

MEDIA CATALOGUE





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**LAUNCHED
MAY 18
2025**

About Us

Launched on May 18, 2025, Caribbean Business Review (CBR) is the Region's premier business media platform, offering sharp, strategic commentary and credible reporting on Caribbean economics, enterprise, and innovation.

At the core of the platform is the CBR podcast, complemented by the Caribbean Financial Dispatch (CFD)—a weekly digest of the region's most relevant financial and policy developments.

CBR is produced in high-definition audio and video (1080HD/192MHz) and distributed across a growing suite of platforms, including YouTube, Spotify, MKR Radio, TikTok, LinkedIn, and WhatsApp. Designed for decision-makers, investors, entrepreneurs, and engaged citizens, CBR brings clarity to complex Caribbean issues through tailored, well-defined segments—each driven by a data-centric, evidence-based editorial approach that ensures both relevance and credibility.



MEET THE HOST

PROFILE

Joseph Cox is an accomplished Applied Economist and Author with over 30 years of experience shaping regional policy, economic reform, and sustainable development across the Caribbean. He is the Managing Partner of the Institute for Innovation and Growth (IIG), where he leads a suite of transformative initiatives including the H.I.N.T. behavioural framework, CAPRELYST infrastructure facility, the Regional Skills Bank, and a mobile innovation ecosystem. He also leads Joseph Cox and Associates, ensuring that his strategic vision benefits both regional and international communities.

A former Assistant Secretary-General at CARICOM, Joseph played a central role in advancing economic integration, post-pandemic recovery, and climate resilience strategies. He has advised governments, private-sector leaders, and international institutions—including the World Bank and IDB—and served on the Boards of both CCREEE and the Caribbean Community Climate Change Centre (CCCCC).

Joseph holds degrees in Economics from the University of the West Indies and is the author of several influential policy publications, including *The New Normal – A Post-COVID Primer for Business*.

Joseph is also the host of the Caribbean Business Review (CBR) Podcast, a dynamic platform providing insightful discourse on Caribbean economics, business strategy, and innovation. In complement, he curates the Caribbean Financial Dispatch (CFD), a weekly editorial newsletter offering incisive analysis of regional and global financial developments—supporting evidence-based decision-making across the public and private sectors.

PROGRAMME PROFILE

Caribbean Business Review is structured as a flagship podcast, but produced to international broadcast standards for radio and television use. Each episode delivers insightful conversations with influential leaders across finance, industry, tourism, energy, and public policy—positioning CBR as a plug-and-play content solution for media houses seeking regionally relevant, high-quality programming.

Brand Positioning & Unique Selling Point

CBR is the only regionally focused business podcast and companion dispatch that offers:

Exclusive C-suite insights tailored to the Caribbean

High-quality production (1080HD/192MHz) meeting international standards

Thought leadership from influential guests across multiple territories

Multi-platform distribution: YouTube, Spotify, TikTok, MKR Radio, LinkedIn, WhatsApp

A companion publication: **Caribbean Financial Dispatch**, delivering digestible weekly insights

Audience Profile

C-Suite Executives | Ministers & Policymakers

Investors & Analysts | Entrepreneurs & SMEs

Academia & Civil Society | Regional Diaspora

Performance Snapshot

📈 300,000+ confirmed views across platforms over the past 6 weeks

📻 Broadcast on MKR Radio, YouTube, Spotify, TikTok, and WhatsApp

🌐 Organically growing across LinkedIn and professional WhatsApp networks

📧 Weekly Caribbean Financial Dispatch expands reach via newsletter and social sharing

Syndication Strategy

Although CBR is structured as a podcast, its editorial depth, production quality, and regional relevance make it ideal for broader media syndication across FM radio, television, and digital news networks. The syndication strategy focuses on partnerships with established broadcasters across CARICOM territories, positioning CBR as a ready-to-air weekly business feature.

Delivered in broadcast-ready 1080HD video and 192MHz audio, each episode can be seamlessly integrated into existing programming blocks. This strategy extends CBR's reach beyond digital listeners, aligning with regional broadcasters' goals of offering authoritative, Caribbean-led business commentary.

CBR OPENING

Name: Programme Opening

Duration: 3 - 4 minutes

Placement: Start of the programme

Frequency: Weekly

Platforms: YouTube, Spotify, MKR Radio

Presenter: Joseph Cox

Description:

The Caribbean Business Review begins with a bold, tightly-scripted Opening Segment that sets the editorial tone for each episode. Delivered by host Joseph Cox, this segment blends topical insight with strategic context—drawing listeners into the episode’s themes with a crisp overview and high-impact visual styling.

More than just an introduction, the Opening Segment is designed to resonate across platforms as a branded signature moment. Ideal for short-form repurposing and digital promotion, it offers premium visibility to sponsors seeking early-stage engagement with a senior Caribbean business and policy audience.

Entitlements:

- Opening and Closing Credits x 4,
- One (1) Co-Branded Overlay,
- One (1) 1/2pg ad in CFD
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Sponsorship: US\$1,200 per month

CBR NEWS TEASERS

Name: CBR News Teasers

Duration: 45 seconds – 1 minute

Placement: Between Opening Monologue and CBR Briefing

Frequency: Weekly – premieres live at 3:00 PM EST; available on all platforms thereafter

Platforms: YouTube, Spotify, MKR Radio

Presenter: Joseph Cox

Description:

Each episode of Caribbean Business Review opens with a sharp, fast-paced teaser segment that offers a quick preview of the key stories featured in the Market Watch and Global Pulse segments. In under one minute, the teaser highlights headline trends, major economic shifts, and corporate developments shaping the regional and global business environment. With its crisp delivery and branded styling, the teaser functions as both an on-platform opener and a high-performing, social-ready promotional asset designed to spark interest and drive viewership.

Sponsorship Entitlements:

- Opening & Closing verbal and on-screen credits (4x per month)
- One (1) footer ad in the Caribbean Financial Dispatch (4x per month)

Sponsorship Rate: US\$1,000 per month

CBR BRIEFING

Name: CBR Briefing

Duration: 5 - 7 minutes

Placement: After the Opening and News Teasers

Frequency: Weekly

Platforms: YouTube, YouTube Shorts, TikTok, Spotify, MKR Radio

Presenter: Joseph Cox

Description:

The CBR Briefing delivers a bold, editorial-style commentary on the week's most pressing business and economic issues shaping the Caribbean. Anchored in data, regional context, and strategic insight, this segment challenges assumptions, frames debate, and connects macroeconomic trends to real-world decisions. Whether addressing youth unemployment, tourism labour shifts, or fiscal reform, the CBR Briefing is crafted to provoke thought and guide leaders beyond the headlines. It is a trusted entry point for executives, policymakers, and investors seeking clarity in complexity.

Sponsorship Entitlements:

- Opening & Closing credits (4x per month)
- Logo placement in briefing visuals
- 4 x 1/2pg ad in the CFD

Sponsorship Rate: US\$1,400 per month

90-SECOND MARKET BRIEF

Name: Market Brief

Duration: 90 seconds

Placement: Between CBR Briefing and Strategy Deep Dive Segments

Frequency: Weekly

Platforms: YouTube, YouTube Shorts, TikTok, Spotify, MKR Radio

Presenter: Joseph Cox

Description:

The Market Brief delivers a fast-paced, high-impact snapshot of the week's top regional economic, business, and financial developments in just 90 seconds. Designed for maximum visibility and mobile-first consumption, this segment distills key market movements, fiscal headlines, policy shifts, and standout corporate news into an easily shareable format. It is optimized for short-form platforms such as YouTube Shorts, TikTok, and WhatsApp broadcasts—making it a powerful vehicle for reaching time-sensitive, decision-oriented audiences across the Caribbean and diaspora.

Sponsorship Entitlements:

- Opening & Closing credits (4x per month)
- Watermarked logo placement
- One (1) social teaser mention per week

Sponsorship Rate: US\$1,200 per month

STRATEGY DEEP DIVE (1)

Name: Strategy Deep Dive

Duration: 30 minutes

Placement: Following the 90-Sec Market Brief

Frequency: Weekly

Platforms: YouTube, YouTube Shorts, TikTok, Spotify, MKR Radio

Presenter: Joseph Cox (with Guest)

Description:

The Strategy Deep Dive is the anchor segment of each Caribbean Business Review episode. It features compelling, long-form interviews with regional and global leaders across business, finance, policy, and innovation. Guests—including CEOs, economists, investors, and thought leaders—offer sharp insights on emerging trends, sector transformations, and strategic responses to Caribbean challenges and opportunities.

Far more than a traditional interview, this segment dissects real-world business cases, explores leadership philosophies, and interrogates critical economic shifts—from digital transformation to energy resilience to labour market reform. With its calm, confident pacing and editorial framing, the Strategy Deep Dive is essential viewing for executives, entrepreneurs, and policymakers seeking strategic clarity and forward-looking perspective.

STRATEGY DEEP DIVE (2)

Name: Strategy Deep Dive

Duration: 30 minutes

Placement: Following the 90-Sec Market Brief

Frequency: Weekly

Platforms: YouTube, YouTube Shorts, TikTok, Spotify, MKR Radio

Presenter: Joseph Cox (with Guest)

Notable Past Guests:

- Gervase Warner – Former CEO, Massy Group
- Dianne Ashton Smith – Head, Corporate Communications, Red Stripe
- Angela Rainford – CEO, Soleco Energy
- David Mullings – CEO, Blue Mahoe Capital
- Dr. Patrick Antoine – CEO, CPSO
- Frank Comito – Former Secretary General, CHTA
- Marla Dukharan - Caribbean Economist
- Dr. Devon Gardner - Senior Partner, IIG

Entitlements:

- Opening and Closing Credits x 4,
- Lower Third (Ticker) Branding,
- 1 Leaderboard Banner on Caribbean Financial Dispatch x 4
- Logo placement in the Rotating News Panels

Sponsorship: US\$3,000 per month

MARKET WATCH

Name: Market Watch

Duration: 4 - 5 minutes

Placement: Following the Strategy Deep Dive

Frequency: Weekly

Platforms: YouTube, Spotify, MKR Radio

Presenter: Joseph Cox

Description:

Market Watch is a weekly roundup of the region's most important economic, corporate, and policy developments. Curated with precision and editorial discipline, the segment covers key indicators such as inflation trends, fiscal movements, monetary policy decisions, capital market performance, and major business news across CARICOM states.

With its structured format and regional scope, Market Watch delivers high-density information in an accessible and actionable style—making it an essential tool for professionals, investors, policymakers, and financial media.

Entitlements:

- Opening and Closing Credits x 4,
- Segment Logo Watermark,
- One (1) Inline Ad Feature in CFD x 4

Sponsorship: US\$1,500 per month

GLOBAL PULSE

Name: Global Pulse

Duration: 4 - 5 minutes

Placement: Following Market Watch

Frequency: Weekly

Platforms: YouTube, Spotify, MKR Radio

Presenter: Joseph Cox

Description:

Global Pulse provides a curated scan of major international economic, trade, energy, and financial developments—translated through a Caribbean lens. Each week, the segment distills relevant trends from the US, EU, China, Latin America, and multilateral institutions like the IMF, World Bank, and WTO to help Caribbean decision-makers understand the global forces shaping their environment.

Whether it's interest rate shifts, energy prices, supply chain disruptions, or new trade barriers, Global Pulse delivers timely insights that connect macro dynamics to regional consequences.

Entitlements:

- Opening and Closing Credits x 4,
- On-screen Sponsor Mark
- One (1) Inline Ad Feature in CFD x 4

Sponsorship: US\$1,250 per month

THE PLAYBOOK

Name: The Playbook

Duration: 2 - 4 minutes

Placement: Closing segment of the programme

Frequency: Weekly

Platforms: YouTube, Spotify, MKR Radio

Presenter: Joseph Cox

Description:

The Playbook is the signature closing segment of each episode of Caribbean Business Review. It distills the day's most impactful insights into clear, actionable takeaways for Caribbean decision-makers. Whether spotlighting a strategic trend, breaking down a business case, or reinforcing a leadership principle from the Strategy Deep Dive, The Playbook equips listeners with practical guidance to navigate regional challenges and capitalize on emerging opportunities.

This editorial-style wrap-up is part reflection, part strategy guide—delivered with clarity, brevity, and executive tone.

Entitlements:

- Opening and Closing Credits x 4,
- One in episode Voice Mention,
- Banner Placement in CFD x 4

Sponsorship: US\$750 per month

CBR RATE CARD

CBR – RATE CARD

Ad Format	Description	Frequency	Rate (USD)
 20-sec Commercial	Pre-recorded ad spot inserted at episode midpoint	4 insertions/month	\$600
 30-sec Commercial	Pre-recorded ad before or after a key segment (e.g., CBR Briefing)	4 insertions/month	\$800
 45-sec Commercial	Premium mid-roll placement with visual overlay on YouTube version	4 insertions/month	\$1,000
 60-sec Commercial	Extended custom read or high-frequency rotation across all platforms	4 insertions/month	\$1,200
 On-Screen Ticker / Crawler	Scrolling message on lower-third during Market Watch / Global Pulse	Full episode coverage	\$500/month
 Segment Sponsorship	“This segment is brought to you by...” + branding on visual elements	1 full segment/month	\$1,250–\$3,000 (varies by segment)
 Caribbean Financial Dispatch –	Static banner placement in CFD weekly digest	4 insertions/month	\$400
 Teaser Clip Sponsorship	Branding on 45–60 sec teaser (YouTube Shorts, TikTok, LinkedIn)	4 clips/month	\$1,000
 Bundle Package	30-sec Ad + Segment Sponsorship + CFD Banner + 1 Teaser Mention	Monthly bundle	\$2,500

CARIBBEAN FINANCIAL DISPATCH

CARIBBEAN FINANCIAL DISPATCH

Format: Editorial Newsletter

Distribution: LinkedIn, WhatsApp, Web, Email

Editor: Joseph Cox | Launched: June 2025

Description:

Caribbean Financial Dispatch (CFD) is a premium weekly editorial designed for decision-makers who need fast, focused, and credible insights into the Caribbean's evolving business landscape. Delivered with the clarity and credibility that defines the Caribbean Business Review brand, each issue distills regional economic updates, market shifts, corporate developments, and global financial trends into a sleek, mobile-friendly newsletter format.

Published every weekend and syndicated across high-engagement platforms—LinkedIn, WhatsApp broadcast lists and a dedicated CBR webpage, and is optimized for short-form consumption and social sharing. It is the ideal vehicle for brands looking to align with regional thought leadership and target a high-value audience of C-Suite executives, investors, policy influencers, and entrepreneurs.

With integrated ad slots, sponsored editorials, and co-branding opportunities, CFD delivers measurable visibility and strategic positioning for advertisers ready to lead the conversation in Caribbean business.

CARIBBEAN FINANCIAL DISPATCH – RATE CARD

Ad Format	Placement	Duration / Specs	Rate (USD)
Display Banner	Top or Bottom of Newsletter	600x150px (static image)	\$250 / insertion
Mid-Content Panel	Between Sections (Prime Visibility)	800x250px (image + link)	\$300 / insertion
Sponsored Section	Full-width feature block	150–200 words + image	\$450 / insertion
Native Article	Branded content w/editorial styling	300–500 words	\$600 / insertion
Text Ad	Short blurb in closing section	20–30 words (text only)	\$150 / insertion
Takeover Edition	Full edition branding (exclusive)	Includes banner + panel + feature + watermark	\$1,500

DISPATCH REACH + VALUE

Weekly Distribution: Every Friday

Format: PDF + Email Digest + Web

Reach: Executive-level readership spanning Caribbean finance, policy, business, and media circles

Open Rate: Strong engagement—active cross-platform promotion via CBR podcast, LinkedIn, WhatsApp, and YouTube

Ad Performance Reporting: Available upon request for multi-week buys

LEGAL OWNERSHIP & CORPORATE IDENTITY

Joseph Cox & Associates Limited is a legally registered limited liability company incorporated under the laws of Jamaica.

It is the sole owner and publisher of both the:

- Caribbean Business Review (CBR) podcast
- Caribbean Financial Dispatch (CFD) newsletter

All intellectual property, editorial content, and media assets associated with these platforms are fully owned and managed by Joseph Cox & Associates Limited.

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