
THE BERMUDIAN



ADVERTISER'S MEDIA & INFORMATION KIT



Greetings!

*Can it really be time to think about Christmas? Yes, it really is! But you know that already because you've worked hard to have just the right merchandise in your store for the holiday shopping boom. So don't miss this great opportunity to tell everyone that you have the **BEST** variety of the **BEST** gifts for the **BEST** value that Bermuda has to offer! And the only place to do that is in **The Bermudian's Holiday Gift Guide.***

Our annual Gift Guide – in print and online - has the longest shelf life & the broadest reach:

- 4,000 winter issue print magazines (featuring gift guide) distributed on news stands and through subscriptions from December 1, 2018
- 2,000 additional gift guides reprinted and available FREE island-wide from December 1, 2018
- 13,000+ monthly visitors who can browse the digital issue of the gift guide on TheBermudian.com, which receives 31,000+ page views per month
- Shared with 8,500 Facebook fans and 3000+ Instagram followers

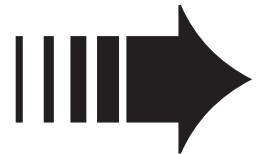


In Print + *Online*

Have it YOUR way!

No matter what your budget, there is a way to be a part of ***THE BERMUDIAN'S HOLIDAY GIFT GUIDE***

OPTION No. **1** Buy A Box



OPTION No. **2** Editor's Pick

OPTION No.

1

Buy A Box

HOW IT WORKS

Whether you purchase one ¼ page box or multiple boxes, this is the perfect way to display an array of gift suggestions in one photograph.

- Simply deliver your products to photographer Ann Spurling's studio during the specified week, and with years of experience behind her, Ann will arrange and photograph an attractive display of your gifts to fit the size of the box you have purchased.
- You also can supply text for your box to include store name, contact info, plus an approximate 15-word description of your gifts or store.

DATES & DEADLINES

Deadline to reserve your boxes:

October 2, 2018

Dates for delivering items to Ann Spurling studio:

October 8 & 9, 2018

Deadline of text with store name, physical address, phone, email, website and 15 word description:

October 12, 2018

Publishing date: **December 1, 2018**





PRICES

All prices include photography

1	1/4 box	\$495
1	1/2 box	\$890
2	1/4 boxes	\$940
3	1/4 boxes	\$1,325
4	1/4 boxes	\$1,775
1	full pg box	\$1,525



HOW TO BOOK

To buy a box or multiple boxes, simply email gabrielle@thebermudian.com or tina@thebermudian.com with your commitment by **October 1, 2018**

Want to buy an ad in The Bermudian's Gift Guide?

Advertising space in the gift guide is available in full-page and half-page horizontal sizes only.

Full-page ad • \$2,045

Half-page ad (horizontal only) • \$1,610

Inside back/inside front cover • \$2,045

Outside back cover • \$2,200

OPTION No. **2**

Editor's Pick

HOW IT WORKS

Each year the editor chooses several categories or themes for gift ideas and we feature single item gifts grouped in those themes. The editor might find an item in your store and ask if you wish to participate, or you can book a space with your choice for an Editor's Pick in a specific category. The items for Editor's Picks are collected and photographed in studio then returned to your store. The text includes the name of the item, price, and the name and address of the store.

DATES & DEADLINES

Deadline to reserve your Editor's Pick:

October 1, 2018

Editor's Pick will be collected on:

October 8, 9 & 10, 2018

Deadline of text with store name, physical address, phone, email, website and 15 word description:

October 12, 2018

Publishing date: **December 1, 2018**





EDITOR'S PICKS THE GUYS



EDITOR'S PICKS SPORTY

PRICES

The cost to participate is \$275 per item, which includes photography

2018 EDITORS PICKS CATEGORIES

- For Him
- For Her
- For the Techie
- For the Health Nut
- For the Homebody



HOW TO BOOK

To book space(s) in Editor's Picks simply email gabrielle@thebermudian.com or tina@thebermudian.com with your commitment and the category by **October 1, 2018**



Tina Stevenson

Publisher

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