

eat out

BERMUDA



2018
**MEDIA
KIT**

The Only Dining Guide You'll **Ever** Need!

eat out BERMUDA

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Eat Out Bermuda – in print and as an APP - is the island's premier dining guide, boasting great writing, beautiful design and mouth-watering images.

Restaurants, who purchase an all-inclusive profile page, will have their photography and writing done by professionals, and their page is featured in *Eat Out Bermuda* for the whole year. 20,000 magazines will be distributed and available for FREE from Dockyard to St George's throughout 2018.

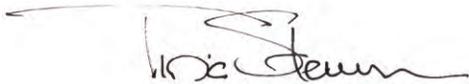
The *Eat Out Bermuda's* FREE APP – with live links – is a handy mobile guide where people who download can, with one touch, go directly to your website to read menus or they can click the Map View to see exactly where your restaurant is located. The App averages about 40 downloads a week during the season and is available for free from Apple, Amazon and Google. And as an added bonus, your restaurant is also featured on our website Eatoutbermuda.com and will be shared to thousands of followers on our Instagram and Facebook pages.

The Spring/Summer 2018 *Eat Out Bermuda* magazine will be on stands from April–September and the Fall/Winter issue from October–March. Restaurant pages are bought for the whole year, but as in the past, there is an opportunity to make changes to text for the Fall/Winter issue.

Don't miss out on the best value for dollar advertising for the restaurant industry in Bermuda. With *Eat Out Bermuda*, your page can be seen in print, online, as an APP and by thousands on social media.

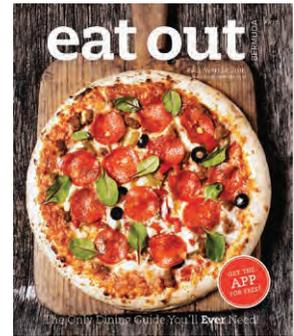
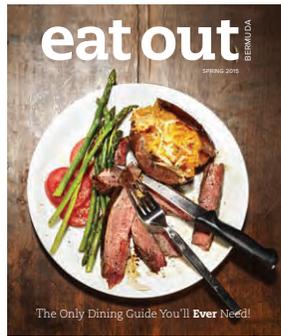
I look forward to having you on board for 2018!

Kind regards,



Tina Stevenson
Publisher





Stats & Facts

- *Eat Out Bermuda* is a free tabloid- size guide to the island's restaurants and eating out in Bermuda. Designed with the island's visitors in mind, the magazine is divided into parishes.
- *Eat Out Bermuda* is also a magazine app (ads intact) available for all mobile devices with MapView and live links to participating restaurants' phone numbers and websites.
- Restaurants can participate with either paid-for editorial or by advertising
- There will be two publishing dates, April and October, though participants purchase for the whole year. Participants can make changes to their editorial before the second printing.
- Distribution is island wide to all visitors' centres, concierge desks, hotels, and dedicated stands in Dockyard.

Restaurants Page Costs

Paid-for editorial is a full-page article that includes:

- 300-400 word write up by professional writer
- 2 professional photos
- **Cost is \$1,425 per page for the year**

Would You Rather Take an Ad?

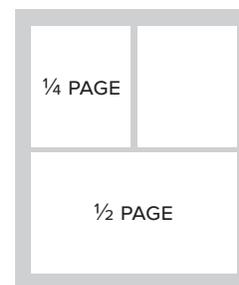
Advertising Costs*

Prices for the year:

- Outside back cover: \$3,900
- Inside covers: \$2,000
- Full page: \$1,500
- ½ page: \$750
- ¼ page: \$500

* Participating restaurants that also buy an ad take 25% off.

Covers do not apply



New!

Add-on Feature

eat out BERMUDA Recipe Cards

Take your restaurant profile to the next level with a pull out souvenir recipe card!

Starting in 2018 *Eat Out Bermuda* will have tear-out recipe cards on 8.5" x 11" gloss stock, inserted into the middle of the magazine. Each one of these cards is available for purchase and will feature the restaurant's name, the chef's name (optional), a photo of the dish on one side, and the recipe on the other. There will be four recipe cards to a page. Photography is included but restaurants will provide the recipe.

The pull out souvenir recipe cards will be sold twice a year, so your purchase will be for insertion into the in Spring/Summer print run only, and we will have a new offer for the Fall/Winter print run. **Price per card, per season: \$550 each**

A beautiful photograph of the dish on the front of the card appears with the restaurant's and chef's names and the name of the recipe.

- The recipe cards appear four to a page, printed front and back
- The 4" x 5" cards are perforated for easy tearing

The Whole Hog
Rosemary Pork Chops



Chef Jock

Pork Chops



2 tablespoons olive oil
1 tablespoon vinegar
1/2 cup, plus 1 tablespoon minced fresh rosemary
1/2 cup light brown sugar
1/2 cup boneless pork chops
1/2 teaspoon ground black pepper
Salt and pepper, for dredging

1. Mix 2 tablespoons of the olive oil, the vinegar, rosemary sprigs, and sugar in a large zip-top bag. Add the pork chops to the marinade and seal. Massage the chops in the bag to coat them well. Refrigerate for at least 2 hours to marinate.

2. Remove the pork chops from the marinade and pat them dry. (Discard the marinade.) Let the pork chops come to room temperature for 15 minutes. Season with salt and pepper on both sides, then dredge them in flour.

3. Heat the remaining 2 tablespoons olive oil in a large skillet over medium heat. Add the pork and pan fry until they're cooked through, 4 to 6 minutes per side. Sprinkle the remaining rosemary on top of the chops at the very end for more flavor.

The recipe, written with clear instructions, appears on the back of the card with the restaurant logo.

Boulangerie
Three Layer Chocolate Cake



Chef Melanie

The Whole Hog
Pan Fried Pork Steak



Chef Jock

Ocean
Salmon Teriyaki



Chef Vincent

Fresh & Plenty
Salad Niçoise



Chef Bella



The Bermudian Publishing Company
P.O. Box HM 283 • Hamilton HM AX • Bermuda
Tina Stevenson • 441 232-7041
tina@thebermudian.com