

## ANNUAL PUBLICATION RATES (SUBJECT TO DISCOUNT)

AD SIZE	4-COLOUR
Spread	\$ 13,500
2/3 Page	\$ 7,000
Full Page	\$ 8,500
1/2 Page	\$ 5,500
1/3 Page	\$ 4,200
1/6 Page	\$ 2,850

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

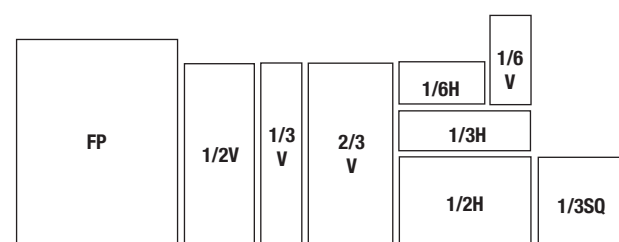
## PREMIUM POSITIONS (NO DISCOUNT)

Spread Up-Front	\$ 17,000
Back Cover	\$ 16,000
Inside Front Cover	\$ 12,600
Opposite Inside Front Cover	\$ 10,000
Inside Back Cover	\$ 11,550
Opposite Contents Page	\$ 10,000
Up-Front pages	\$ 8,500
Overrun Back Cover	\$ 10,000

## CLOSING DATES

Space Reservations:	January 27, 2012
Materials Due:	February 3, 2012
Publication Date:	May 2012

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



# EXPERIENCE BERMUDA

## BERMUDA HOTEL ASSOCIATION DISTRIBUTING MEMBERS

PROPERTY	ROOMS	PROPERTY	ROOMS
9 Beaches	84	Mezarine By the Sea	7
Aunt Nea's Inn at Hillcrest	15	Mid Ocean Club	20
Cambridge Beaches	94	Newstead Belmont Hills	60
Clairfront Apartments	8	Oxford Guest House	12
Clearview Suites	30	Pompano Beach Club	74
Coco Reef Resort Hotel	64	The Reefs	65
Coral Beach Club	65	Rosedon	44
Edgehill Manor	13	Rosemont	47
Elbow Beach Bermuda	98	Royal Palms Hotel	32
Fairmont Hamilton Princess Hotel	410	Sandpipers	14
Fairmont Southampton Hotel	596	St. George's Club	71
Fourways Inn	11	Surfside Beach Club	39
Granaway Guest House	5	Tucker's Point Club	100
Greenbank Guest House	11	Valley Cottages & Apt.	15
Grotto Bay Resort	201	The Wharf	15
Horizons & Cottages	20	Willowbank Hotel & Resort	65
Little Pomander Guest House	5	<b>Total Rooms</b>	<b>2,410*</b>

\* Room numbers correct at time of printing



## INQUIRIES AND SPACE RESERVATIONS

**CONTACT:**  
Heidi Pike  
Tourist Publications (Bermuda) Ltd.  
P.O. Box HM 1615  
Hamilton HM GX, Bermuda

International Centre  
26 Bermudiana Road, Suite 410  
Hamilton HM 11, Bermuda  
Tel: 441-295-6146 / Fax: 441-295-5194  
Direct Tel: 303-482-2571  
Direct Fax: 303-482-2477  
E-mail: heidijanepike@yahoo.com / heidip@logic.bm  
Website: ExperienceBermuda.com

EXPERIENCE

# BERMUDA

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ExperienceBermuda.com



*Experience Bermuda* is published by Tourist Publications (Bermuda) Ltd., in conjunction with HCP/Aboard Publishing, a subsidiary of The McClatchy Company.

*Experience Bermuda* is a four-colour, glossy hardcover publication that explores the beauty, serenity and charm of this rare jewel of the Atlantic, and provides visitors with everything they need to know to fully experience the enchantment, sophistication, tranquillity and gentility that are Bermuda.

### MAXIMUM EXCLUSIVE EXPOSURE

As the official publication of the Bermuda Hotel Association, *Experience Bermuda* is exclusively distributed and prominently placed in each room of virtually every hotel, resort and guest house. It is the only publication in these rooms — this gives you unparalleled access to Bermuda's accommodations, where visitors can read your message in the quiet comfort of their rooms.

### ADDITIONAL DISTRIBUTION

Softcover 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, as well as the Bermuda Department of Tourism office in New York and its trade shows and conferences. This

extensive distribution, coupled with comprehensive online coverage in ExperienceBermuda.com, enables *Experience Bermuda* to reach nearly all of the 585,266 tourists who visit Bermuda annually. In 2010, 232,262 of these visitors arrived by air, 347,931 on cruise ships and 5,073 by pleasure yacht.

### THE AUDIENCE: VISITOR PROFILE\*

Average Household Income	\$100,000+
Purpose of Trip	
Leisure / Visiting Friends	78%
Business / Conference	21%
Other	1%
Nationality of 2010 Visitors	
USA	72%
Canada	13%
U.K.	10%
Europe	2%
Other	3%
Average Age	40-59
Average nights stay	6.21
Male	52%
Female	48%
Average occupancy on Bermuda-bound flights	67%

\* All information obtained from the Bermuda Department of Tourism.

### VISITORS SPENT BETWEEN 305.2 MILLION AND 354.5 MILLION IN 2010\*

The ability to reach these affluent visitors in the quiet and comfort of their rooms gives advertisers a targeted opportunity to capitalise on this captive audience while they are planning their itineraries and making decisions about dining, shopping and sightseeing.

### MEANINGFUL ADDED VALUE TO INCREASE THE RETURN ON YOUR INVESTMENT

#### FREE WEBSITE PROFILE AND WEB LINK

As added value, advertisers in *Experience Bermuda* receive a free business profile in ExperienceBermuda.com. The profile may include much more than what appears in the print ad, such as a complete business description, contact information, three images and a valuable web link. This online exposure allows you to reach overnight guests and cruise ship passengers before they arrive, providing you with an important opportunity to create awareness of your products and services.

#### Did you know?

The more text links you have to your site from authoritative websites, the greater your chances are of improving your organic search ranking.

### E-ZINES: PORTABLE, SCALABLE AND GREEN!

Digital versions (e-zines) of the book's sections on Business & Relocation, Dining, Real Estate, Royal Naval Dockyard, Sightseeing, Sports and Town of St. George will appear in ExperienceBermuda.com. The online versions of these sections preserve the high-quality look of print, and allow consumers to search for ads and editorial, print pages and maps, click directly to advertisers' websites from their ads, and click to play video files (where available). Consumers and advertisers can easily share the e-zines by e-mail. Custom copies are available for groups, weddings, events and hotels. Please ask your representative for details.

### EXPERIENCEBERMUDA.COM: ENGAGE VISITORS BEFORE THEY ARRIVE

Reach and communicate with an enormous online audience of active travellers who are researching how and where to spend their time and money in Bermuda. Online advertising options and sponsorships are offered in a visually appealing, content-rich, frequently updated editorial environment. Our online ads are also incredibly affordable, even for small businesses. Ask your representative about

online banners offered on every page of the website (including text-only banners), valuable text links to your website, business profiles, section sponsorships, or even a comprehensive story about your business or event. Qualified leads can be driven to your website — starting today!

### DESTINATION ADVERTISING REINVESTS ADVERTISING DOLLARS

In cooperation with the Bermuda Hotel Association, HCP/Aboard Publishing reinvests the equivalent of half of the revenue earned by *Experience Bermuda* into promoting the destination, so your advertising dollar works twice as hard for you! The BHA is provided with more than \$500,000 annually in advertising credits, which are used to place advertising in the Sunday travel sections of McClatchy newspapers and full-page colour ads within in-flight magazines and other HCP/Aboard print publications reaching over 70 million active, frequent travellers each year. The advertising credits provided to the BHA are enhanced by HCP's own in-house marketing budget of more than \$2 million. Every year, HCP develops throughout the year substantial online campaigns designed to reinforce the efforts of the BDOT and BHA to promote seasonal offers. Ongoing campaigns in Google and with strategic partners such as TripAdvisor, continue to drive interested audiences to ExperienceBermuda.com, which makes the site a valuable "bonus" element of your advertising package.

### ISLAND VIDEO GUIDE BRINGS YOUR BUSINESS TO LIFE



Digital out-of-home (DOOH) refers to dynamic media distributed across networks in venues like hotel lobbies, restaurants and other public spaces. These networks feature independent screens and kiosks, benefiting location owners and advertisers by engaging customers and extending the reach of marketing messages. *Experience Bermuda* extends its reach with interactive

video messages in point-of-purchase (POP) displays, allowing consumers to get additional information at the moment of decision on a product or service in the comfort of a hotel lobby.

In today's media landscape, combining DOOH with traditional media is an excellent way to reach and engage people throughout their daily routine. More than 63% of adults say that digital video catches their attention more than TV, Internet, billboards, magazines, newspapers, radio and cell phone advertising. And 51% of adults reported taking an action as a result of seeing a digital ad.

The location of the screens in participating Bermuda hotels ensures highly targeted ad delivery and exceptionally high viewer involvement. Advertising is only effective if it engages people. That is the strength of the Video Guide. It is direct and to the point with the ability to grab and HOLD attention of the inquisitive visitor.