



Taste Guyana

GUYANA'S CULINARY PLATFORM

Corporate Sponsorship
&
Advertising Guide
2026 - 2027

The First Platform Dedicated Exclusively to Guyanese Cuisine

Taste Guyana was founded in 2017 as a passion-driven digital food magazine created to celebrate the richness, diversity, and heritage of Guyanese cuisine. Built to document traditional recipes, spotlight local chefs, showcase restaurants and food entrepreneurs, and preserve the stories behind our culinary traditions, it became the first and only media platform dedicated exclusively to Guyanese food and food culture.

From the beginning, Taste Guyana has operated at the intersection of cuisine, culture, tourism, and national identity. We believe food is far more than a meal—it is heritage, entrepreneurship, community, and one of Guyana's greatest cultural assets.

Today, Taste Guyana is entering an exciting new chapter. Relaunched as a comprehensive culinary media ecosystem, the brand now extends far beyond a digital magazine to create multiple ways for audiences to discover, experience, and celebrate Guyanese cuisine.

The Taste Guyana ecosystem includes the flagship digital publication, the Taste Guyana Directory, the Made in Guyana product showcase, the Creator Network, and the annual Taste Guyana Magazine. Together, these platforms connect consumers, restaurants, chefs, food manufacturers, creators, tourism stakeholders, and brands through engaging content, business discovery, and authentic storytelling.

As the only platform operating exclusively within Guyana's culinary space, Taste Guyana offers advertisers and partners a unique opportunity to reach an engaged audience across multiple touchpoints through one trusted brand. Whether introducing a new product, promoting a restaurant, supporting local manufacturing, or aligning with Guyana's growing food and tourism industries, partners benefit from an integrated ecosystem designed to build visibility, credibility, and long-term brand recognition.

What began as a passion project has evolved into a national platform with a clear purpose: to document, preserve, promote, and elevate Guyana's food identity—locally, across the diaspora, and on the global stage.

THE OPPORTUNITY

More Than Advertising. We Build Brand Visibility.

Taste Guyana is Guyana's dedicated culinary media platform, connecting restaurants, food manufacturers, beverage companies, supermarkets, tourism businesses, and hospitality brands with an audience passionate about food.

Through trusted editorial content, strategic promotion, and premium digital placements, we help brands become part of the conversation—not just another advertisement.

Why Partner With Us?

- ✓ Reach an engaged food-loving audience
- ✓ Build credibility through editorial storytelling
- ✓ Increase visibility across multiple channels
- ✓ Connect with local consumers and the Guyanese diaspora
- ✓ Align your brand with Guyana's growing food culture

AUDIENCE & INFLUENCE

Taste Guyana connects with:

- Local consumers and families
- Food lovers and cultural explorers
- Returning diaspora audiences
- International visitors researching Guyana
- Entrepreneurs within the food and hospitality
- Tourism Stakeholders

Demographics:

- Age Range: 25-55 years
- Gender: 65% Female, 35% Male
- Geographical Reach: Primarily Guyana, with a significant audience in the Caribbean, North America, and the UK
- Income Level: Middle to Upper-income brackets

Psychographics:

- Lifestyle Interests: Food, Cooking, Travel, Culture, Health, and Wellness
- Spending Habits: Discerning consumers with a strong interest in culinary experiences, gourmet products, and premium dining

Engagement:

- Website
- Print & Digital
- Social Media
- Business Directory
- Email Newsletter
- YouTube Channel (coming soon)

THREE WAYS TO WORK WITH US

Choose the option that best fits your goals.

Featured Business Campaign

Best for product launches, promotions and restaurant marketing.

- Feature article
- Homepage promotion
- Social media campaign
- Newsletter inclusion

Advertising

Keep your brand visible year-round.

- Website banners
- Newsletter advertising
- Business directory listings

Brand Partnership

Become an official Taste Guyana partner.

- Long-term visibility
- Editorial integration
- Annual Culinary Review
- Campaign collaboration

PARTNER BENEFITS

Every Partnership Includes Strategic Brand Exposure

Editorial Storytelling

Professional articles that introduce your business in a way customers trust.

Digital Promotion

Homepage placement, website visibility and premium advertising opportunities.

Social Media Exposure

Branded campaigns designed to increase awareness and engagement.

Email Marketing

Reach subscribers interested in food, dining and local experiences.

Annual Culinary Review

Showcase your brand in Guyana's premium culinary publication.

Featured Listings & Product Directory

businesses can gain additional exposure through our directory platform

Performance Reporting

Selected packages include campaign summaries and engagement reporting.

PARTNERSHIP PACKAGES

Package: Cultural Partner

Designed For: Designed for businesses that want a consistent presence throughout the year

Introductory Annual Investment: G\$1,700,000

Package: Featured Partner

Designed For: Greater visibility with recurring editorial, social media, and digital exposure

Introductory Annual Investment: G\$2,200.000

National Partner

Designed For: Your brand becomes the primary partner of Taste Guyana with year-round integration across the platform.

Introductory Annual Investment: G\$3,000,000

ADVERTISING RATES

Display/Website Advertising

Home Page

728 x 90 Website Banner – 100,000 per month

300 x 300 Website Box – 60,000 per month

Inside Pages

728 x 90 Website Banner – 50,000 per month

300 x 300 Website Box – 30,000 per month

Newsletter Advertising

150,000 per year (12 Issues)

Directory Listings

Basic Listing: Free

Premium Listing: 250,000 per year

Magazine – First Issue – Digital. Launching in November 2026

Cover – 400,000

Inside Front Cover: 300,000

Full Page: 195,000

Half Page: 100,000

Quarter Page: 75,000

Back Cover 350,000

Featured Article – 250,000

Campaign Sponsorships – Custom



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 overseas-based 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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