

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.

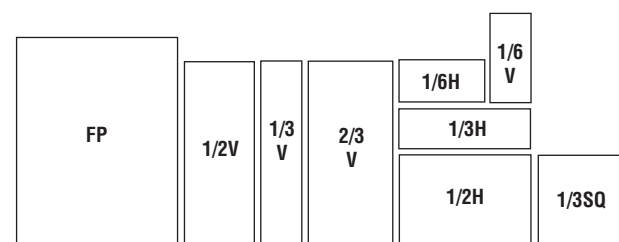
PREMIUM POSITIONS (NO DISCOUNT)

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 29, 2010
Materials Due:	February 5, 2010
Publication Date:	May 2010

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 MEMBERS

PROPERTY	ROOMS	PROPERTY	ROOMS
9 Beaches	84	Mid Ocean Club	20
Aunt Nea's Inn at Hillcrest	14	Newstead Belmont Hills	60
Cambridge Beaches	94	Oxford Guest House	12
Clairfront Apartments	8	Pompano Beach Club	74
Clearview Suites	11	The Reefs	65
Coco Reef Resort Hotel	64	Rosedon	44
Edgehill Manor	13	Rosemont	47
Elbow Beach Bermuda	235	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	88
Grape Bay Beach Hotel	24	Valley Cottages & Apt.	15
Greenbank Guest House	11	The Wharf	15
Grotto Bay Resort	201		
Little Pomander Guest House	5	Total Rooms	2,382*

* Room numbers correct at time of printing



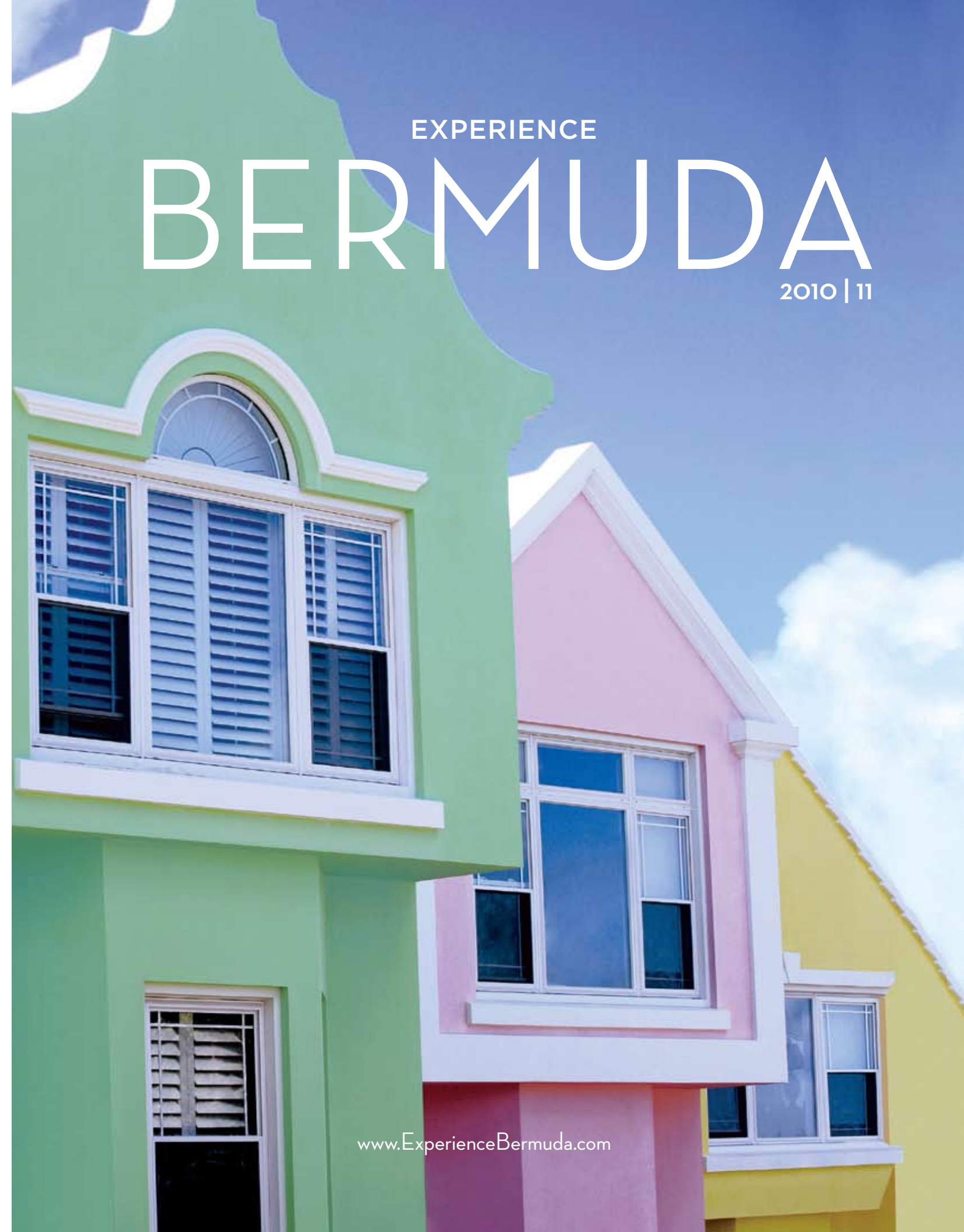
INQUIRIES AND SPACE RESERVATIONS

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www.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 experience fully the enchantment, sophistication, tranquility 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 guesthouse. 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, and hotel and guest house concierge desks. This extensive

distribution, together with comprehensive online coverage in ExperienceBermuda.com, enables Experience Bermuda to reach nearly all of the 555,162 tourists who visit Bermuda annually. Of these visitors in 2008, 263,613 arrived by air, 286,408 on cruise ships and 5,141 by pleasure yacht.

THE AUDIENCE: VISITOR PROFILE*

Average Household Income	\$100,000+
Purpose of Trip	
Leisure / Visiting Friends	75.62%
Business / Conference	23.06%
Other	1.32%
Nationality of 2008 Visitors	
USA	72%
Canada	10%
U.K.	11%
Europe	2%
Other	5%
Average Age	40-59
Average nights stay	6.37
Male	52%
Female	48%

* All information obtained from the Bermuda Department of Tourism.

AIR VISITORS SPENT BETWEEN \$318.5 AND \$378.3 MILLION IN 2008*

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 of improving your organic search ranking.

E-ZINES: PORTABLE, SCALABLE AND GREEN!

An environmentally friendly digital version of *Experience Bermuda* will be produced in ExperienceBermuda.com. This online version preserves the high-quality look and feel of the publication, allows users to search for ads and editorial, print customisable travel guides and maps, view thumbnails of all of the pages, link to advertiser websites, and play video (where available). This portable digital format can be shared between users, shared by advertisers to prospects and used by the Bermuda travel industry to promote tourism. Customisable copies are available for groups, hotels and events. Please ask your representative for details.

EXPERIENCEBERMUDA.COM: ENGAGE VISITORS BEFORE THEY ARRIVE

Reach and communicate with an enormous online audience of

active travelers 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 advertising the destination. The BHA is provided with more than \$500,000 annually in advertising in the Sunday travel sections of our parent company's newspapers, HCP's in-flight magazines and online advertising campaigns. Your dollar works twice as hard for you! The call to action in the print ads is ExperienceBermuda.com. In addition, HCP/Aboard spends nearly \$3 million annually to advertise its clients, including Bermuda, in print and online campaigns. These campaigns target active, frequent travelers, including 35 million people who read HCP/Aboard in-flight and destination guides each year. Print ads, plus intensive search-engine marketing and online affiliate partnerships with sites such as TripAdvisor, ensuring an increase in online exposure for our partners.

VIDEO



Bring your business to life using sight, sound and touch! Enhance your message with video. Leading the way with cutting-edge technology, HCP/Aboard's Island Video Guide allows you affordably and effectively to reach consumers with a 30-second video commercial.

All *Experience Bermuda* advertisers will have a special rate for the video. All video production costs are included: filming, creative, audio/video editing, digital formatting and compression. Distribution of the video will allow you to reach an active audience at point of sale — with touch-screen kiosks at area hotels and other high-traffic, strategic locations. Plus, you'll reach an enormous online audience on ExperienceBermuda.com, where your online video will also appear in your free profile and on a special video spotlight section, as well as our new E-zines. The online video is portable by download to users' iPods, cell phones and personal PCs.