

THE BERMUDIAN

# weddings

[www.bermudianweddings.com](http://www.bermudianweddings.com)



## 2018 MEDIA KIT

*Now two spectacular issues a year!*

**Spring/Summer publishes February • Fall/Winter publishes August**

**B**ermudian Weddings is the most comprehensive local wedding magazine, geared towards providing engaged couples, from Bermuda and overseas, the ultimate source of everything they need to know to say “I do” in Bermuda.

With two spectacular issues per year—Spring/Summer and Fall/Winter, *The Bermudian Weddings* provides Bermuda-focused information and inspiration for brides no matter what time of year they get married in Bermuda.

Our readers are preparing for their wedding day, an important milestone to be cherished and celebrated and they look to Bermudian Weddings as a guide to help them plan their dream Bermuda wedding. Our readers appreciate the content-rich features pertaining specifically to getting married in Bermuda, stunning photography from the best local wedding photographers, insights into real Bermuda weddings and of course, wedding inspirations of the highest calibre.

## STATS & FACTS

### Overseas Distribution:

**1,000 magazines** to be distributed by the Bermuda Tourism Authority, New York office for business development managers to distribute to key audiences while on the road selling Bermuda

**+ 5,000 print run**

**+ Distributed locally for FREE**



## PRICING

1X RATE	2X RATE*
Full page \$1,925.00	Full page \$1,730.00
2/3 page \$1,380.00	2/3 page \$1,245.00
1/2 page \$995.00	1/2 page \$895.00
1/3 page \$715.00	1/3 page \$640.00
1/6 page \$425.00	1/6 page \$380.00

### PREMIUM & COVERS

Outside Back Cover	\$3,850.00
Inside Front/Back Cover	\$2,670.00

\*Those who book in both the Spring and Fall issues at the time of Spring booking will receive the special 2x rate as well as a free advertisement on the NEW BermudianWeddings.com.



**PRINT**

<p><b>FULL PAGE</b>                  Live area:                  7.25" x 9.75"                  Trim size:                  8.5" x 11"                  Bleed size:                  8.75" x 11.25"</p>	<p><b>2/3 PAGE</b>                  Vertical                  4.75" x 9.75"</p>	<p><b>1/2 PAGE</b>                  Vertical                  4.75" x 7.25"</p>	<p><b>1/2 PAGE</b>                  Horizontal                  7.25" x 4.75"</p>	<p><b>1/3 PAGE</b>                  Vertical                  2.25" x 9.75"</p> <p><b>1/3 PAGE</b>                  Square                  4.75" x 4.75"</p>	<p><b>1/6 PAGE</b>                  Vertical                  2.25" x 4.75"</p> <p><b>1/6 PAGE</b>                  Horizontal                  4.75" x 2.25"</p>
---	---	---	---	---	---

**ACCEPTED FILE FORMATS**

Our preferred format to receive artwork is a high resolution Adobe Acrobat PDF. All fonts must be embedded and all art must be 300dpi and converted to CMYK. 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.

**COLOUR SPECIFICATIONS**

All images must be CMYK. Special spot colours are available on request and will carry a surcharge.

**BLEED SPECIFICATIONS**

Material intended to bleed must be furnished with a minimum 0.125" image area beyond the trim (making the document size 8.75" x 11.25"). On anything less than a 0.125" bleed the publisher cannot guarantee consistent bleed.

**DPI SPECIFICATIONS**

All images must be saved at 300dpi.

**MATERIALS SUBMISSION**

Files need to be stuffed or compressed with fonts and images included. All materials need to be clearly named with advertiser name, magazine title and issue.



**BERMUDIANSWEDDINGS.COM**

Bermudianweddings.com is a beautiful full-content website featuring all the best articles—past and present—from the print magazine. BermudianWeddings.com also features exclusive articles including Real Weddings, Saying Yes to the Dress, inspirational galleries and so much more.

**ONLINE ADVERTISING REQUIREMENTS**

- Web-ready art must be saved in RGB at 72dpi.
- Formats accepted include JPG, GIF, animated GIF or SWF (Flash).
- Max file size is 60kb.
- Recommended animation length: 15 seconds. Three loops max.
- All ads will be linked to client's website when users click on them.
- Please submit requested URL when submitting the ad.
- BermudianWeddings.com will not alter creative in any way. Files that do not meet specs must be re-submitted by client.

**SPONSORED CONTENT**

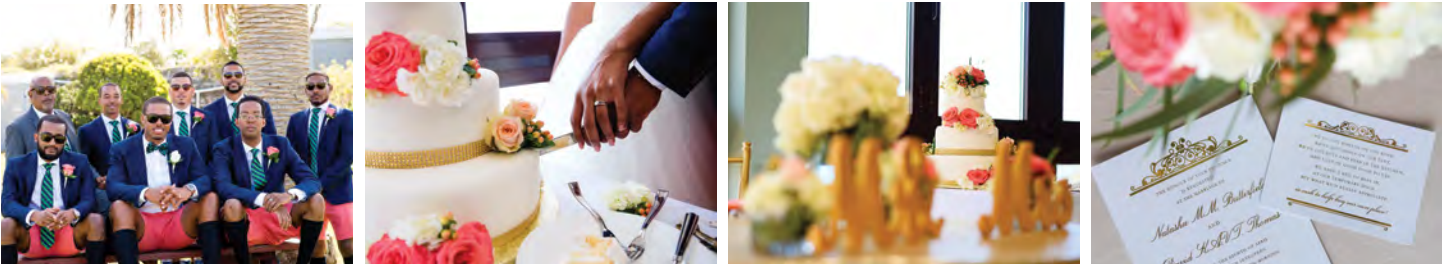
Sponsored Stories are mutually beneficial for our advertisers and our readers because they present our advertisers' messaging in a subtle, understated yet integrated way on BermudianWeddings.com. Sponsored Stories feature products, services, newly wedded couples and news in paid-for online articles. They are thematically appropriate, custom created and positively promote the advertiser's campaign goals.

Sponsored Stories are our most economical advertising option offering unlimited bang for advertising dollars. In addition to a written feature, a Sponsored Story includes photography, your company logo, message and website link—all of which create a clear path directly back to your business.

Sponsored Stories are priced at \$350 and include up to 800 words and photography. In addition to being posted on BermudianWeddings.com, Sponsored Stories are shared and boosted with our social media fans to engage our 2,800+ Facebook fans and 1,200+ Instagram followers, reaching up to 10,000 additional readers!

# THE BERMUDIAN weddings

2018 | SPRING/  
SUMMER



The Spring/Summer 2018 issue of *The Bermudian Weddings* is bursting with the most gorgeous real local weddings—as well as feature articles on destination weddings, locations, perfect gift ideas and more!

## EDITORIAL LIST

### THE DETAILS

Hot tips, great ideas, local finds and other noteworthy items

### REAL WEDDINGS

Beautiful Bermuda weddings

### WE LOVE THIS WEDDING FOR...

Their colours, flowers, details and location

### GIFT SPREADS

Locally-sourced wedding gifts

### DESTINATION BERMUDA

An overseas couple on why they chose Bermuda

### BRIDAL BEAUTY GUIDE

Special advertising opportunity for local salons, spas and more.



## DEADLINES:

Booking: December 1, 2017

Art Deadline: December 8, 2017

Publishing: February 5, 2018

## DISTRIBUTION:

- 5,000 print run
- Distributed locally for FREE
- 1,000 magazines to be distributed by the Bermuda Tourism Authority, New York office

## BOOK YOUR AD SPACE TODAY!

Contact Gabrielle Boyer at [gabrielle@thebermudian.com](mailto:gabrielle@thebermudian.com) or call **232-7041**

2018 SPRING/  
SUMMER

## GIFT GUIDE

The Bermudian Weddings' popular Gift Guide is the perfect way to showcase your gift ideas for the entire wedding party. Our magazine's gift guide is also available digitally online for even more share-ability!

**COST:**  
**\$275 per item** which includes photography and design.

**SPACE BOOKING DEADLINE:**  
November 17, 2017

**CONTACT:**  
gabrielle@thebermudian.com  
or tina@thebermudian.com



**1. Precision beauty hand made soap**  
Catherine's handmade soaps are perfect for the bride and bridesmaids. Each soap is hand made and scented with essential oils. Choose from a variety of scents including Lavender, Eucalyptus, and Peppermint. Each soap is \$10.00. Catherine's Soaps, 250-296-1111, catherine@thesoaps.com

**2. Fine gold ring**  
A fine gold ring is a perfect gift for the bride. Choose from a variety of designs including a diamond ring, a sapphire ring, and a ruby ring. Each ring is \$275.00. The Bermudian Jewellery, 250-296-1111, thebermudianjewellery.com

**3. The Original Bermudian Wedding Cake**  
The Original Bermudian Wedding Cake is a perfect gift for the bride. It is a traditional Bermudian wedding cake with a variety of flavors including vanilla, chocolate, and raspberry. Each cake is \$275.00. The Bermudian Wedding Cakes, 250-296-1111, thebermudianweddingcakes.com

**4. New Ring Love Letters Collection**  
The New Ring Love Letters Collection is a perfect gift for the bride. It is a collection of rings with love letters engraved on them. Each ring is \$275.00. The Bermudian Jewellery, 250-296-1111, thebermudianjewellery.com

**5. The Original Bermudian Gift Set**  
The Original Bermudian Gift Set is a perfect gift for the bride. It includes a laptop, a perfume bottle, a framed picture, a knife, a candle holder, and a ring box. Each set is \$275.00. The Bermudian Gift Sets, 250-296-1111, thebermudiangiftsets.com

**6. Bermuda Wedding Cake**  
The Bermuda Wedding Cake is a perfect gift for the bride. It is a traditional Bermudian wedding cake with a variety of flavors including vanilla, chocolate, and raspberry. Each cake is \$275.00. The Bermudian Wedding Cakes, 250-296-1111, thebermudianweddingcakes.com

**7. Bermuda Wedding Cake**  
The Bermuda Wedding Cake is a perfect gift for the bride. It is a traditional Bermudian wedding cake with a variety of flavors including vanilla, chocolate, and raspberry. Each cake is \$275.00. The Bermudian Wedding Cakes, 250-296-1111, thebermudianweddingcakes.com

**8. Bermuda Wedding Cake**  
The Bermuda Wedding Cake is a perfect gift for the bride. It is a traditional Bermudian wedding cake with a variety of flavors including vanilla, chocolate, and raspberry. Each cake is \$275.00. The Bermudian Wedding Cakes, 250-296-1111, thebermudianweddingcakes.com

**9. Bermuda Wedding Cake**  
The Bermuda Wedding Cake is a perfect gift for the bride. It is a traditional Bermudian wedding cake with a variety of flavors including vanilla, chocolate, and raspberry. Each cake is \$275.00. The Bermudian Wedding Cakes, 250-296-1111, thebermudianweddingcakes.com

**10. Bermuda Wedding Cake**  
The Bermuda Wedding Cake is a perfect gift for the bride. It is a traditional Bermudian wedding cake with a variety of flavors including vanilla, chocolate, and raspberry. Each cake is \$275.00. The Bermudian Wedding Cakes, 250-296-1111, thebermudianweddingcakes.com

**11. Bermuda Wedding Cake**  
The Bermuda Wedding Cake is a perfect gift for the bride. It is a traditional Bermudian wedding cake with a variety of flavors including vanilla, chocolate, and raspberry. Each cake is \$275.00. The Bermudian Wedding Cakes, 250-296-1111, thebermudianweddingcakes.com

**12. Bermuda Wedding Cake**  
The Bermuda Wedding Cake is a perfect gift for the bride. It is a traditional Bermudian wedding cake with a variety of flavors including vanilla, chocolate, and raspberry. Each cake is \$275.00. The Bermudian Wedding Cakes, 250-296-1111, thebermudianweddingcakes.com

**13. Bermuda Wedding Cake**  
The Bermuda Wedding Cake is a perfect gift for the bride. It is a traditional Bermudian wedding cake with a variety of flavors including vanilla, chocolate, and raspberry. Each cake is \$275.00. The Bermudian Wedding Cakes, 250-296-1111, thebermudianweddingcakes.com



**Contact Gabrielle Boyer or Tina Stevenson**  
for all your editorial and advertising needs at

**[gabrielle@thebermudian](mailto:gabrielle@thebermudian)**

**[tina@thebermudian.com](mailto:tina@thebermudian.com)**

**441-232-7041**

**THE BERMUDIAN PUBLISHING COMPANY LIMITED**

P.O. Box HM 283, Hamilton HM AX, Bermuda T 441.232.7041 E [tina@thebermudian.com](mailto:tina@thebermudian.com) [www.bermudianweddings.com](http://www.bermudianweddings.com)