

THE BERMUDIAN



THE BERMUDIAN .COM

CULTURE

ARTS CUP MATCH 2018 EVENTS OUR BERMUDA THE CONSUMMATE BERMUDIAN



THE CONSUMMATE BERMUDIAN

The Dark 'n Stormy

The Dark 'n Stormy is the inexorable concoction of Bermuda's British history, a literal fusion of our merchant and naval traditions. That it is



THE CONSUMMATE BERMUDIAN

Spiny & Guinea Chick: Know Your Bermuda Lobster

Ah, September: Labour Day, school back in, a mite cooler and lobster season! Can it get any better than this? From September 1st through

ONLINE MEDIA KIT 2019

THE BERMUDIAN.com

With just one click or tap, you begin your journey into Bermuda's preeminent cultural publication.

TheBermudian.com is a truly unique site, celebrating and engaging locals and tourists alike in Bermudian culture daily. With robust coverage of the island's people and happenings, **TheBermudian.com** features articles, photo stories, interviews, recipes, treasures from our archives and so much more. **TheBermudian.com** is truly an online destination for those looking to immerse themselves in all that Bermuda has to offer. Our readers are engaged and extremely loyal, so when it comes to spending your digital dollars, you can count on your brand standing out and reaching Bermuda's most desirable audience.



Traffic & 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.

TheBermudian.com has a powerful digital reach and extremely active social media pages. Our readers are educated and affluent.

Annual Income

48.94% of our audience enjoys an annual income of \$100,000 or more.

36,302 page views per month

16,000 readers per month

14,000 unique visitors per month

8,600+ Facebook followers

4,000+ Instagram followers

3,000 Opt-in E-newsletter subscribers

TheBermudian.com reaches

223,675 people a week

894,702 people a month

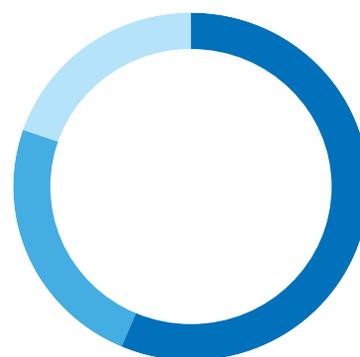
Returning Visitors

49% of visitors return to TheBermudian.com weekly.



Which countries our traffic derives from:

Bermuda **60%**
United States **22%**
United Kingdom **10%**
Other **8%**



Sessions by device:

Mobile **57.6%**
Desktop **22.6%**
Tablet **19.8%**



Traffic

- Through social media: Facebook and Instagram **50%**
- Direct visit to website **30%**
- Organic search **10%**
- Newsletter Referral **10%**



Sponsored Stories/ Native Advertising

Promote your product or service in an editorial format.

TheBermudian.com works directly with you to create your own customized digital campaign, combining editorial, mobile, social, display and direct e-marketing to promote your brand to a targeted audience from a source they have come to know and trust.

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**

*Price does not include per word cost of writing if written by *The Bermudian*

BERMUDIAN

Milan Milan Fantastico!

Dash Up the Perfect One Pot Risotto Meal!

Bermudians full of life, energy and passion love health stress-free articles that are combined with, deliciously written, vibrant & useful in the month of the moment! Choose from a variety of genres and topics and embrace a meal to share with the whole crew. Add your favourite herbs (like thyme, basil, oregano and fresh herbs) and enjoy! Watch below for a how-to on making Tiberino's recipe the right way!



Watch Tiberino Chefs Make their Risotto the Right Way

Primi Tiberino presents ITALIAN RISOTTO



Those wishing to dig deeper rather than skim over things in Italy, a hands-on chef can't wait to get right and see you try one of the specialty items's Italian Risotto. Blended using organic fruit juice and water, steamed from a spring brewed 1,000 feet above sea level in the US in northern Italy.



Finally, MilanMilan.com and premium selection of gourmet olive oils and balsamic vinegars that will immediately enhance every dish and impress even the most discerning palates.



MILANMILAN
ITALIAN LIFESTYLE STORE

Email Marketing

E-newsletter Advertising

TheBermudian.com's regularly distributed e-newsletters – sent to over 3,000 subscribers – offer a digital display advertising opportunity to a targeted audience.

Display ads with links to your site are available on both our weekly e-newsletters on a weekly or monthly basis.

Our very popular newsletters enjoy an open rate well above industry averages.

\$250 per week or \$850 per month

- ***This Is The Week That Was*** Our weekly recap of news and events, distributed every Friday.

- ***Weekends With The Bermudian*** Our curated list of the best reads on TheBermudian.com, with a different theme each week, distributed on Sunday morning.



Dedicated E-newsletter Blast

Expand your reach to over 3,000 inboxes by using The Bermudian's committed readership audience.

Dedicated e-newsletter blasts offer advertisers yet another channel to promote their product or service to thousands of readers. Available to those who have purchased sponsored content, dedicated e-newsletters apply your custom content and message under our masthead, disseminating it to a broad audience of dedicated followers by being delivered directly to subscribers' inboxes.

Price per dedicated E-Newsletter: \$325



Banner Advertising

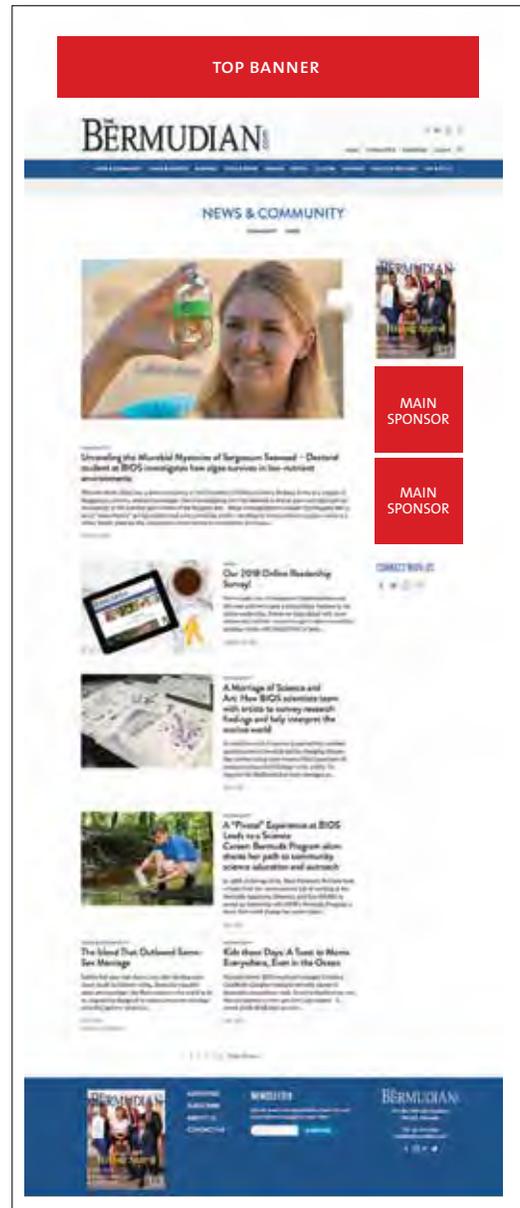
Reinforce your brand with clickable display ads in the most prominent locations on both TheBermudian.com's home page and site-wide.

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			
MAIN SPONSOR SQUARE	\$375/mth	\$325/mth	\$280/mth
DIMENSIONS: 250 x 250 PIXELS • LOCATION: UPPER RIGHT COLUMN			
SECTION SPONSORSHIP	\$225/mth	\$185/mth	\$165/mth



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 the client's website when users click on them. Please submit the requested URL when submitting your ad.

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

Creative Deadlines

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

Section Sponsorship

Target your audience even more with a Banner Ad that will appear in the middle of all articles in one specific section of TheBermudian.com. There is availability for only one sponsor per section. Sections available for sponsorship include:

Culture

What makes Bermuda unique? Our culture section celebrates all that is unique about our people, celebrations, traditions, holidays, history, and more...

Food & Drink

Recipes for traditional fare, everyday Bermudian living, as well as restaurant features, cocktails and mocktails.

Home & Garden

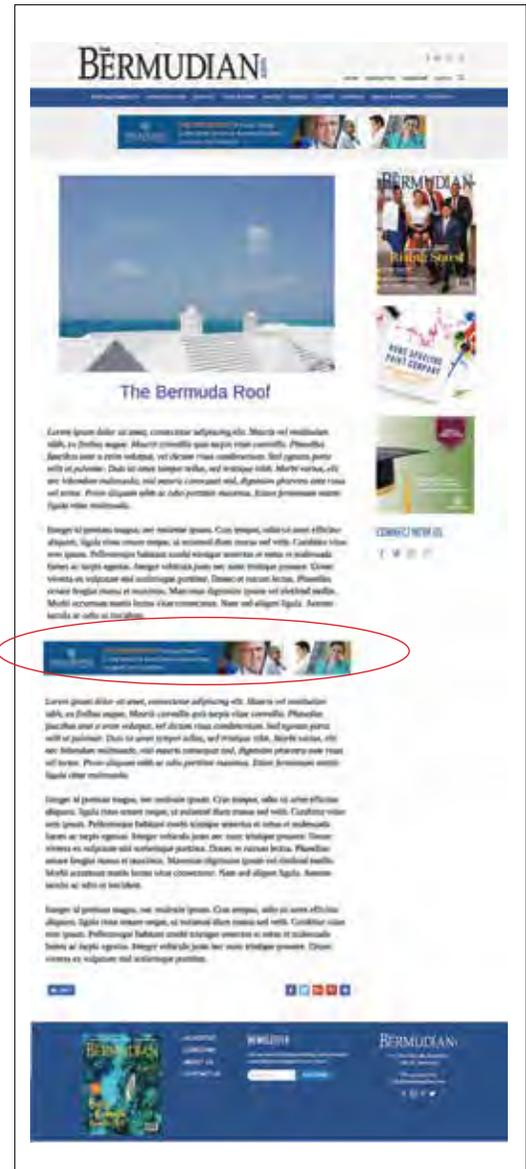
What to plant when, home & garden tours, and all things related to local flora and fauna.

Style by Rachel

Our style contributor, Rachel Sawden, explores trends and shares her picks for what's hot in stores.

Health & Wellness

Up-to-date information provided to us by hospitals, medical professionals and health experts in Bermuda and overseas.



Customised Packages

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

Your business is unique and you have individual needs – that is why we at TheBermudian.com 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 3,000 inboxes, you save about 20% on list prices and, by including our social media, your brand can reach over 10,000 people a day!

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