

# destination



## Bermuda

### Advertising Rates 2016/17

Now in its 21st year, *Destination Bermuda*, part of the Destination series published throughout the Caribbean, is widely considered to be the leading travel publication of its type within the territory.

The magazine provides readers with a concise guide to the island highlighting the best in shopping, dining out, water sports, real estate, and business. Over time, *Destination Bermuda* has evolved to become both a visitor's guide and a fully fledged lifestyle magazine featuring local celebrities, the latest in local fashion trends, celebrity chefs with their signature dishes, and business personalities.

#### Prime Readership

Your advertisement will reach a captive audience aged between 21 and 60 with an average age of 42, primarily in middle through upper socio-economic groups. Our readership is made up of first time and returning visitors, seasonal residents, and second home owners, families, professional business people, and island residents all with substantial disposal income.

#### Distribution

The success of the series is due to the personalized one to one hand distribution of the magazines to passengers at the departure gates as they board their American Airlines and Delta Air Lines flights to Bermuda from New York, JFK, Miami and Atlanta. The magazines are also available for pick up on display racks in the gateway areas for American Airlines flights to Bermuda from Philadelphia and Charlotte.

#### Airline Distribution Schedules

Dep City	Frequency	Flying Time	Plane Type	Pass Cap
<b>American Airlines</b>				
New York - JFK	Daily	2 hrs 30 min	738	130
Miami	Daily	3 hrs	319	120
Charlotte	Sat./Sun.	2 hrs	319	120
Philadelphia	Daily	2 hrs 46mins	320	144
<b>Delta Air Lines</b>				
Atlanta	Daily	2 hrs 50 mins	737-800	160
New York JFK	Daily ex Thur.	2 hrs 30 mins	319	126

Flight schedules are correct at time of printing but are subject to change.

#### Admirals Club Lounge Distribution

For 2016/17, Destination Bermuda will be available in selected American Airlines Admirals Club® lounges. The membership profile of these clubs reveals well travelled, affluent, decision makers in the prime of their lives. Many are leaders of industry, including business owners, company CEOs, senior management and international celebrities. A recent survey showed that approximately 40% of members' annual income exceeded \$150,000 and 54% work in senior management for large companies with 500+ employees. Visibility for your business or product in these clubs represents an opportunity to reach an international, high income audience.

#### Rates (in US Dollars)

Color Advertisement Size	Cost
Double Page Spread	16,350
Full Page	9,850
2/3 Page	7,500
1/2 Page	5,500
1/3 Page	4,050
1/4 Page	3,000
1/6 Page	2,500

#### Covers and Premium Positions Cost

Inside Front Cover	13,000
Opposite Inside Front Cover	13,000
Double Page Spread before Table of Contents	19,500
RHP before Table of Contents	11,500
LHP before Table of Contents	10,500
Opposite Welcome Page	11,750
Opposite Table of Contents	11,750
1/3 Page on Table of Contents	4,850
Opposite Inside Back Cover	11,000
Inside Back Cover	11,800
Back Cover	16,000

#### Website

Included is the added value opportunity for advertisers to take part in [www.destination-magazines.com](http://www.destination-magazines.com), now a dynamic content feed (blog post), whereby advertisers can provide copy in word format and images as jpg, png or in GIF Format, which will help to drive awareness of advertisers business and promote brands. Readers also have access to the entire destination magazines, available on the website as an e-magazine, offering further value for advertisers. Please note that if any dynamic content feed is not received in the above stated formats, it will not be uploaded onto [www.destination-magazines.com](http://www.destination-magazines.com)

Destination magazines reserves the right not to post any dynamic content deemed inappropriate. We reserve the right to edit content and will contact relevant advertiser in order to make amendments. For further details please contact Tristan Ralston on [tristan@destination-magazines.com](mailto:tristan@destination-magazines.com)

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# Magazine Guidelines

## Computer Files

(a) If you need any clarification or help with technical information, please contact Destination Publications on the following email address: sunsetrocklimited@gmail.com

(b) Advertisements can be sent to our FTP site, please request the full FTP site address from sunsetmedia.bda@gmail.com. Advertisements should be supplied in Adobe InDesign, Adobe Photoshop, Adobe Illustrator, or as a flattened EPS, TIFF image or a hi-resolution PDF file. No other format is acceptable.

(c) The resolution of all images in the artwork must be at least 300 dpi (dots per inch) or higher, at 100% of its final size that it will be used.

(d) If an advertisement is supplied as a flat file, ensure that all fonts are converted to outlines (or paths) and all images are embedded. Note: if supplied in this format no corrections can be made.

(e) Use only Macintosh format Postscript fonts (not TrueType) and ensure that both the screen and the printer fonts are supplied, if these have not been converted as suggested in (d).

(f) All colors must be CMYK. Other colors, such as RGB are not suitable for printing. They can be converted to CMYK but this often results in a major color shift.

(g) A color printout must be supplied with the digital artwork. If colors are important, you must supply a Cromalin or Matchprint hi-resolution proof.

## Advertorials

Each client can supply a short description of the business or service they provide for inclusion in the appropriate section of the magazine. This should be between 50 and 100 words and written in the third person. In addition, include the company name, local address, telephone number(s), fax number(s), email address, website address, and normal hours of business. Please be aware that the text may be edited, but keeping to these guidelines will help make these changes minimal. The advertorial must be supplied with the advertisement material.

**Supply of Images:** If images or photographs are to be supplied for inclusion in the magazine, please provide hi-resolution digital images (minimum 300dpi).

Any images not supplied at 300dpi will not be used in the magazine. All images must be supplied with captions and a notification of the photographer for credit purposes.

**Publisher's Policies:** The Publisher reserves the right to refuse or cancel any advertising. Final approval is at the sole discretion of the Publisher. Orders specifying positions, facing, editorial adjacencies, or other requirements are only granted at the discretion of the publisher.

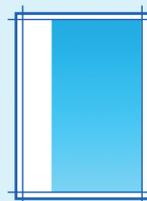
Every effort will be made to accommodate position requests but such requests are not guaranteed.

**Financial Matters:** The client will be invoiced separately for any additional charges that are not included on the contract. These include, but are not limited to, art production costs and scanning costs. Cover positions are not available for discount. Payment terms are 50% of invoice value on signing of contract and the balance on publication.

## ADVERTISEMENT SIZE & ORIENTATION CHECKLIST



**Full Page  
(with bleeding)**  
**Trim size:**  
W: 207mm/8.15"  
H: 274mm/10.79"  
**Bleeding size:**  
W: 213mm/8.39"  
H: 280mm/11.03"



**2/3 Page  
Column Vertical**  
W: 116.5mm/4.58"  
H: 244mm/9.60"



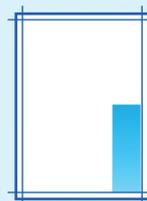
**1/2 Page  
Vertical**  
W: 116.5mm/4.58"  
H: 184mm/7.24"



**1/3 Page  
Square**  
W: 116.5mm/4.58"  
H: 119.75mm/4.71"



**1/4 Page  
Vertical**  
W: 86.25mm/3.39"  
H: 119.75mm/4.71"



**1/6 Page  
Vertical**  
W: 56mm/2.20"  
H: 119.75mm/4.71"



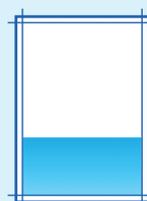
**Full Page  
Trim size:**  
W: 207mm/8.15"  
H: 274mm/10.79"  
**Live area (artwork size)**  
W: 177mm/6.97"  
H: 244mm/9.61"



**1/3 Page  
Column Vertical**  
W: 56mm/2.20"  
H: 244mm/9.60"



**1/2 Page  
Horizontal**  
W: 177mm/6.96"  
H: 119.75mm/4.71"



**1/3 Page  
Horizontal**  
W: 177mm/6.96"  
H: 78.25mm/3.08"



**1/4 Page  
Horizontal**  
W: 119.75mm/4.71"  
H: 86.25mm/3.39"



**1/6 Page  
Horizontal**  
W: 116.5mm/4.58"  
H: 57.5mm/2.26"