

# THE BERMUDIAN



THE BERMUDIAN .COM

NEWS & COMMENTARY HOME & GARDEN BUSINESS FOOD & DRINK MARKETS PEOPLE CULTURE HISTORY HEALTH & WELLNESS LIFE & LIVING

## 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 2020

# 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 90 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.

## TheBermudian.com reaches

**283,942** people a week

**110,039** page views per month

**22,529** readers per month

**9,390+**  followers

**8,050+**  followers

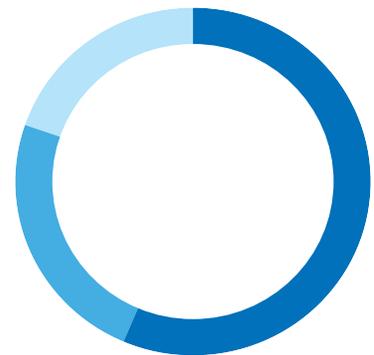
## Returning Visitors

**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 **58.4%**  
 Desktop **27.9%**  
 Tablet **13.8%**



## 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: \$450

The screenshot shows a news article on TheBermudian.com. The article title is "The History of Hurricanes in Bermuda". The main image is a black and white photograph of a group of people on a beach. Below the image is the article title and a sub-headline: "The History of Hurricanes in Bermuda". The article text discusses the island's relationship with hurricanes and mentions Hurricane Fabian. A map titled "Map of Hurricane Alley with Bermuda in the middle" shows the Atlantic Ocean with various colored lines representing hurricane paths. Below the map is a caption: "Map of Hurricane Alley with Bermuda in the middle". The article continues with text about hurricane frequency and damage in Bermuda. At the bottom of the article is a sponsored advertisement for BF&M, titled "BF&M Hurricane Safety Tips" and "Hurricane Preparedness Tips". The ad includes the BF&M logo, a play button icon, and the text "Before, during and after a storm, count on BF&M." along with the phone number "295-5566" and website "www.bfm.bm".

# 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.

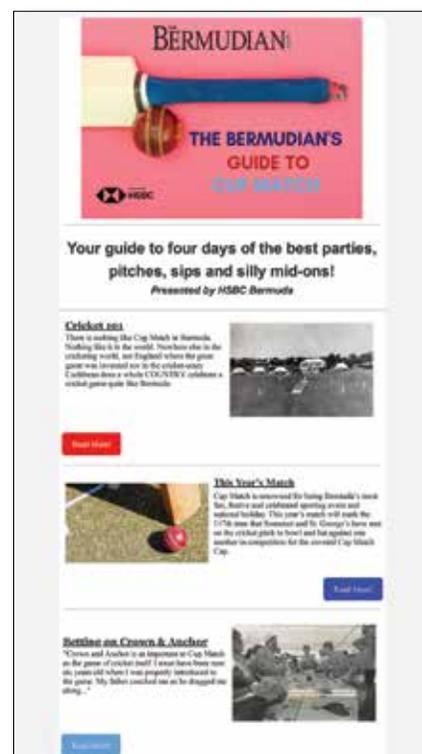


## Dedicated E-newsletter Blast

**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](http://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
<b>TOP BANNER</b>	\$650/mth	\$550/mth	\$450/mth
<b>DIMENSIONS:</b> 959 x 100 PIXELS • <b>LOCATION:</b> TOP OF SITE			
<b>MAIN SPONSOR SQUARE</b>	\$375/mth	\$325/mth	\$280/mth
<b>DIMENSIONS:</b> 250 x 250 PIXELS • <b>LOCATION:</b> UPPER RIGHT COLUMN			
<b>SECTION SPONSORSHIP</b>	\$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 with a Banner Ad that will appear in a 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

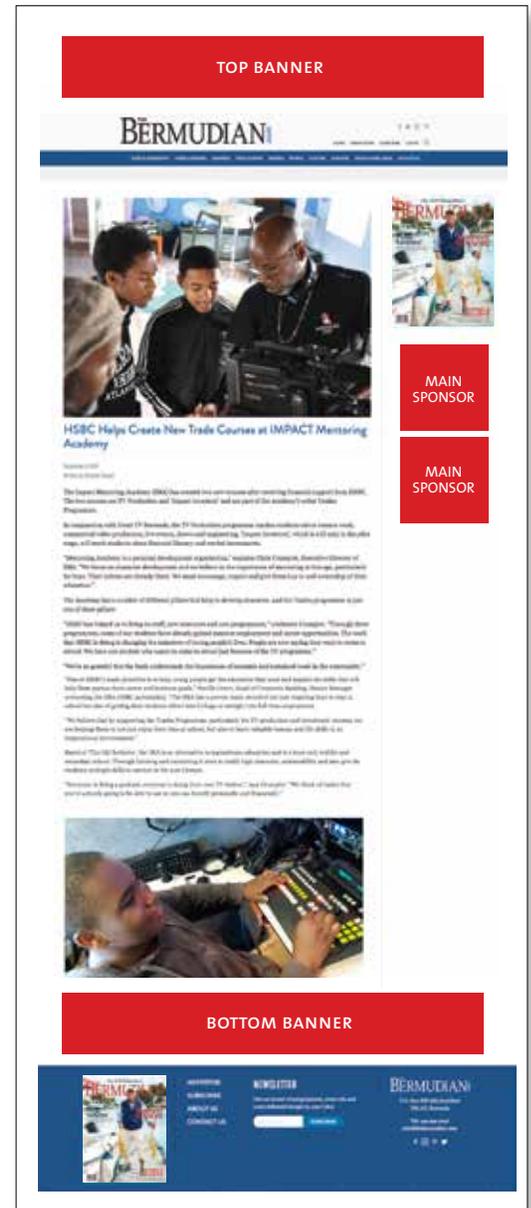
Recipes for traditional fare, everyday Bermudian living, as well as restaurant features, cocktails and mocktails.

## Home & Garden

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

## 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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