THE BERMUDIAN

CELEBRATING 95 YEARS IN PUBLICATION

MEDIA KIT
2026

EDITOR'S NOTE

"Luxury magazine readers are 45% more likely to buy luxury goods – making print an unusually attractive choice for prestigious brands.

As the island's leading magazine, *The Bermudian* prides itself on being the distinctive voice of all that is best about Bermuda since 1930.

With four spectacular issues every year, we celebrate the people, places, events, arts and culture our readers want to know about. We are proud to celebrate all that is best about Bermuda bringing our readers in-depth stories, stunning photography, historical perspectives, informative calendars of events and, of course, our highly-anticipated annual awards features.

Our readers are discerning, educated and sophisticated. In every edition we aim to bring them the quality editorial and sophisticated design that has been the key to *The Bermudian*'s success for over 95 years.

Tina Stevenson
Editor in Chief & Publisher

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READERSHIP + DISTRIBUTION

As the national magazine of Bermuda, *The Bermudian* goes all over the world! With a total readership of 10,000+ per issue, *The Bermudian* has a loyal, mature, affluent, educated audience that spends 1.5 hours reading the magazine — a number much higher than the industry average.

The Bermudian is available at most local pharmacies, grocery stores, bookstores, reception areas and schools, as well as the airport and library.

In addition to the 1,000+ loyal subscribers to the print magazine, both locally and worldwide, we boast over 22,500 unique visitors per month to TheBermudian.com.

BY THE NUMBERS

- 20,000 annual distribution
- 55% of our readers have an annual income of +$100,000
- 74% of our readers have a college degree
- 81% of our readers recently purchased a product or service advertised in *The Bermudian*
- 67% of our readers own their own home
- Female 72%, Male 23%
- Our readers are interested in travelling (88%), art (73%), music (73%), entertaining (68%), gardening (62%), interior decorating (58%), shopping (56%), sports (44%) and dance (33%).

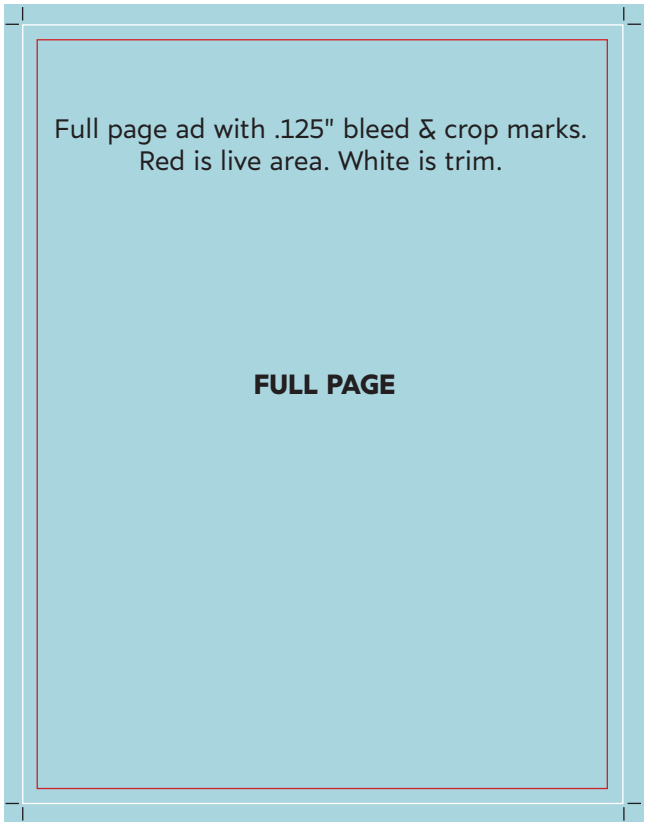
"Worldmetrics' Magazine Readership Statistics show:

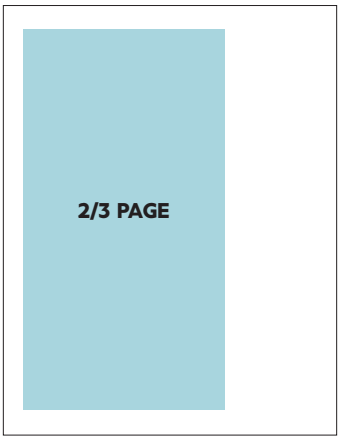
• Print magazines are the most trusted source of information for affluent consumers.

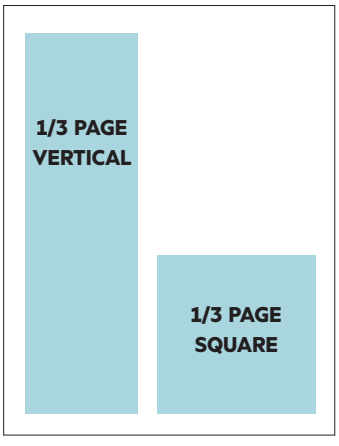
• 85% of magazine readers use them as a source of inspiration.

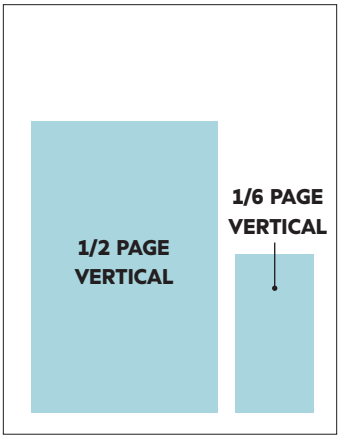
• The average magazine is read by 3.6 people over the course of its lifetime.

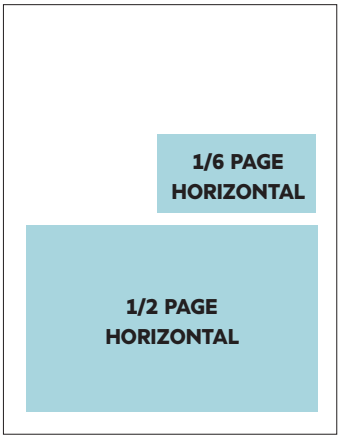
RATES + SPECS











ADVERTISING RATES

SIZE	1X	4X (ONE YEAR)
Full page	2,625	2,395
2/3 page	2,195	1,940
1/2 page	1,530	1,415
1/3 page	1,195	1,105
1/6 page	680	630

PREMIUMS & COVERS

Outside Back Cover	$4,980
Inside Front/Back	$2,850
Premium placements	+20%

SPECIALTY ITEMS

Reprints, electronic reprint rights, inserts, special colours and additional services are available upon request.

MECHANICALS

FULL PAGE
Live area: 7.25" x 9.75"
Trim size: 8.5" x 11"
Bleed: 8.75" x 11.25"

2/3 PAGE
Vertical: 4.75" x 9.75"

1/2 PAGE
Horizontal: 7.25" x 4.75"
Vertical: 4.75" x 7.25"

1/3 PAGE
Vertical: 2.25" x 9.75"
Square: 4.75" x 4.75"

1/6 PAGE
Vertical: 2.25" x 4.75"
Horizontal: 4.75" x 2.25"

AD FORMAT

1. Our preferred format to receive artwork is a high resolution Adobe Acrobat PDF.

2. All fonts must be embedded and all art must be 300dpi and converted to CMYK. We cannot be held responsible for errors in incorrectly created files.

3. Other MAC compatible formats—including packaged InDesign files, Illustrator eps (fonts converted to outlines) and Photoshop tiff, eps or jpg—may be accepted but print quality cannot be guaranteed.

4. No True Type fonts will be accepted.

5. All images must be saved at 300dpi and saved as CMYK.

6. Special spot colours are available on request and will carry a surcharge.

7. Full page ads should include a .125" bleed and crop marks. All ads smaller than a full page do not need crop marks.

SPECIAL ADVERTISING OPPORTUNITY

Bermudian Business Profiles!

Tell your story with a *Bermudian Business Profile*! Is your business celebrating a special anniversary? Are you launching a new product or service? Are you looking for a simple but highly effective way to advertise your business to a large audience? Our *Bermudian Business Profiles* can help you realize your marketing goals!

The process is simple: we write your story, and put it all together in a well designed and visually impactful way. The finished product appears within the pages of *The Bermudian* and is published on TheBermudian.com and promoted through social media and in our newsletter.

"81% of people have bought an item or visited a place after reading about it in a magazine – supporting what Worldmetrics found about sources of inspiration and trust.

Cost of a Bermudian Business Profile: $1,975

EDITORIAL CONTENT + CALENDAR

The secret to *The Bermudian*'s success lies in our editorial content. Since 1930, *The Bermudian* has chronicled island life — reporting on people, politics, architecture, homes, culture and the environment.

As a leisure guide, *The Bermudian* continues to be the indispensable authority on the island scene, covering music, the arts, restaurants and cultural events.

IN EVERY ISSUE:

- **Home & Garden:** Resources & inspiration
- **Locals:** Leaders, heroes, icons
- **Famous Onions:** Authors, athletes, artists
- **The Scene:** Art, culture, sports
- **On the Town:** Food, drink, fun
- **Milestones:** Anniversaries and remembrance

PLUS:

- **Up Front:** The Editor's page
- **Naturally Speaking:** Bermuda's natural environment
- **That's Life! A Letter From London:** Humour
- **Food & Drink**
- **Afternoon & Evening:** Charitable events and party pix

SPRING *Publishes March 15, 2026*
Building & Interior Design Awards

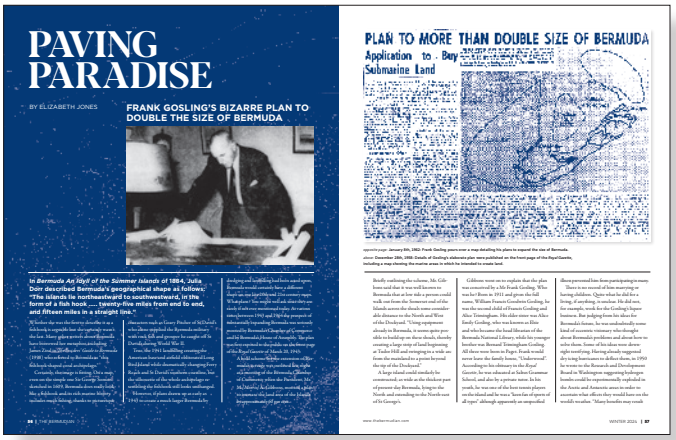
SUMMER *Publishes June 15, 2026*
Best of Bermuda Awards

FALL *Publishes September 15, 2026*
Rising Stars

WINTER *Publishes December 1, 2026*
Product & Service Awards & Holiday Gift Guide

"Research from the News Media Alliance survey claims "print advertising is incredibly effective with "nearly eight in 10 (78%) magazine readers who see an ad in their magazine [taking] an action as a result."

HISTORY & CULTURE

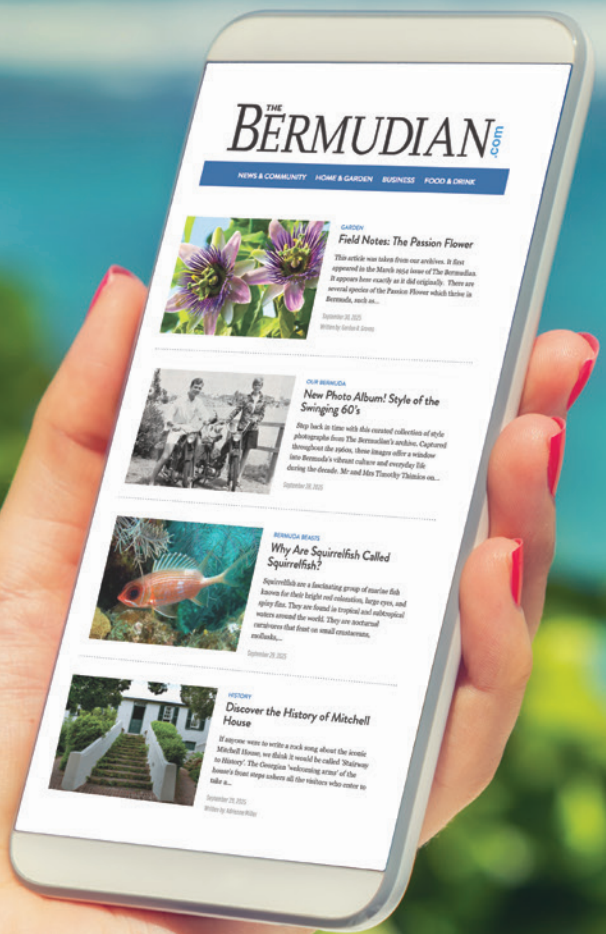


HOME & GARDEN

PEOPLE & PLACES

CONNECT WITH TheBermudian.com

Engage with *The Bermudian* every day of the week on TheBermudian.com with online-only content featuring articles, photo stories, interviews, recipes & so much more.



TheBermudian.com REACH:

90.35k
PAGE VIEWS PER MONTH

42.65k
READERS PER MONTH

18k
NEWSLETTER SUBSCRIBERS

14k

15.7k

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