

THE BERMUDIAN.com



ONLINE MEDIA KIT 2018

TheBermudian.com

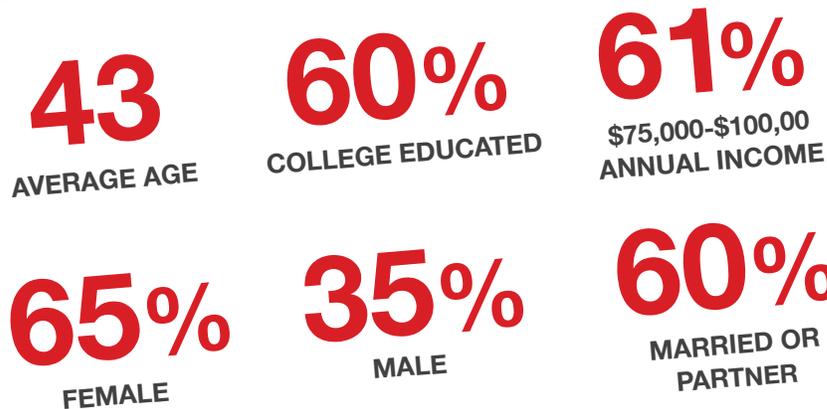
**One click to begin
your journey
into Bermuda's
preeminent cultural
publication.**

TheBermudian.com is a truly unique site, celebrating and engaging our community in Bermudian culture daily, weekly, monthly and quarterly with blogs, articles, interviews, electronic newsletters, cultural campaigns and multi-media. **TheBermudian.com** is an online destination for those looking to immerse themselves in all that Bermuda has to offer. Traditional recipes, event photos, treasures from our archives, lifestyle features, interviews with Bermuda's movers and shakers, and much more can all be found on **TheBermudian.com**. When it comes to reaching Bermuda's most desirable audience, **Thebermudian.com** is the most opportune place to go. Our readers are savvy, engaged and extremely loyal.



Meet Our Online Audience

Our 85 year-old brand status attracts the best readers who are looking for content with substance, a true Bermudian sensibility and a peek into our exclusive vintage Bermuda archives.



Our Online Presence



Sponsored Stories

Promote your product or service in an editorial format.

Sponsored Stories are customised content on TheBermudian.com about your product or service that is shared with thousands of our readers. Sponsored stories on thebermudian.com present your message in a subtle, understated way that is organic to the user experience, suited to mobile viewing and delivers better brand awareness and engagement.

Sponsored Stories feature products, services, people and news in paid-for online articles. They are thematically appropriate, custom created and positively promote your campaign goals. Sponsored posts are our most economical advertising option, offering unlimited bang for your advertising dollars. In addition to a written feature, a Sponsored Story includes photography, your company logo and website link, providing a clear path directly back to your business.

Price per Sponsored Story: \$400

The screenshot shows the homepage of TheBermudian.com. At the top, there are navigation links for 'HOME', 'WHAT'S HOT', 'EVENTS', 'HOME & GARDEN', 'FOOD & DRINK', 'INFLUENCE', 'COLUMNS', 'SERVICES', and 'ADVERTISE HERE'. The main headline is '30 Days to a Healthier You: 5 Fitness Events not to Miss this Fall'. Below the headline, there are five featured stories, each with a small image and a title:

- 1. **Strength, Strength and Core** - A story about fitness and core strength.
- 2. **Active Crime Shoppers at Run & Walk** - A story about a community event.
- 3. **BHAM Breast Cancer Awareness Walk** - A story about a breast cancer awareness event.
- 4. **Eagle Group for Life, 5k Fun Walk & Run** - A story about a 5k fun walk and run event.
- 5. **K2960 Food River Mile Trials** - A story about a food river mile trial.

Below these stories, there is a section for 'COLONIAL' with a sub-headline '30 Days to a Healthier You' and a description of the program. At the bottom, there are more featured stories with images and titles, such as '2017 Product & Service', 'Bermuda During the 100th Anniversary', 'Where to Eat', 'All Things Bright and Beautiful', 'Bermuda's Best', and 'Marianne Phipps, J.D.'.

Email Marketing

Expand your reach to over 2,500 inboxes using *The Bermudian's* committed readership audience.

Dedicated E-Newsletters

Dedicated E-Newsletters can be purchased by advertisers to promote and showcase special products, services and events to our 2,500+ E-Newsletter subscribers. Dedicated E-Newsletters apply your custom content and message under our masthead, reaching the broad audience of dedicated readers of *The Bermudian* by being delivered directly to their inboxes.

Whether you choose to target our subscribers with a dedicated E-Newsletter carrying one sponsored story, or use it to highlight your message at the end of a broader campaign, we will deliver a newsletter that not only gets your message out, but does so in the most visually appealing way while using key words to ensure an excellent open-rate.

Price per dedicated E-Newsletter: \$325

THE BERMUDIANT

THE SCENE
Our picks for what to see and where to be seen this November.

NOVEMBER: Make the Date
November 1

Bermudian Classic and Health Show

Raising money and awareness on men's health, the Bermuda Cancer and Health Centre encourage you to "grow your MOP" for the month of November and Share the Date on Wednesday, November 1st.

From 8:30am until 3pm at Fulton Road Park to hostesses at the Silver Ballroom will allow the gents to start growing their November mops in a fun clinic. As well as registering those who haven't already, they will be doing a check-out of all the participants' moustaches and taking photos of each participant.

All proceeds go towards their men's health outreach programs. For their first year's health clinic, their Donor's Ties and Programs, where they get the donor's mops for men who cannot afford to do so, and their Special Services Programs that pay for men to get coverage at UCHC.

For more information, and to register visit [here](#).

Local Designer Show
November 3

Bermuda Fashion Festival is Bermuda's Premier Fashion Week, proudly produced by the City of Hamilton. In its eighth year, it's promises even more excitement, glamour and incredible surprises! The week-long event, October 28 - November 4, includes three international styled fashion shows featuring designers, models, Bermuda's models and of course, exquisite models!

The Local Designer Show features six local fashion designers who were recently selected for a four-month mentoring program managed by celebrity stylist and fashion editor Shiva Datta. Supported by international magazine editors and fashion professionals, the end result is beautiful, unique, quality fashion collections which each designer debuts on the Bermuda Fashion Festival runway.

For more information, and to purchase tickets visit [here](#).

P.A.L.S. 37th Annual Holiday Fair & Craft Market
November 4

From 10am until 5pm at St Paul's Church, on the Upper Christmas, Education Centre, you can come to shop, see the best and bring and then a coffee down. They promise lots of fun, with crafts to make, plenty of prizes, golden diggers, jewelry, games, books, plants, craft items, baked goods, children's items, cards and more and more craft items. Donations will be accepted for all until Friday November 30th at P.A.L.S. Headquarters.

For more information visit [here](#).

E-newsletter Advertising \$200 each

Our regularly distributed e-newsletters – sent to 2,500 subscribers – offer excellent digital advertising opportunities to a targeted audience.

This Is The Week That Was A weekly recap of news and events distributed every Friday.

The Scene An events listing distributed the first week of every month.

Every email newsletter contains two 1200 x 200 ad positions which may be purchased singly, together or as part of a package.

Banner Advertising

Reinforce your brand with a clickable flash banner ad.

Monthly Premium Ads

Our Premium Ads enjoy prominent placement on our site and are sold in 3-month, 6-month or 12-month packages. We provide stats showing how many times your ad is seen and clicked on at any given time. Our Premium Ads are woven through the user's experience as they navigate our content and command higher click-through rates.

Premium Ads Pricing & Sizes Run of Site

	3 MONTHS	6 MONTHS	12 MONTHS
TOP BANNER	\$650/mth	\$550/mth	\$450/mth
DIMENSIONS: 959 x 100 PIXELS LOCATION: TOP OF SITE			
MASTHEAD BANNER	\$470/mth	\$395/mth	\$320/mth
DIMENSIONS: 250 x 100 PIXELS LOCATION: UPPER RIGHT, NEXT TO LOGO			
MAIN SPONSOR	\$225/mth	\$185/mth	\$165/mth
DIMENSIONS: 250 x 250 PIXELS LOCATION: UPPER RIGHT COLUMN			



Ad Requirements

Web-ready art must be saved in RGB at 72dpi. Formats accepted include JPG, GIF animated GOF or SWF(Flash). Maximum file size is 60kb. Recommended animation length: 15 seconds. Three loops maximum.

All ads will be linked to client's website when users click on them. Please submit requested URL when submitting ad.

TheBermudian.com will not alter creative in any way. Files that do not meet specs will need to be resubmitted by client.

Creative Deadlines

Please ensure you supply creatives at least two working days prior to the campaign's start date.

Customised Packages

Bundle banner ad, custom content, our e-newsletter and our social media reach for the most targeted, cost effective campaign.

Your business is unique and you have individual needs – that is why at TheBermudian.com we want to work with you to build a campaign across our various digital platforms to reach a broad and targeted audience. By packaging customised content, banner advertising and a message that goes to over 2,500 inboxes, you save about 30% on list prices and, by including our social media, your brand can reach over 10,000 people a day!

All packages are customised but a sample package might include:

Three months package digital campaign on thebermudian.com

- 6 sponsored stories, posted twice monthly
(can be created by our team or submitted)
- Paid Facebook 'boost' of each story
- Banner ad in main sponsor square to run for three months
- 3 Dedicated e-newsletters
(2 with single stories, 1 at the end of the package showcasing them all)
- Regular Instagram posts tied into your campaign to 3,000 followers

No other digital platform in Bermuda can offer this variety, flexibility, affordability and audience reach.





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