

---

# THE BERMUDIAN

---

## *Holiday* GIFT GUIDE



---

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, 2019

★ **2,000** additional gift guides reprinted and available FREE island-wide from December 1, 2019

★ **22,500+** monthly readers on **TheBermudian.com** who can browse the digital issue of the Gift Guide on the home page. AND the Gift Guide will be available for FREE to download from **TheBermudian.com's** Store

★ Shared with **9,300+** Facebook followers and **7,600+** Instagram followers throughout December





*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 1, 2019**

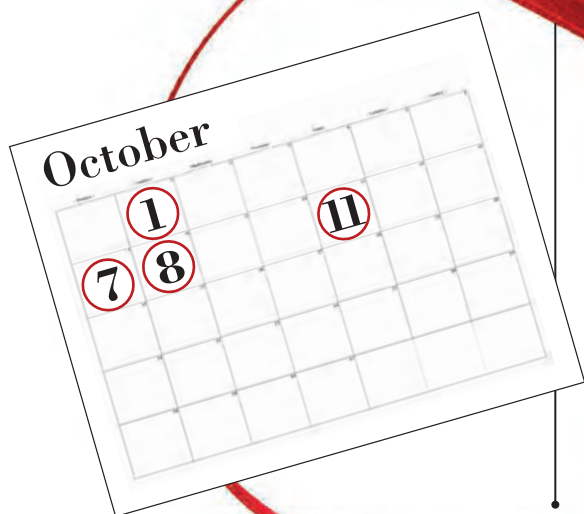
Dates for delivering items to Ann Spurling studio:

**October 7 & 8, 2019**

Deadline of text with store name, physical address, phone, email, website and NO MORE than a 15-word description:

**October 11, 2019**

Publishing date: **December 1, 2019**





# 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](mailto:gabrielle@thebermudian.com) or [tina@thebermudian.com](mailto:tina@thebermudian.com) with your commitment by **October 1, 2019**.

## 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** • \$2,095

**Half-page ad** (horizontal only) • \$1,150

**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, 2019**

Editor's Pick will be collected on:

**October 7, 8 & 9, 2019**

Deadline for text with store name, phone or email or website and 6-word description:

**October 11, 2019**

Publishing date: **December 1, 2019**







### THE GUYS



### SPORTY

## PRICES

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

## 2019 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](mailto:gabrielle@thebermudian.com) or [tina@thebermudian.com](mailto:tina@thebermudian.com) with your commitment and the category by **October 1, 2019.**



**Tina Stevenson**

Publisher

The Bermudian Publishing Company

232.7041

[tina@thebermudian.com](mailto:tina@thebermudian.com)

[gabrielle@thebermudian.com](mailto:gabrielle@thebermudian.com)