



## **New publishing company brings fresh perspective to Cayman's publishing industry**

*Pink Duck Publishing officially launches*

(Grand Cayman) - Pink Duck Publishing, a modern and forward-thinking print and digital publishing company has launched presenting a new and exciting range of print and digital titles – *Your Cayman*, *The Cayman Book*, and *Bounce*.

Formerly North South Net Cayman, the company has been entirely rebranded and reimagined to reflect its modern, next generation approach.

Kathryn Willman, former sales manager at NSN, officially purchased the company earlier this year from owner Peter Savill. With a background in portfolio banking, Ms Willman worked as the sales manager for NSN for three years, developing a passion for the publishing industry.

When the opportunity to purchase the company was presented, Ms Willman saw the chance to develop and improve the company, bringing a fresh perspective to Cayman's media scene.

"During my three years with NSN I have taken onboard feedback from clients and seen the challenges that a publishing company can face," Ms Willman said. "While the company is born out of NSN, we essentially view ourselves as a startup business. We have a new name, new staff, and entirely new products, both in print and digital."

Mr. Savill, who set up NSN Cayman in 2014, said that Ms Willman is passionate about growing the business further.

"Kathryn has been an integral part of the NSN team. I am sure you will join me in wishing her every success," he said.

### **Rebranded, reimagined**

Former NSN titles *Visit Cayman*, *The Cayman Dining Guide*, and *Maps Cayman* are being entirely reimagined.

*Visit Cayman* will officially relaunch as *The Cayman Book*, a high-end coffee-table style publication designed to offer a sophisticated resource for discerning travellers.

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*The Cayman Dining Guide* and *Maps Cayman* will be combined to become *Your Cayman*, a fun, colourful and modern guide designed as an easy, go-to resource for residents and tourists. Both publications will be published annually and distributed November.

Both *The Cayman Book* and *Your Cayman* will be the official publications of the Cayman Islands Tourism Association.

“CITA is pleased to work along with the Pink Duck Publishing team as they deliver our upcoming annual tourism publication,” Tiffany Dixon-Ebanks, CITA executive director said. “We look forward to a refreshed image and added value options which will be of benefit to our members, tourism industry stakeholders and guests in general. CITA supports initiatives that will help persons to navigate all things Cayman and aim to inform visitors of the amazing things to experience during their stay.”

### **Bounce**

Rounding out Pink Duck’s stable of products is *Bounce*, a luxurious lifestyle health and wellness magazine. The publication will officially launch January 2019 and aims to help readers live their best life.

“All of our print publications will be perfect bound and printed on high-quality stock paper,” Ms Willman explained. “They will all feature chic design, stunning photography, and informative feature articles and are designed to be savoured and enjoyed.”

Each publication will be supported by its own newly developed mobile-friendly website; [thecaymanbook.com](http://thecaymanbook.com); [yourcayman.ky](http://yourcayman.ky); and [bounce.ky](http://bounce.ky).

“These dedicated websites are designed to be a useful tool for readers as well as offer advertisers enhanced advertising packages, with price points to suit all,” Ms Willman said. “Sophisticated social media strategies, interactive blogs and e-newsletters will further enhance Pink Duck’s ability to help advertisers reach their target audience.”

### **New team; new offices**

A new cast of industry experts will join Pink Duck Publishing and help guide the company to success. These include marketing and digital content specialists, copywriters, sales and operations staff, graphic artists, and an editor-in-chief.

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“With a dedicated new team – or as we prefer to say, “cast” – set to start imminently we feel proud to have created a professional, fun and innovative digital and print media company with a great range of products to offer clients,” Ms Willman said.

The company will operate out of a bright and airy office space, leveraging state-of-the-art publishing tools and sophisticated technology. The offices are designed to be a creative haven for staff while also offering a warm and welcoming environment for clients.

“Pink Duck Publishing is fresh, modern, and forward-thinking,” Ms Willman said. “This ethos is reflected in our company name which is designed to be memorable and fun.”

She added: “I’m delighted to present to market what will become some of Cayman’s most popular products, both in print and digital.”

**ENDS**

Visit us at: [www.pinkduckpublishing.com](http://www.pinkduckpublishing.com)

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