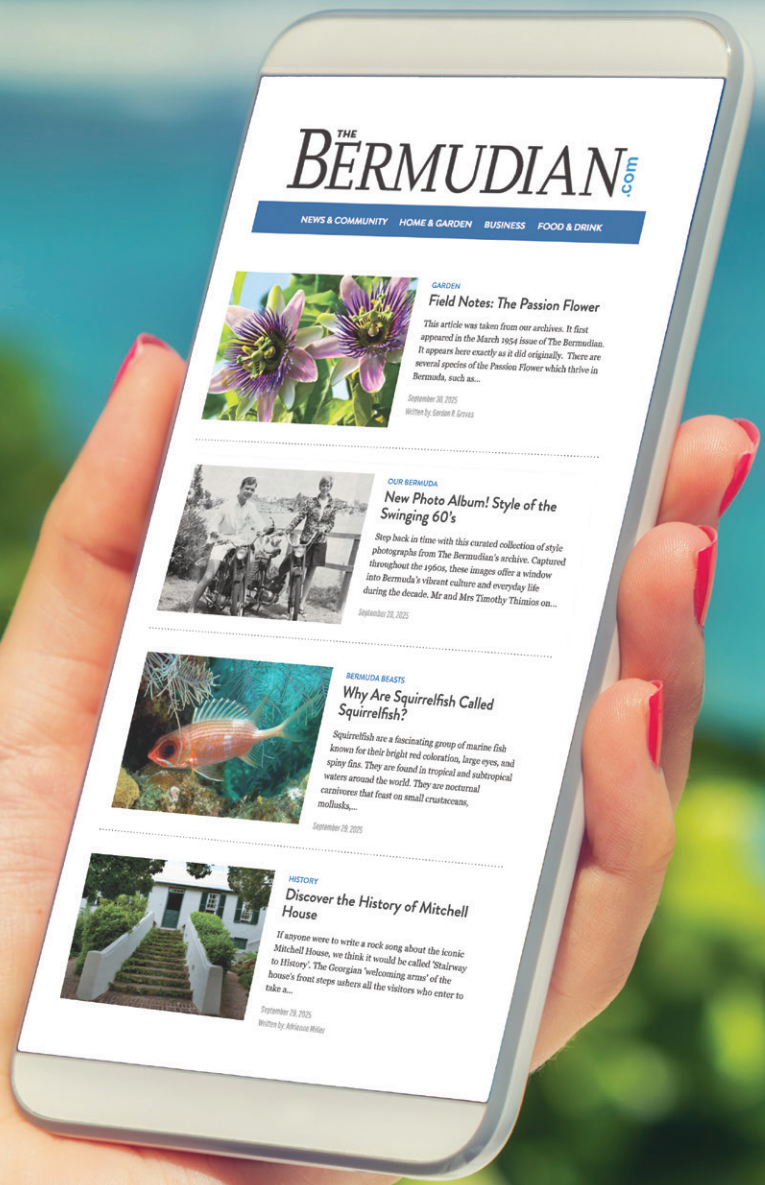
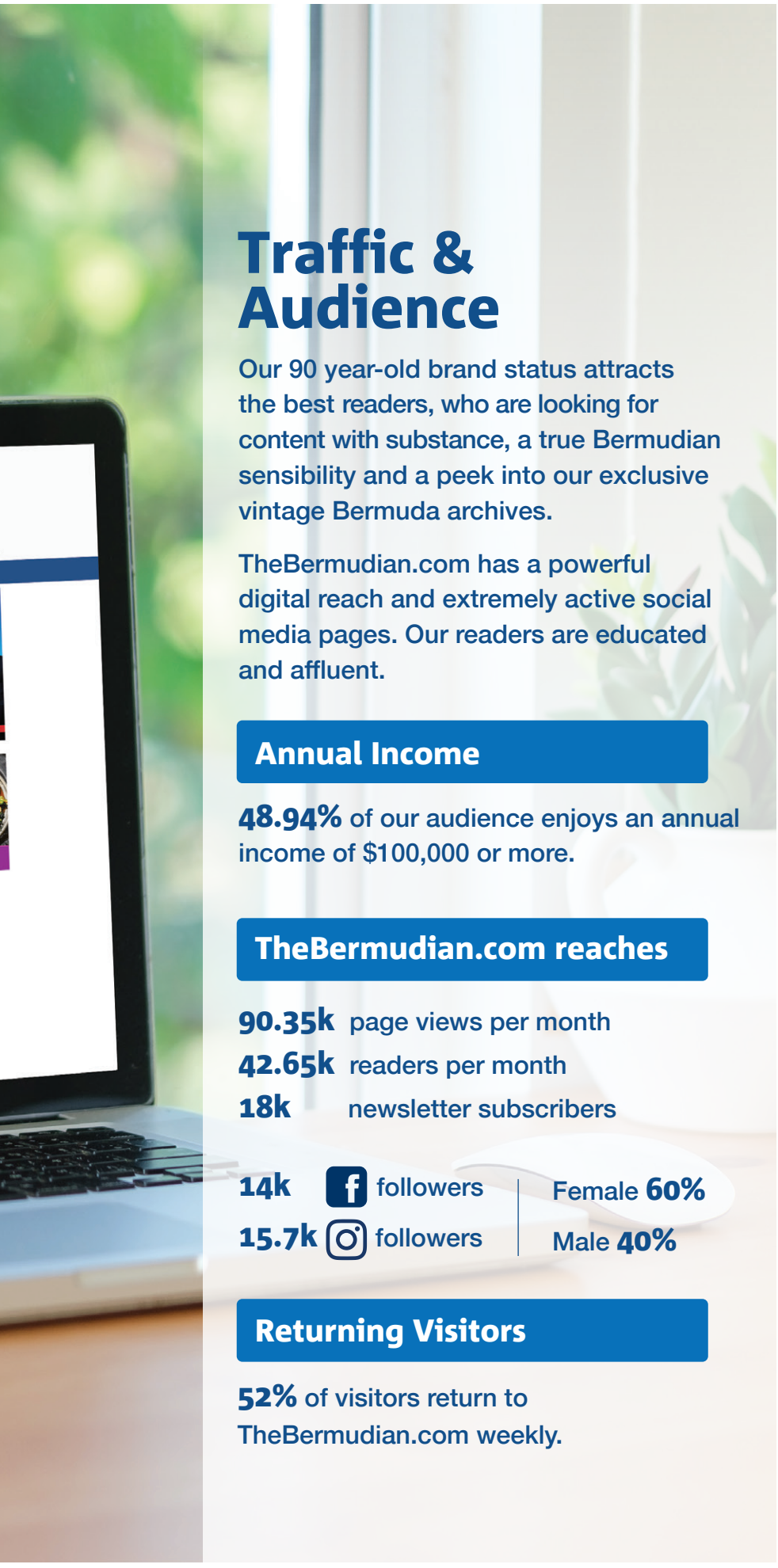
THE BERMUDIAN.com



DIGITAL MEDIA KIT 2026

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

90.35k page views per month
42.65k readers per month
18k newsletter subscribers

14k followers
15.7k followers

Female **60%**
Male **40%**

Returning Visitors

52% of visitors return to TheBermudian.com weekly.

Which countries our traffic derives from:

Bermuda **52%**
United States
United Kingdom
Canada
} **48%**

Traffic

- Through social media: **35%**
- Direct visit to website **31%**
- Organic search **34%**
- Newsletter **10%**

Custom Content/ Sponsored Stories

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:
Written by The Bermudian: $695
Submitted Text: $495

THE BERMUDIAN .com

Ben Rego

Ben Rego, Rego Sotheby's International Realty

June 7, 2024
Written by: Jonathan Kent
Photograph by: Brandon Morrison

Rego Sotheby's International Realty (RSIR) this year celebrates its 75th anniversary. Bermuda's oldest real estate agency, it was founded in 1949 by Benny Rego, who was just 18 years old at the time.

Benny came from a humble background and was determined to build a better life, after his parents, who instilled a strong work ethic in their son. Ben Rego, the grandson of the founder and son of the firm's current President, Buddy Rego, is proud to be the third generation to work in the family business. In preparation for this year's milestone, Ben dug out some ads from 1949. One of them features a cottage with two acres of waterfront property and an asking price of £5,000. Another is a home offered for rent at £11 a month. "It just goes to show that investing in Bermuda real estate is a long game," Ben says. "We have had 75 years excelling as the market leader in Bermuda and we intend to be here for many years to come. I'm 34 now and plan to be here when we celebrate the 100th anniversary!"

A pivotal moment in the firm's history came in 2006, when Rego Realtors was invited to become an affiliate of the global Sotheby's International Realty (SIR) brand. Adding SIR to the business brought the need and expectation for standards to be consistent with what is widely regarded as the world's top luxury real estate brand. "When it comes to the people who work alongside us, we're very selective—it's all about quality and experience in our team," Ben says. "The affiliation with SIR means we have exceptional partners to serve our clients in Bermuda and overseas. We are the concierge matchmaker for everyone's real estate needs, no matter where in the world they wish to be."

Ben was immersed in the real estate business from an early age and, as a child, remembers bombarding his father with questions about properties. He describes his father as "the first person in the office still to this day, and always with a jacket and tie on". Indeed, Ben says Buddy has continued to set the family example of hard work, determination and professionalism that he strives to emulate. While welcome to join the business, Ben instead wanted to earn his place on merit first. Having graduated from University in 2011, he moved to Boston where he worked for five years with Gibson SIR's marketing team, while also assisting some of the top agents in the city. This experience of a highly competitive market taught him the importance of superior marketing techniques, excellence in client service and, in particular, being responsive and available 24/7. "My phone is glued to my hip," Ben says. "Whenever I get a message, I respond immediately, unless I'm at an appointment or with my lovely wife and kids. The real-estate business moves so fast that people need that responsiveness to be able to make decisions and act. Some of the feedback I've heard is that people feel they're my only client. That is my goal!"

Rego Sotheby's INTERNATIONAL REALTY

Tel: 441-535-7346 | **Email:** benrego@regosir.com | **Web:** www.regosothebysrealty.com

Address: 83-85 Front Street, Hamilton

Services: Full-service real estate company

THE BERMUDIAN .com

Tournament Aims to Elevate Fan Experience

The fans have spoken and the Butterfield Bermuda Championship has listened, learned and made upgrades to elevate the spectator experience still further in 2024.

Feedback from fans was the driving force behind the changes for this year's edition of the island's annual PGA tournament at the Port Royal Golf Course. Golf aficionados, families with small children and corporate networkers alike will appreciate the improvements. Now in its sixth year, the tournament has grown in size and stature, and has attracted ever- increasing interest from corporate supporters, fans and small businesses keen to be involved. A focus of this year's growth in making the event as enjoyable as possible for spectators, with extra opportunities to grab a drink or snack, and fun places to socialise or keep the kids entertained.

"Some of the feedback we heard was the event has great spaces for the corporate crowd, but where is there to go for people who come out to enjoy the event with their family?" said Danielle Carrera, tournament director of the Butterfield Bermuda Championship. "We took that feedback on board and made some upgrades."

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4 Delicious Ways to Use Fruit!

Explore a range of delightful and healthy snacks that spotlight the vibrant flavours of fruit, enhanced by the quality offerings from Pitaya Foods. From indulgent Avocado Chocolate Truffles to the exotic sweetness of Dragon Fruit Marshmallow Popcorn, each recipe is crafted to satisfy your cravings. Savour the zesty Honey Lime Grilled Jackfruit or the crispy goodness of Fried Plantain Snacks—perfect for any occasion.

HONEY LIME GRILLED JACKFRUIT

Ingredients:
3 cups of Pitaya Foods Ripe Jackfruit bite-sized pieces
2 tbsp Olive Oil
2 tsp Honey
2 tsp fresh Lime Juice
1/8 tsp Sea Salt

THE BERMUDIAN .com

Your Garden Before & After a Storm

What to do (and not to do!) to save your plants from the impacts of a hurricane

Before the Storm

We're approaching that time of year when hurricanes start their transatlantic dances, and we wish they would land anywhere but in Bermuda. Preparing our outdoor areas is crucial even if it's the last thing we feel like doing in the leaden, moist heat that tells us a storm is nearing our island. Making our outdoors areas as hurricane proof as possible reduces the chances of damage to our houses and buildings. Here are steps to follow:

Cover with cloths or buckets vulnerable prized plants in the ground and hold cloths down with blocks.

Check and Prune Falling branches, as well as whole trees, are typical hurricane hazards so identifying ones that could damage your house and outdoor buildings is very important. Prune dead or diseased branches and stems

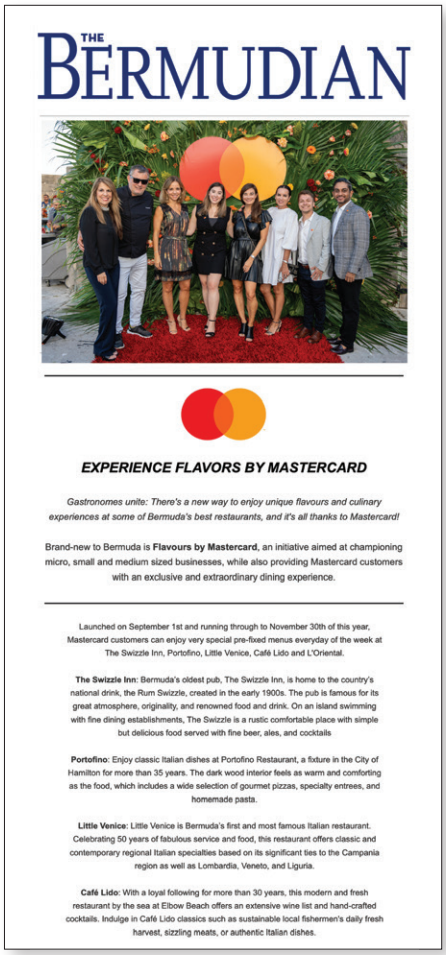
Dedicated E-newsletter Blast

Expand your reach to over 18,000 + 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. 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: $495

*TheBermudian.com's e-newsletters enjoy an average 38% open rate, far exceeding the industry standard of 21%


THE BERMUDIAN

EXPERIENCE FLAVORS BY MASTERCARD

Gastronomes unite: There's a new way to enjoy unique flavours and culinary experiences at some of Bermuda's best restaurants, and it's all thanks to Mastercard!

Brand-new to Bermuda is **Flavours by Mastercard**, an initiative aimed at championing micro, small and medium sized businesses, while also providing Mastercard customers with an exclusive and extraordinary dining experience.

Launched on September 1st and running through to November 30th of this year, Mastercard customers can enjoy very special pre-fixed menus everyday of the week at The Swizzle Inn, Portofino, Little Venice, Café Lido and L'Oriental.

The Swizzle Inn: Bermuda's oldest pub, The Swizzle Inn, is home to the country's national drink, the Rum Swizzle, created in the early 1900s. The pub is famous for its great atmosphere, originality, and renowned food and drink. On an island swimming with fine dining establishments, The Swizzle is a rustic comfortable place with simple but delicious food served with fine beer, ales, and cocktails

Portofino: Enjoy classic Italian dishes at Portofino Restaurant, a fixture in the City of Hamilton for more than 35 years. The dark wood interior feels as warm and comforting as the food, which includes a wide selection of gourmet pizzas, specialty entrees, and homemade pasta.

Little Venice: Little Venice is Bermuda's first and most famous Italian restaurant. Celebrating 50 years of fabulous service and food, this restaurant offers classic and contemporary regional Italian specialties based on its significant ties to the Campania region as well as Lombardia, Veneto, and Liguria.

Café Lido: With a loyal following for more than 30 years, this modern and fresh restaurant by the sea at Elbow Beach offers an extensive wine list and hand-crafted cocktails. Indulge in Café Lido classics such as sustainable local fishermen's daily fresh harvest, sizzling meats, or authentic Italian dishes.

THE BERMUDIAN

2025 BACARDI COCKTAIL TRENDS REPORT

Presented by BACARDI

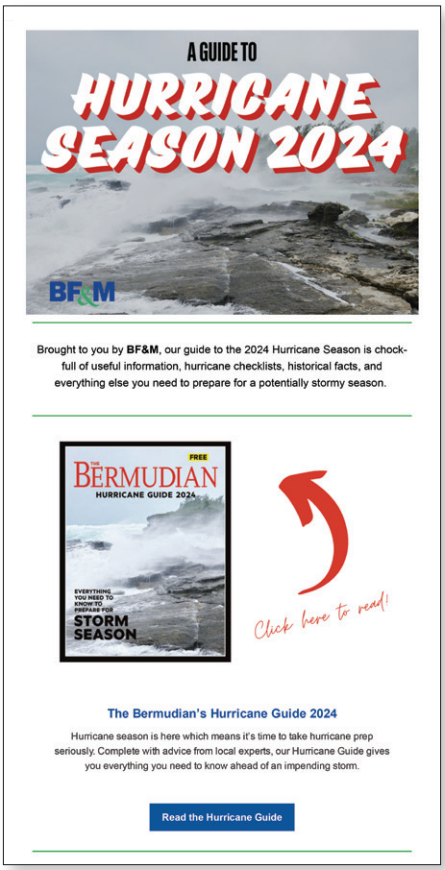
You're invited to take part in the 2025 Bacardi Cocktail Trends Survey and let them know what's shaking in the world of cocktails!

Every survey participant will have a chance to win 1 of 10 prizes.

This global survey engages bartenders and consumers to identify top cocktail trends, emerging flavors, and how cultural moments will influence drinking habits next year. For the first time, Bermuda is included in the Trend Survey, so whether you're a bartender or just love a great drink, Bacardi wants to hear from you!

And that's not all: **Every survey participant will be entered into a draw to win 1 of 10 prizes, including a VIP experience at Bacardi's iconic 1862 Cocktail Bar!**

How to Enter: Participants must fully complete the Bacardi Cocktail Trends Report Survey. Upon reaching the final page with the "Finish" button, they should take a


A GUIDE TO HURRICANE SEASON 2024

BF&M

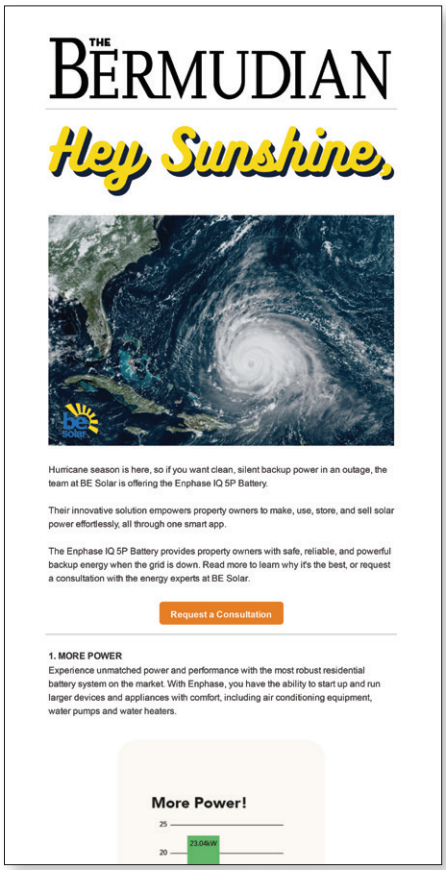
Brought to you by **BF&M**, our guide to the 2024 Hurricane Season is chock-full of useful information, hurricane checklists, historical facts, and everything else you need to prepare for a potentially stormy season.

Click here to read!

The Bermudian's Hurricane Guide 2024

Hurricane season is here which means it's time to take hurricane prep seriously. Complete with advice from local experts, our Hurricane Guide gives you everything you need to know ahead of an impending storm.

Read the Hurricane Guide


THE BERMUDIAN

Hey Sunshine,

Hurricane season is here, so if you want clean, silent backup power in an outage, the team at BE Solar is offering the Enphase IQ 5P Battery.

Their innovative solution empowers property owners to make, use, store, and sell solar power effortlessly, all through one smart app.

The Enphase IQ 5P Battery provides property owners with safe, reliable, and powerful backup energy when the grid is down. Read more to learn why it's the best, or request a consultation with the energy experts at BE Solar.

Request a Consultation

1. MORE POWER

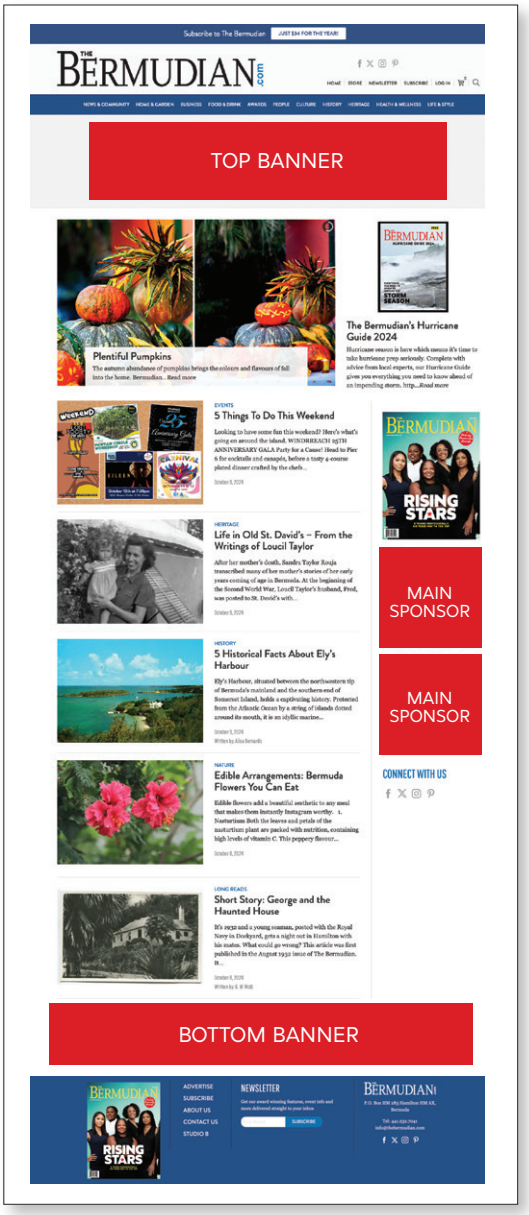
Experience unmatched power and performance with the most robust residential battery system on the market. With Enphase, you have the ability to start up and run larger devices and appliances with comfort, including air conditioning equipment, water pumps and water heaters.

More Power!

25
20
23.04kW

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.

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 $$.

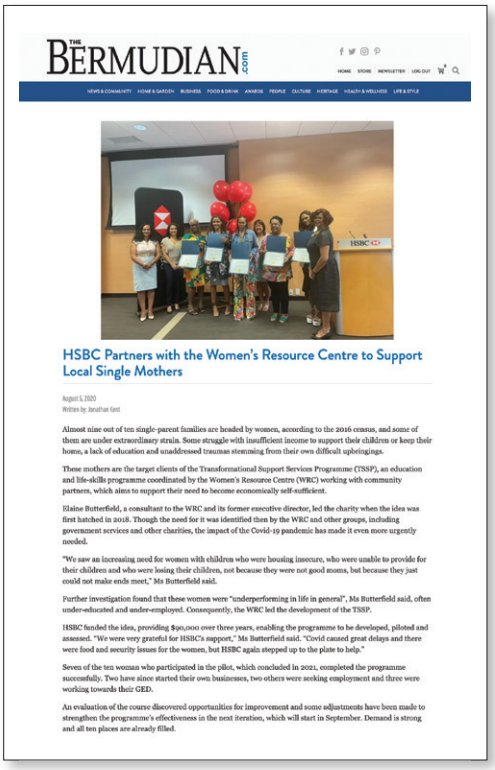
Your business is unique and you have individual needs – that is why we at TheBermudian.com want to work with you to build a campaign across our various digital platforms to reach a broad and targeted audience. By packaging customised content, banner advertising and a message that goes to over 18,000 + inboxes, you save about 20% on list prices and, by including our social media, your brand can reach over 10,000 people a day!

- 3 Sponsored Stories written by The Bermudian: $2085 ($695 each)
- 1 Dedicated Newsletter at the end of 3 months previewing all stories: $495
- Top Main Banner ad 3 months: $1950 ($650 per month)

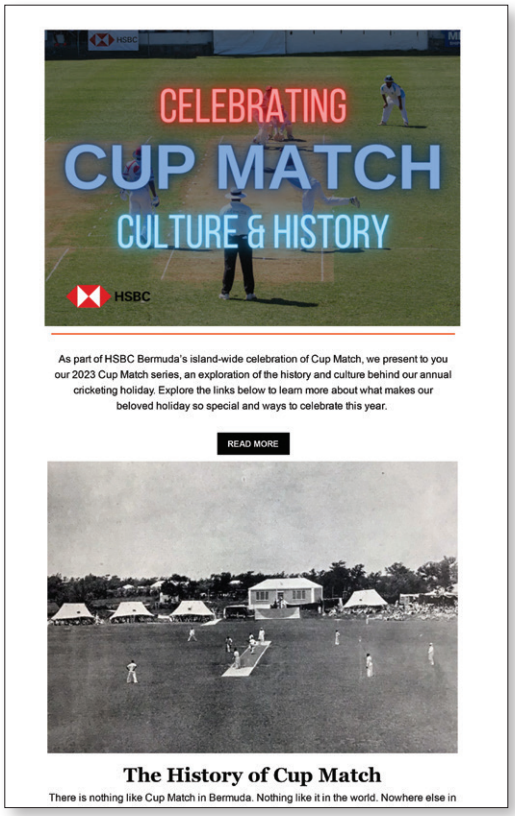
TOTAL: **$4530**

Less 20% discount: **$3624**

BANNER



SPONSORED STORY



NEWSLETTER

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