

EXPERIENCE BERMUDA

ANNUAL PUBLICATION RATES (subject to discount)

Ad Size	4-Colour
Spread	\$ 16,000
Full Page	\$ 9,500
2/3 Page	\$ 8,000
1/2 Page	\$ 6,250
1/3 Page	\$ 4,800
1/6 Page	\$ 3,500

If purchase is greater than two full pages,
20 percent discount on all advertising.

PREMIUM POSITIONS (no discount)

Spread Up-Front <small>(excludes IFC + Pg 1)</small>	\$ 19,000
Back Cover	\$ 16,500
Inside Front Cover	\$ 13,250
Inside Back Cover	\$ 12,250
Overrun Back Cover	\$ 11,000
Opposite Inside Front Cover	\$ 10,750
Opposite Contents Pages	\$ 10,750
Opposite Contributors Page	\$ 10,750
Opposite Masthead Page	\$ 10,750
Opposite Welcome Page	\$ 10,750
Opposite Maps	\$ 10,000
Up-Front pages	\$ 10,000

DIGITAL RATES

Banners Ads starting at \$ 99/month

MECHANICAL SPECIFICATIONS

Ad Size	Width	Height
Full Page (Trim)	8 3/8 x	10 7/8
Full Page (Bleed)	8 5/8 x	11 1/8
2/3 Page Vertical	4 5/8 x	9 7/8
1/2 Page Horizontal	7 1/4 x	4 3/4
1/2 Page Vertical	3 1/2 x	9 7/8
1/3 Page Horizontal	7 1/4 x	3 3/16
1/3 Page Vertical	2 1/4 x	9 7/8
1/3 Page Square	4 3/4 x	4 3/4
1/6 Page Horizontal	4 3/4 x	2 1/4
1/6 Page Vertical	2 1/4 x	4 3/4
1/8 Page Horizontal	3 1/2 x	2 1/2

CLOSING DATES

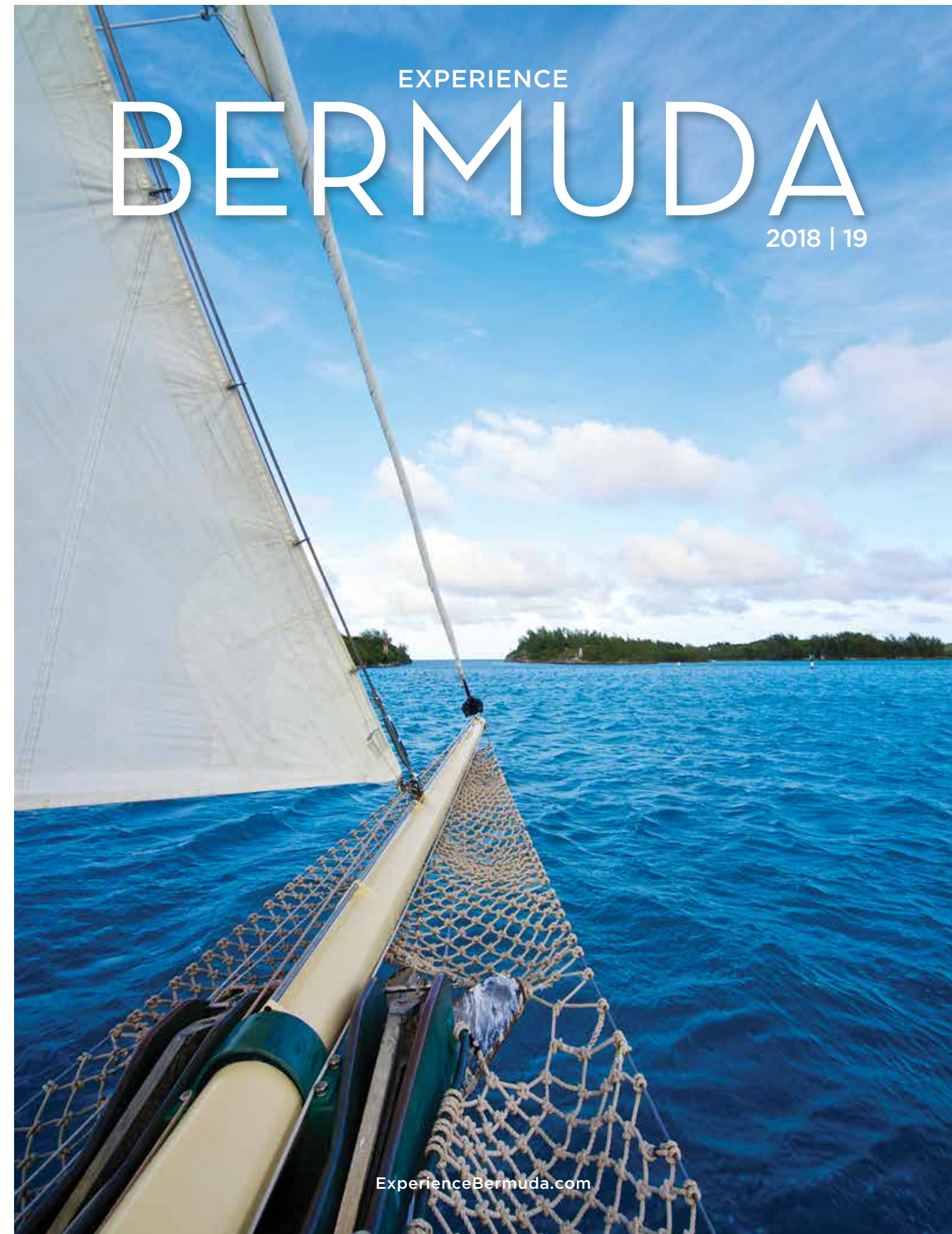
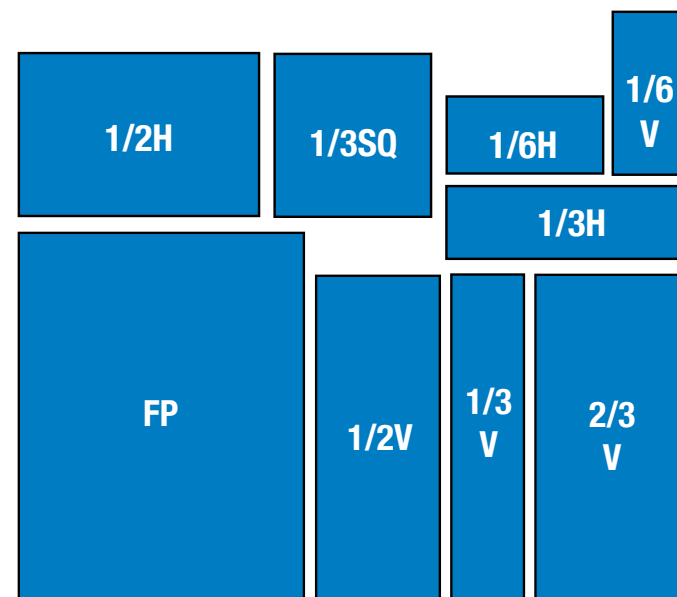
Space Reservations: January 31, 2018
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FOR INQUIRIES AND SPACE RESERVATIONS CONTACT:

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WHY ADVERTISE IN *EXPERIENCE BERMUDA?*



PRINT

- **Experience Bermuda** is the official publication of the Bermuda Hotel Association.
- **Experience Bermuda** is published by Tourist Publications (Bermuda) Ltd., a local Bermuda company, in conjunction with HCP Media, a subsidiary of The McClatchy Company.
- Provides visitors with everything they need to know to fully experience the enchantment, sophistication, tranquility and gentility of Bermuda.
- Advertising organised by section to appeal to readers' needs.
- **Experience Bermuda** is exclusively distributed and prominently placed in each room of virtually every hotel, resort and guest house in Bermuda.
- Soft-cover reprints of sections of the publication are distributed throughout the island at visitor information centres, the Bermuda International Airport, cruise ship terminals, hotel and guest house concierge desks, the Bermuda Tourism Authority office, as well as other frequently visited locations islandwide.
- The extensive distribution, coupled with comprehensive online coverage on ExperienceBermuda.com, enables **Experience Bermuda** to reach nearly all of the 646,341 tourists who visit Bermuda annually.
- Advertisers automatically appear in the digital version of Experience Bermuda. The electronic version of each publication preserves the high-quality look of the printed books, and extends the reach and longevity of your ads by having the publications archived online. The electronic versions can be found by scanning the QR Code on the back of every soft cover re-print or by visiting ExperienceBermuda.com
- Strategic partnerships with TripAdvisor and Yahoo Travel and search engine marketing through Google and MSN.

- With the purchase of an ad in Experience Bermuda, you also receive a FREE business profile on ExperienceBermuda.com with image, business description and link back to your site.

THE AUDIENCE: AIR VISITOR PROFILE*

Average Household Income	\$100,000+
Purpose of Trip	
Leisure / Visiting Friends	80%
Business / Conference	18%
Other	2%
Average Age	45-54
Average nights stay (all arrivals)	5.99

- Leisure Air Visitors in 2016 increased by 17.3% year-over-year
- Air visitors spent an average of 314 million in 2016; an average of \$1,284 per person.
- Leisure visitors spending in 2016 increased 18.1% year over year

ONLINE

- ExperienceBermuda.com promotes the destination, hotel members and our advertisers.
- Smart marketers know that targeting is key. Through ExperienceBermuda.com you'll reach visitors as they are in the process of planning their trip or move to Bermuda.
- Provide consumers with valuable travel and business information.
- ExperienceBermuda.com is promoted in targeted advertising campaigns that drive traffic to the website and raise interest in the destination.

EXPERIENCE BERMUDA DISTRIBUTION LOCATIONS

PROPERTY	ROOMS
Aunt Neas Inn	7
Cambridge Beaches	101
Clairfont Apartments	8
Clear View Suites	11
Coco Reef Resort	66
Coral Beach Club	65
Dawkins Manor	8
Edgehill Manor	13
Elbow Beach Bermuda	102
Fairmont Southampton Hotel.....	593
Fourways Inn.....	11
Greenbank Guest House	11
Grotto Bay Beach Resort	201
Hamilton Princess & Beach Club.....	410
Inverurie Executive Suites	15
The Loren Hotel.....	49
Little Pomander Guest House.....	6
Mid Ocean Club.....	20
Newstead Belmont Hills	102
Oxford Guest House.....	12
Pompano Beach Club.....	75
The Reefs.....	61
The Reefs Club.....	46
Robin's Nest Guest Apartments.....	8
Rosedon.....	40
Rosemont Guest Apts.	47
Rosewood Tucker's Point	88
Royal Palms Hotel.....	32
St. George's Club.....	81
Surf Side Beach Club.....	39
Tucker's Point Club.....	20
Tucker's Point Harbour Court	14
Valley Cottages & Apts.	11
Total Rooms.....	2,377*

*Room numbers correct at time of printing

