

destination

Bermuda

Advertising Rates 2019-20

The Magazine

Now in its 26th 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 of passengers aged between 21 and 60 with an average age of 42, primarily in middle through upper socio-economic groups. Our magazines are made available to passengers of American Airlines and United Airlines® on flights from JFK, Miami, Charlotte, Philadelphia, Newark and London Gatwick. 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 disposable income.

Distribution

The success of the Destination series is due to the personalised one-to-one hand distribution of the magazines to passengers as they board their direct American Airlines and United Airlines flights from JFK, Miami and Newark to Bermuda. Distribution will be done partially by hand or will be available on magazine racks for flights from Charlotte and Philadelphia.

Island Distribution

An additional 10,000 magazines will be distributed on island through visitor information centers, at selected hotel lobbies and in other high traffic areas.

Admirals Club® Lounge Distribution

For 2019-20, Destination Bermuda will be available in selected American Airlines Admirals Club® lounges in Charlotte, JFK, Miami and Philadelphia.

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.

Frequency	Annual
Annual Readership approximately	300,000

Airline Distribution Schedules

Dep City	Frequency	Flying Time	Plane Type	Pass Cap
American Airlines				
New York (JFK)	Daily excl. Tues	2 hrs 30 min	738	130
New York (JFK)	Daily	2 hrs 30 min	738	130
Miami (MIA)	Daily	3 hrs	319	120
Charlotte (CLT)	Sat*	2 hrs	319	120
Philadelphia (PHL)	Daily*	2 hrs 46 min	320	144
British Airways				
Gatwick (LGW)	Daily excl. Tue/Wed*	7 hrs 30 min	777	224
United Airlines				
Newark (EWR)	Daily	2 hrs 12 mins	737	167

*The above flights are seasonal

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

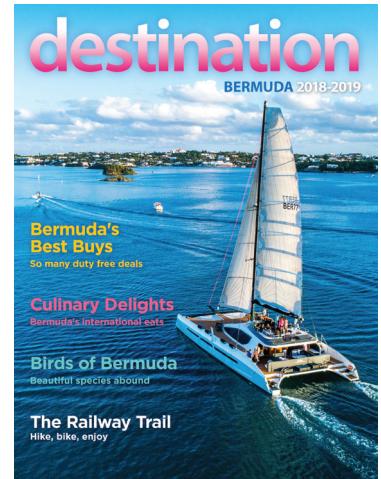
Local Agent: Leslie Hurd ☎ 441 536 7272 ✉ sunsetmedia.bda@gmail.com

For information on website advertising please contact Hannah Barnard on ✉ Hannah@destination-magazines.com

make destination your destination



Publisher: Ralston Holding Company Limited, PO Box 257, Town Centre Building, Providenciales, Turks and Caicos Islands
UK contact: ☎ +44 1747 833 611 ✉ info@destination-magazines.com
 ☑ www.destination-magazines.com



Magazine Rates (in US Dollars)

Advertisement Size	Cost
DPS	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
DPS before Table of Contents	19,500
RHP before Table of Contents	11,500
LHP before Table of Contents	10,500
1/3 Page on Table of Contents	4,850
Opposite Table of Contents	11,750
Opposite Welcome page	11,750
Opposite Inside Back Cover	11,000
Inside Back Cover	11,800
Back Cover	16,000

Website and Social Media options are only available to magazine advertisers

Website and Social Media

Sponsored Blog Post A custom written 500+ word article with high resolution photos and a link to your website. Includes social media promotion. Priced from \$500 a post

Social Media Promotion Spread the word about your product or service to our followers on **Facebook** @ DestinationMagazines, **Instagram** @ destinationmags and/or **Twitter** @ destinationmags. Priced from \$100 a post

Banner Ad space Have your advert appear on our homepage. Starting at \$500 for the year commencing on May 15th 2019 and ending on May 14th 2020

Giveaways Offer our readers the chance to try your product or service. Includes data capture and social media promotion. Priced from \$250 Please see website and social media guidelines on following page. For further details please contact **Hannah Barnard** on **Hannah@destination-magazines.com**

American Airlines 

American Airlines, the Flight Symbol and Admirals Club are marks of American Airlines, Inc.

UNITED 

Magazine Guidelines – Important information

Computer Files

If you need any clarification or help with technical information, please contact Destination Publications creative agency at the following email address: sunsetmedia.bda@gmail.com

Advertisements should be supplied as a client approved, print ready (CMYK only), high resolution (300dpi) PDF file to the size of your advert (plus 0.12" / 3mm bleed on all edges for full page adverts). No other format is acceptable. Settings are available on request from: sunsetrocklimited@gmail.com

Images: The resolution of all images in the artwork must be at least 300dpi (dots per inch) or higher, at the size they will be printed. All images must be CMYK. Images should be cropped at frame edges. Text or logos used as images should be at least 400dpi.

Fonts: Use only Macintosh format Postscript fonts (not TrueType). Ensure that all fonts are converted to outline (paths) or embedded. Do not convert or supply text as an image.

Colors: 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 and the publisher will not be held responsible for changes in color values. If colors are important, you must supply a high-resolution digital proof of your advert with your artwork.

Deadlines

All material including adverts, advertorial copy and pictures MUST be supplied by **1st MARCH 2019**

Note: Advertisement approvals will be the responsibility of the client even if proofs supplied by the publisher are viewed and approved on iPhones and other hand-held devices. **The publisher will not be held responsible for any errors contained therein.**

Advertisorials

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 not less than 50 words and no more than 100 words and **must be written in the third person**. In addition the company name, local address, telephone number(s), fax number(s), email address, website address and normal hours of business should be included. Please be aware that the text may be edited, but keeping to these guidelines will help minimise these changes. 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 large 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 may be accepted and inserted, but such restrictions are only granted with the

permission 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. Accounts not paid within 30 days are subject to a 3% monthly finance charge.

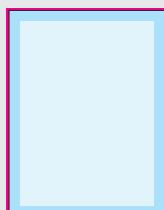
Payment terms are 50% of invoice value on signing of contract and the balance on publication.

Website & social media guidelines

Advertisers participating in sponsors posts, competitions and social media promotions may need to provide copy and images if not stipulated in contract. Destination magazines reserve the right not to post any dynamic content deemed inappropriate and reserve the right to edit content and will contact the relevant advertiser, in order to make amendments.

In order to participate with homepage banner ad spaces, the advertiser will need to provide banner as either jpg, png or gif format (not animated), in the following dimensions: 400pixels wide x 250pixels high. These online advertisements will appear at random through a continuous java rotation on the main destination magazines homepage from Dec 15th 2019 to Dec 14th 2020. **If banner is not received in the above stated formats a/o dimensions, then banner will not be uploaded onto the destination magazines website.**

Advertisement Size & Orientation Checklist

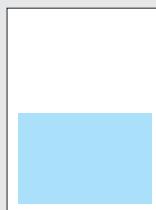


Full Page (with bleed)

Trim size:
W: 207mm/8.15"
H: 274mm/10.79"

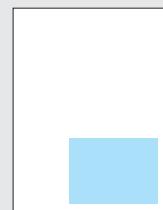
Bleed size:
W: 213mm/8.39"
H: 280mm/11.03"

Safe print area:
(artwork size)
W: 177mm/6.97"
H: 244mm/9.61"



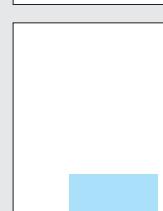
1/2 Page Horizontal

W: 177mm/6.96"
H: 119.75mm/4.71"



1/4 Page Horizontal

W: 116.5mm/4.58"
H: 86.25mm/3.39"



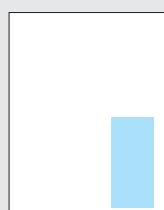
1/6 Page Horizontal

W: 116.5mm/4.58"
H: 57.5mm/2.26"



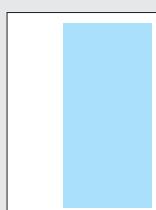
1/3 Page Square

W: 116.5mm/4.58"
H: 119.75mm/4.71"



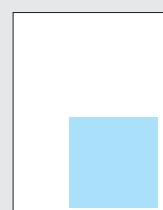
1/6 Page Vertical

W: 56mm/2.20"
H: 119.75mm/4.71"



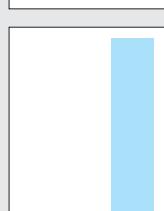
2/3 Page Column Vertical

W: 116.5mm/4.58"
H: 244mm/9.60"



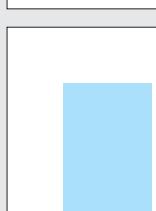
1/3 Page Vertical

W: 86.25mm/3.39"
H: 119.75mm/4.71"



1/3 Page Column Vertical

W: 56mm/2.20"
H: 244mm/9.60"



1/2 Page Vertical

W: 116.5mm/4.58"
H: 184mm/7.24"

Please ensure that the magazine specifications are adhered to as failure to do so will incur production costs.