THE BERMUDIAN

Media Kit | 2026

Holiday Gift Guide

Our annual Gift Guide – in print and online - has the longest shelf life & the broadest reach:

★ **5,000** Winter Issue print magazines (featuring the Gift Guide) distributed on newsstands and through subscriptions from December 1, 2026

★ **2,000** additional Gift Guides reprinted and available FREE island-wide from December 1, 2026

★ **25,000+** monthly readers on **TheBermudian.com** who can browse and download the digital issue of the Gift Guide on the home page.

★ Shared weekly throughout December with **15,000+** Facebook followers, **16,300+** Instagram followers, and **18,000+** Newsletter subscribers

★ The digital issue offers **LIVE LINKS** from your item(s) to your online store for one stop click and shop

In Print + Online with links to YOUR online store

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

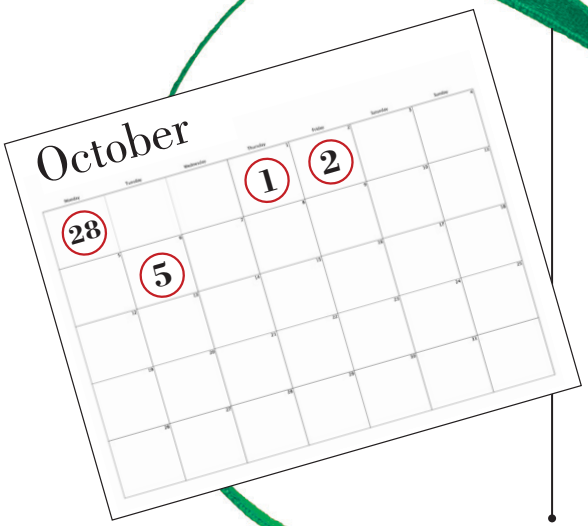
Buy a Box

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 Alexander Masters' studio on Parliament Street during the specified time, and Alexander will arrange and photograph an attractive display of your gifts to fit the size of the box you have purchased.
- Next, you supply text for your box to include store name, contact info, 15-word description, **plus URL links to specific items in your online store.**

DATES & DEADLINES

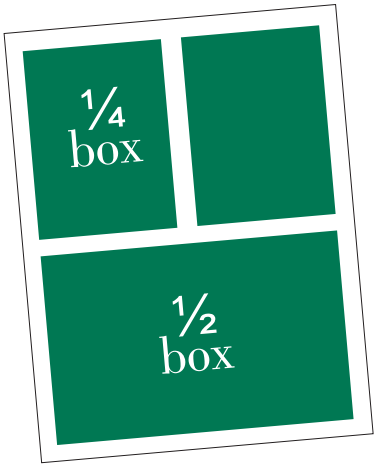


Deadline to reserve your boxes:
September 28, 2026

Dates for delivering items to Alexander Masters' studio:
October 1 & 2, 2026

Deadline for text with store name, address, phone, website, and a description of NO MORE than 15-words, PLUS URL links to specific items in your online store (5 maximum):
October 5, 2026

Publishing date: **December 1, 2026**



PRICES

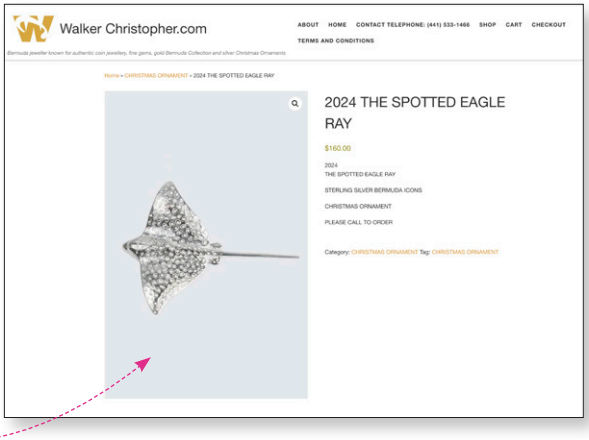
All prices include photography

1	1/4 box	$650
1	1/2 box	$1,105
2	1/4 boxes	$1,170
3	1/4 boxes	$1,755
4	1/4 boxes	$2,340
1	full pg box	$2,210

ONE STOP CLICK & SHOP

Bonus!

Items featured in the 2026 Digital Holiday Gift Guide will include live links so readers can shop your inventory directly from digital edition.
(Links limited to 5 items per box)



Your ad box will show item points next to products.

Click on an item point and the webpage, featuring that product, will automatically open in a browser window.

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 • $2,625
Half-page ad (horizontal only) • $1,530
Outside back cover of Gift Guide • $2,720

HOW TO BOOK

To buy a box or multiple boxes, simply email gabrielle@thebermudian.com with your commitment by **September 28, 2026.**

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. You can book a space — or multiple spaces — with your choice for an Editor's Pick in any 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, **and includes a URL link to that item in your online store.**

DATES & DEADLINES

Deadline to reserve your Editor's Pick:
September 28, 2026

Editor's Picks will be collected on:
October 1 & 2, 2026

Deadline for text with store name, phone, website and 6-word description, plus URL link to that item in your online store.
October 5, 2026

Publishing date: **December 1, 2026**

HOW TO BOOK

To book space(s) in Editor's Picks simply email gabrielle@thebermudian.com with your commitment and the category by **Monday, September 28, 2026**

PRICE

The cost to participate is **$325** per item, which includes photography.

2026 EDITORS PICKS CATEGORIES

- **For Him**
- **For Her**
- **For the Trendy**
- **For the Foodie**
- **For the Nester**

ONE STOP CLICK & SHOP

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Gabrielle Boyer Dunkley
Editor
The Bermudian Publishing Company
232.7041
gabrielle@thebermudian.com