

# bermuda.com



## bermuda.com

Whether planning a trip to Bermuda, navigating your vacation once on island or just looking for some travel inspiration, Bermuda.com is a resourceful place to start and finish planning each Bermudaful day. The homepage opens with a selection of our premier partners who offer the best quality experiences. "Search by Category" expands your search to our trusted partners across the island who are carefully categorized for your specific searching needs. Learn more about Bermuda in our "About Bermuda" section with real time interviews and stories including many on Bermuda's history. The "Events" section offers the most comprehensive events calendar on island powered by our sister company Bermuda Events, formerly known as - Nothing to do in Bermuda?



## shopping map

Hit the streets of Bermuda feeling confident with our Shopping Guide & Maps that fits perfectly into any standard size back pocket! Produced in an easy to use 4" x 6" folded format, the map folds out into a 16" x 24" sheet featuring three detailed maps of Hamilton, St. George's and Dockyard, each accompanied by listings of stores available in those locations.



## cruise ship guide

Passengers who visit Bermuda are often very short on time but want to pack in the best experiences available. Our cruise ship guide offers a perfect selection of suggestions guaranteeing a full island experience in just a few days. Easy-to-read maps of Hamilton and Dockyard and a full island map are also featured within the guide.

## bermuda magazine



Printed monthly, our 5x9 glossy pocket guide offers an in-depth look into Bermuda and features exciting editorial, a full monthly calendar of events, restaurant, shopping and art guides and an extensive explore section complete with maps including a fold out map in the center. Available at all high traffic locations and most shops, hotels and cafes, Bermuda Magazine is a must pick up and makes a nice keepsake to take home.

## app



The Bermuda.com app makes it easy with just a click away! Access via roaming data or tap into a local Wi-Fi hotspot. The Bermuda.com app makes sightseeing a breeze! The downloadable content and streaming options, complete with mapping, show you exactly where you are and where you need to be. Packed with useful information, exciting places to see, plenty of activities, and unforgettable events, we tell you the where and, using our transportation section, you pick the how!

## to-go

These handy little flyers are conveniently displayed at high traffic locations across the island and offer valuable information about Bermuda including maps, discounts, entertainment, dining, watersports and more. Presented in handcrafted display boxes, they are easy to scan over and choose the right selection for your personalized visit.



## our visitors find us

### ONLINE

- Google Search
- Google Advertising
- Direct Visitors
- Social Media
- Monthly Newsletter

### PRINT

- Air Arrivals
- Cruise Ship Passengers
- Private Charters
- Residents
- Business Guests
- Leisure Guests

### ONLINE

- bermuda.com
- newsrack.royalgazette.com
- Social Media
- facebook.com/BermudaDotCom
- twitter.com/bermudadotcom
- instagram.com/bermudadotcom

### APP

- Google Play/Bermuda.com
- itunes.apple.com/bermuda.com

# bermuda.com

PLEASE SUPPLY WEBSITE CONTENT AND OR CHANGE REQUESTS 2 WEEKS BEFORE PREFERRED POST DATE. EXCEPTIONS MUST BE ARRANGED IN ADVANCE FOR ADVERTS AND SPECIAL PROMOTIONS.

PLEASE SUPPLY: 72DPI, RGB, JPG

**WEBSITE SLIDER BANNER**  
2000 PX x 600 PX



**WEBSITE PROFILE PAGE IMAGES**  
670 PX x 400 PX



**ARTICLE PAGE BANNER AD**  
220PX X 220PX



# bermuda magazine

**PUBLICATION THEME & DATE**

- APRIL *Bermuda is Another World*
- MAY *Island Soul*
- JUNE *Undersea Gardens*
- JULY *Sail into Summer*
- AUGUST *On the Rocks*
- SEPTEMBER *Chasing Sunsets*
- OCTOBER *Caves of Wonder*
- NOVEMBER *Go Play Outside*
- DECEMBER *A Bermudaful Christmas*

**BOOKING DEADLINE**

- WED MARCH 1
- WED APRIL 5
- WED MAY 3
- WED MAY 31
- WED JUNE 28
- WED AUGUST 2
- WED AUGUST 30
- WED SEPTEMBER 27
- WED NOVEMBER 1

**ARTWORK & CONTENT DUE**

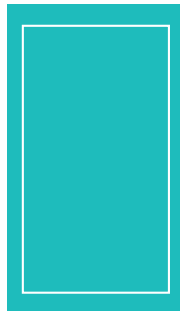
- WED MARCH 8
- WED APRIL 12
- WED MAY 10
- WED JUNE 7
- WED JULY 5
- WED AUGUST 9
- WED SEPTEMBER 6
- WED OCTOBER 4
- WED NOVEMBER 8

PLEASE SUPPLY: 300DPI, CMYK PDF OR JPG - PROOF WILL BE PROVIDED

**FULL PAGE WITH BLEED**

5" x 8.625" + .25

**FULL PAGE NO BLEED**  
4.25" x 7.875"



**HALF PAGE**  
4.25" x 3.875"



**HALF PAGE**  
2.125" x 7.875"



**QUART PAGE HORIZONTAL**  
4.25" x 1.875"



# to-go

**SHELF DATE**  
APRIL 15

**BOOKING DEADLINE**  
MARCH 3

**CONTENT DEADLINE**  
MARCH 17



**MAXI BLEED**  
6.25" x 4.25"  
**MAXI TRIM**  
4" x 6"



**MINI BLEED**  
2.25" x 4.75"  
**MINI TRIM**  
2" x 4.5"

PLEASE SUPPLY: 300DPI, CMYK PDF OR JPG - PROOF WILL BE PROVIDED

# shopping map

**SHELF DATE**  
APRIL 1

**BOOKING DEADLINE**  
FEBRUARY 20

**CONTENT DEADLINE**  
FEBRUARY 25



**FULL PANEL**  
3.75" x 5.50"



**HALF PANEL**  
3.75" x 2.75"

PLEASE SUPPLY: 300DPI, CMYK PDF OR JPG - PROOF WILL BE PROVIDED

# cruise ship guide

**SHELF DATE**  
MAY 1

**BOOKING DEADLINE**  
MARCH 2

**CONTENT DEADLINE**  
MARCH 16

**FULL PANEL**  
7.75" x 2.25"



**HALF PANEL**  
3.75" x 2.25"



PLEASE SUPPLY: 300DPI, CMYK PDF OR JPG - PROOF WILL BE PROVIDED

# app

PLEASE SUPPLY CONTENT AND OR CHANGE REQUESTS 2 WEEKS BEFORE PREFERRED POST DATE.

**PREMIUM LISTING**  
(500 WORDS, 10 LINKS & 12 IMAGES)

**BASIC LISTING** (100 WORDS, 2 LINKS, 1 IMAGE)

PREMIUM SITE SPONSOR	\$15,000.00
CATEGORY SITE SPONSOR	\$10,000.00
SUB CATEGORY SITE SPONSOR	\$5,000.00
PREMIUM CONTENT PAGE	\$2,500.00
BASIC CONTENT PAGE	\$1,200.00

Ad Design Fee \$100

	7 MONTHS	12 MONTHS
PREMIUM FULL PAGE	\$1,250	\$1,100
FULL PAGE	\$935	\$800
HALF PAGE	\$560	\$480
QUARTER PAGE	\$340	\$275
LISTING	\$200	\$175

Ad Design Fee \$100

MINI	MAXI
20,000	2 PAGES / 1 PANEL
\$1350	20,000
	\$2,495

**FULL PANEL**  
\$1,750

**HALF PANEL**  
\$895

**MAP & KEY LISTING**  
\$150

**FULL PANEL**  
\$5,000

**1/2 PANEL**  
\$3,000

**LISTING**  
\$750

	12 MONTHS
SPONSOR	\$2000 annually
PREMIUM	\$240 annually
BASIC	\$120 annually