by the warm welcome of Barbados and entranced by its rich heritage. The only colony to have founded a colony, Charleston and the only home to George Washington outside the U.S. Barbados is an island brimming full of surprises. With dramatic and diverse coastlines to explore and authentic cultural experiences to immerse in, you won't just be moved by the beauty of Barbados but be transformed by the depth of experience that awaits you.

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68 Explore Florida & The Caribbean Sun-Sentinel.com



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## BARBADOS

THE ISLAND OF MANY FACES

### A WAY OF LIFE

Justifiably famed for its amazing beaches, Barbados has everything laid-back adventure seekers could want – from surfing and ocean tubing to hiking, horseback riding and snorkeling through the warm, crystal clear water. And if you die of overindulgence on white sand beaches, doing atopical exercises or shopping on boutiques, you can do that too. No matter whether you go or what you do, you'll be welcomed by the warm, friendly Bajan people.

Every part of Barbados has its own special something: the rugged Atlantic east coast is great for offhanging beaches, pristine beach picnics and surfing. The low-lying west coast, gently lashed by Caribbean breezes, glisters with salt-studded beaches and provides snorkelers with a multitude of scuba-worthy marine life. Near the pace is alive anywhere, including 18th- and 17th-century houses scattered around the island.

Explore Barbados's varied and colorful landscape by car, on foot, with the guided tour that takes you through forests and along stunning coral reefs, past pink trunks of flamingos, wine-tasting cliffs and the wonderful afternoon's Cave. Or take one of the island's walking tours, designed for all ages and all levels. You'll not only see the region's natural treasures up close, you'll also see the villages and historic districts of Barbados and learn about the rich culture and history of the island.

Many historic sites on this island will give you an appreciation of its colorful past. St. Nicholas Abbey Heritage Barbado, part of St. Nicholas Abbey Great House Plantation and Distillery, is a multi-use family attraction that is both educational and fun. A team of costumed actors you through the plantation fields and mahogany woods, culminating with the expansive highland view of the east coast of the island from Cherry Tree Hill.

On beyond the bar is hot spots and a drop, where the island's hidden corners and many of its different island adventures. Take an off-road air tour to remote places only accessible by jeep or a powerboat over the shimmering blue water that includes an exciting tour of a shipwreck.

Feeling really adventures? Use this trip's trip to paradise the way a hiker or hiker on the water. Take a swim, through a wide range of cruises and tours that take you swimming with the turtles. Most for the tour are so spectacular that provide the most amazing and new birds. It's a great day out – sailing down the beautiful, calm, delicious Barbadian coastline, sun, rain, wind, and, of course, seeing the magnificent turtles and sea turtles that swim along the Caribbean Sea.

Visit Folklife Town under Water Park & Marine Reserve, coral to preserve coral and shallow areas inhabited by the endangered turtles. Set beside a shimmering stretch of coral and beach, the park combines a museum and aquarium to illustrate the rich marine life of Barbados. Snorkel along an underwater coral reef to glass-bottom boat ride, where you'll see colorful fish fly through blue under coral habitats and gather around a sunken large.

Vertical deep beneath the earth, Harrison's Cave, a limestone cavern complex with stalactites, stalagmites, subterranean streams and a 40-foot underground waterfall. The adventure begins with a descent from the cliff top to the valley floor, either by stair or footpath. Gear up with helmets and board the train, where your guide and driver will take you on an exhilarating 60-minute tour through the cave's winding passages. See the crystal formations, still pools and rushing streams, and hop out for a descriptive and to snap some pictures. If you're a little more daring, ask a truly memorable one-and-a-half-hour walking tour or four-hour covey tour.

Barbados stands out as a unique family destination for its epicurean appeal. With its rich choice of cuisine, from world-class restaurants to sitting street food, Bajan fare is admirably delicious. Indeed, its tantalizing combination of African, Caribbean, West Indian, and European influences makes the cuisine a favorite among locals and the pickiest of young adults.

Celebrate with the locals at Crop Over Festival, which honors the end of the sugar cane season and runs from May through August 5. The 200+ year-old Carnival-like festival features lively parades, arts and crafts markets and colorful dance street lines. It ends on Grand Kadoshi Day, where Masquerade Bands make their way through the island with revelers dressed in feathered, sequined costumes. The finale of Crop Over's events marks the island's most exciting day of the year.

*Find out more at [visitbarbados.com](http://visitbarbados.com)*

**Ashore adventure in Barbados**



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\*Taxes, airport fees and optional services are additional. See website for details on restrictions. Offer valid through June 30, 2016. Prices based on 2 adults in double occupancy with airfare. \$50 tax, \$100 fee.





# ► Print | Town & Country



**BARBADOS®**

**Sandy Lane ★★★★★**  
**5 nights in an Orchid Room Bed & Breakfast**  
Includes a welcome fruit cocktail, one complimentary lunch for 2 people, a 60 minute Sandy Lane full body massage pp and more!

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T&Cs apply. Book by 12/26/19. Travel by 12/31/19. May blackout dates apply. Offers valid on new bookings only. Prices shown are per-person, land only based upon double occupancy, except if expressly noted otherwise. Offers are subject to availability at time of booking and may be changed or discontinued at any time without notice. Blackout dates, minimum night stays, minimum stay requirements on all seasonal surcharges, resort fees (if any), and other restrictions may also apply. Individual offers may require purchase of Travel Smart Plan or travel waiver. Offers are not valid for Group Travel. Some bookings and travel dates may vary. Other promotions and departure dates available which may result in a different rate under hotel inclusion. Customer is responsible for hotel taxes and fees on the free night offers, where applicable. For those properties where Classic Vacations has access to dynamic pricing rates, these rates will likely fluctuate from time to time based on market conditions and other factors beyond Classic Vacations control. Classic Vacations CST# 2079429-30.



# Print | New York Metro



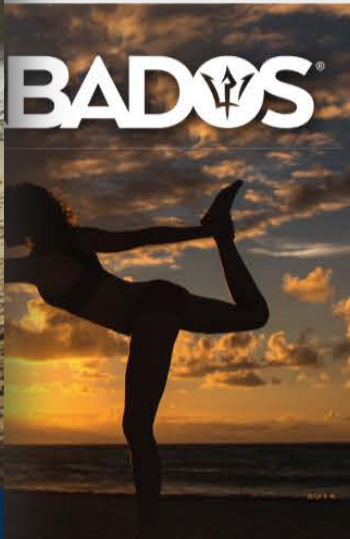
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\*T&C's apply. Valid for travel June 1 - September 30 from JFK - BGI. Includes air and hotel.



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Thursday, May 23, 2019

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Warriors vs. Raptors begins tonight, 22-23

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**'NOT AN OPTION'**  
In his first public comments since 2017, Special Counsel Robert Mueller said there was never a chance that charges would be brought against President Trump. 12-13

Severe weather wreaks havoc on evening commute. 4

Apollo 11 mission is celebrated at Hall of Science. 18-19

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29 metro

## TRAVEL



**PAT KING**  
pat.king@metronews.com

The year 2019 has officially been coined the "Year of Wellness and Soft Adventure" on the island of Barbados. For those unfamiliar with the island, this description could not be more appropriate as the country is known for maintaining a healthy balance between exploration and well-being.

The ECO Lifestyle Lodge is an intimate boutique hotel located on Tent Bay that embodies this well-rounded approach. The hotel is one of a number of different properties on the island that are making an effort to go back to nature. Their restaurant, helmed by Le Cordón Bleu-trained executive

## Find your perfect balance of 'wellness and soft adventure' in Barbados



island scenery in front of you.

Lokahi Forest Therapy offers a number of different yoga, Pilates and retreats within the 53-acre Coco Hill rain-forest overlooking the East Coast of Barbados. Lokahi puts a focus on "Green Therapy," sending guests on long walks through the forest while breathing in the therapeutic oxygenated trade winds of the Atlantic Ocean. As you disappear within the trees, you can book yoga and Pilates classes catered to all levels of experience, with

globe Ceruicate for its dedication to composting and recycling. All of the water at the resort is heated using solar energy and guests are given eco-friendly toiletries as well as reusable water bottles to cut down on unnecessary waste.

The ECO makes caring for the environment one of its top priorities, as it has earned a Green

at People Environment Growth (PEG) Farm. This biodynamic farm school allows guests to take tours and camp on their grounds with fresh farm-to-table dishes at the Chrysalis cafe like their Raised and Braised Hen, Chicken Papaya Salad, Pulled Pork Papaya Pan-

cakes, and refreshing drinks like the Basil and White Wine Spritzer. After making a connection to the landscape, practicing relaxation and mindfulness at one of Barbados' luxury meditation retreats will help to re-center the connection between your mind and body with the beautiful

For more information on how to book your perfect Barbados getaway, head to [visitbarbados.org](http://visitbarbados.org).

METROUS  
THURSDAY, JUNE 27, 2019

23 metro

## ENTERTAINMENT

METROUS  
THURSDAY, JUNE 6, 2019

tourists going to the area in May 2019 compared with the same month last year. Bookings for June, July and August have risen by approximately 40 percent since HBO aired the show, he said.

Tensley Yemelanen, director of Chernobyl Tour, said he expected a similar increase of 30 to 40 percent because of the show. His company offers a special tour of locations depicted in the series, including the bunker where the initial decision by local officials not to evacuate after the explosion was made.

Day-trippers board buses in the center of Kiev and are driven 120km (75 miles) to the area, where they can see monuments to the victims and abandoned villages and have lunch in the only restaurant in the town of Chernobyl. They are then taken to see reactor No. 4, which since 2017 has been covered by a vast metal dome 105 meters (344 feet) high which envelops the exploded core. The day finishes with a walk around Pripyat.

"Many people come here, they ask a lot of questions about the TV show, about all the events. People are getting more and more curious," said tour guide Viktoria Irozhko, who insists the area is safe for visitors. "During the entire visit to the Chernobyl exclusion zone, you get around two micro-sewers, which is equal to the amount of radiation you'd get staying at home for 24 hours," she said.

**SAME SKY**  
When Craig Mazin, the creator of the "Chernobyl" miniseries, came to visit before writing the show, he said of his experience: "I'm not a religious man, but, that's as religious as I'll ever feel. To walk where they walked felt so strange, and also being under that same piece of sky you start to feel a little closer, in a sense, to who they were," he told an HBO podcast.

The disaster and the government's handling of it — the evacuation order only came 36 hours after the accident — highlighted the shortcomings of the Soviet system with its unaccountable bureaucracy and entrenched culture of secrecy. The accident

killed 31 right away and forced tens of thousands to flee. The final death toll of those killed by radiation-related illnesses such as cancer is subject to debate.

A Belarusian study estimates the total cancer deaths from the disaster at 115,000, in contrast to the World Health Organization's estimate of 9,000. "You can't really come to Kiev and not take the opportunity to see this unique place," said Carolee Harwood, a 39-year-old nurse practitioner from southern England. "We only ended up watching the show because we were already coming, but I think you will see an increase in tourism because of the show, it will definitely spark interest."

Thieme Bosman, an 18-year-old student from the Netherlands, worries that the bump in tourist numbers will have a downside. "There are quite a lot of tourists already here and it does kind of take away the experience of being in a completely abandoned town, so I think if more and more tourists come here that will ruin the experience," he said.



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# Print | New York Lifestyle Magazine



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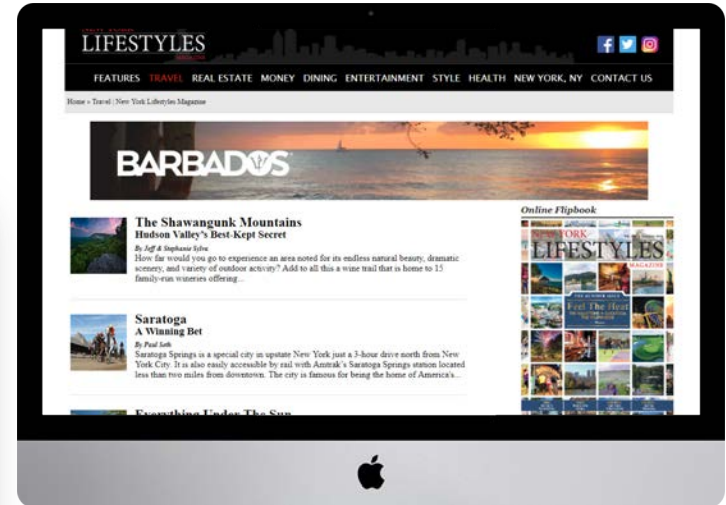
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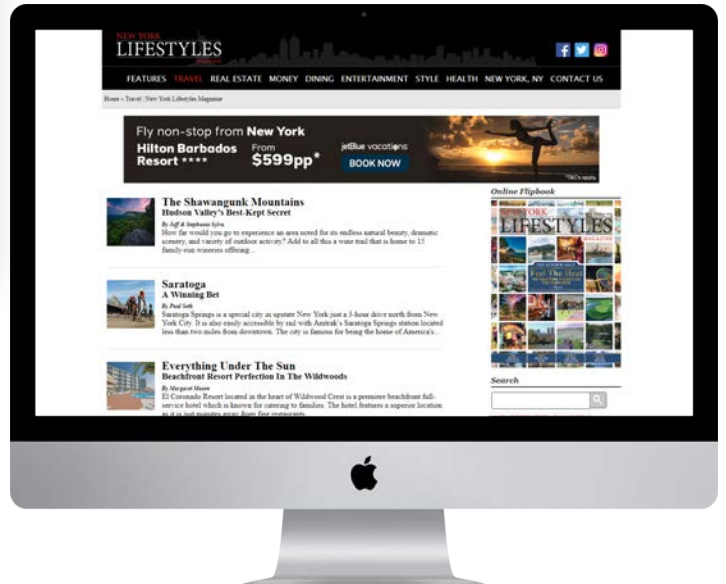
**BARBADOS**

**The Shawangunk Mountains**  
Hudson Valley's Best Kept Secret  
By Ag & Imogene Lyle  
How far would you go to experience an area noted for its endless natural beauty, dramatic scenery, and variety of outdoor activity? Add to all this a wine trail that is home to 15 family-run wineries offering...

**Saratoga**  
A Winning Bet  
By Paul Lyle  
Saratoga Springs is a special city in upstate New York just a 3-hour drive north from New York City. It is also easily accessible by rail with Amtrak's Saratoga Springs station located less than two miles from downtown. The city is famous for being the home of America's...

Everything Under The Sun  
Beachfront Resort Perfect in The Wildwoods  
By Margaret Hume  
El Comodoro Resort located in the heart of Wildwood Crest is a premiere beachfront full-service hotel which is known for catering to families. The hotel features a superior location on one of the most beautiful spots from the east coast...

Online Flipbook



**LIFESTYLES**

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Hudson Valley's Best Kept Secret  
By Ag & Imogene Lyle  
How far would you go to experience an area noted for its endless natural beauty, dramatic scenery, and variety of outdoor activity? Add to all this a wine trail that is home to 15 family-run wineries offering...

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By Paul Lyle  
Saratoga Springs is a special city in upstate New York just a 3-hour drive north from New York City. It is also easily accessible by rail with Amtrak's Saratoga Springs station located less than two miles from downtown. The city is famous for being the home of America's...

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Beachfront Resort Perfect in The Wildwoods  
By Margaret Hume  
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Online Flipbook

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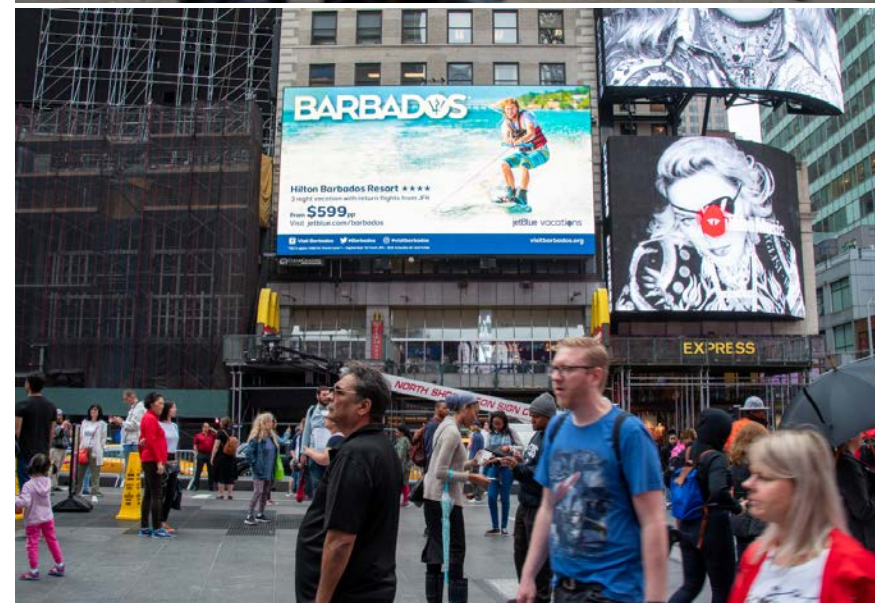


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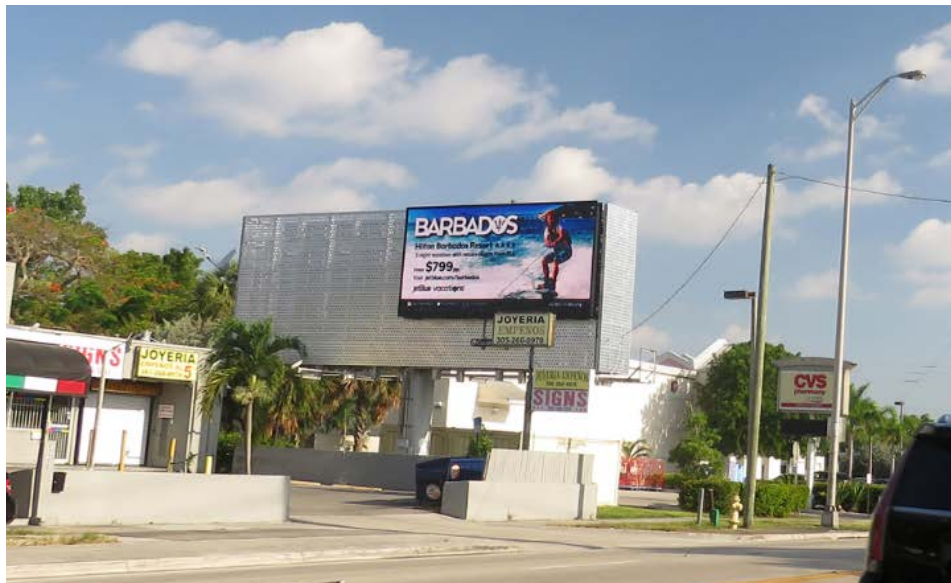


# OOH | Roadside Billboards





# OOH | Roadside Billboards





# OOH | Madison Square Garden

**Booked  
over the  
Boxing  
Match on  
June 1st**





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