

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.

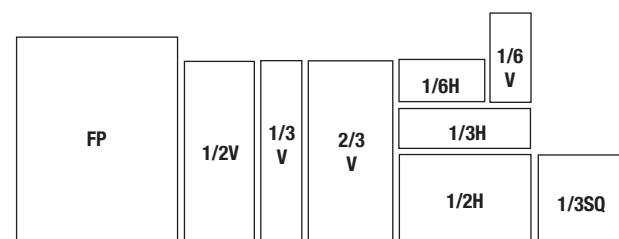
PREMIUM POSITIONS (NO DISCOUNT)

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
Opposite Contributors Page	\$ 10,000
Opposite Welcome Page	\$ 10,000
Up-Front pages	\$ 8,500
Overrun Back Cover	\$ 10,000

CLOSING DATES

Space Reservations:	January 25, 2013
Materials Due:	February 4, 2013
Publication Date:	May 2013

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
Aunt Nea's Inn		Oxford Guest House	12
at Hillcrest	14	Pink Beach Club	94
Cambridge Beaches	101	Pompano Beach Club	75
Clairfont Apartments	8	The Reefs Club	19
Clear View Suites	11	The Reefs	67
Coco Reef Resort	66	Rosedon	39
Coral Beach Club	65	Rosemont Guest Apts.	47
Edgehill Manor	13	Rosewood Tucker's Point	100
Elbow Beach Bermuda	102	Royal Palms Hotel	32
Fairmont Hamilton		Sandpiper Guest Apts	14
Princess Hotel	410	St. George's Club	72
Fairmont Southampton		Surf Side Beach Club	39
Hotel	593	Tucker's Point Club	20
Fourways Inn	11	Tucker's Point	
Granaway Guest House	5	Harbour Court	14
Greenbank Guest House	11	Valley Cottages & Apts.	15
Grotto Bay Beach Resort	201	The Wharf Executive	
Little Pomander		Suites	15
Guest House	5		
Mazarine by the Sea	8		
Mid Ocean Club	20	Total Rooms	2,420*
Newstead Belmont Hills	102		

*Room numbers correct at time of printing



INQUIRIES AND SPACE RESERVATIONS

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EXPERIENCE

BERMUDA

2013 | 14

ExperienceBermuda.com



Experience Bermuda is published by Tourist Publications (Bermuda) Ltd., a local Bermuda company, 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 655,236 tourists who visit Bermuda annually. In 2011, 236,038 of these visitors arrived by air, 415,711 on cruise ships and 3,487 by pleasure yacht.

THE AUDIENCE: VISITOR PROFILE*

Average Household Income	\$100,000+
Purpose of Trip	
Leisure / Visiting Friends	77%
Business / Conference	22%
Other	1%
Nationality of 2011 Visitors	
USA	73%
Canada	13%
U.K.	9%
Europe	2%
Other	3%
Average Age	40–59
Average nights stay	6.06
Male	52%
Female	48%
Average occupancy on Bermuda-bound flights	67%

VISITORS SPENT BETWEEN 315 MILLION AND 390.8 MILLION IN 2011*

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

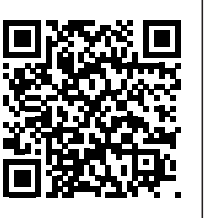
As added value, advertisers in *Experience Bermuda* receive a free business profile in ExperienceBermuda.com. The profile may include much more than what appears in the print ad, such as a complete business description, contact information, three images and a valuable web link. This online exposure allows 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.

DIGITAL MAGAZINE: YOUR DISPLAY AD GOES GLOBAL

With the explosion of smart phones and tablets, advertisers will now benefit from the digital version (e-zine) of *Experience Bermuda* to reach visitors-on-the-go. The electronic version of the publication boasts features that make it easy for readers to find your business information and click through to your website or video. The e-zine also offers zoom for large text display, a downloadable PDF option, quick search and links that allow users to find your ad or advertorial with one click. Plus, it is customisable — pages can be added and the cover customised for specific audiences. The link to the e-zine can be easily shared via e-mail to groups or visitors. A QR code (or bar code) will be placed on the table of contents and inside back cover of the published book. Users can simply scan the QR code with their smart phone and they will automatically be taken to the e-zine. The code will also be placed inside every one of our five soft cover *Experience Bermuda* guides, on island kiosks and on the website. Try clicking on the QR code yourself!



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: REINVESTING IN BERMUDA

In cooperation with the Bermuda Hotel Association, *Experience Bermuda* reinvests the equivalent of half of the revenue earned by our on-island publication into the promotion of Bermuda. As a result, your advertising dollar works twice as hard by attracting new visitors to the islands! The BHA receives generous advertising credits that are used to place advertising in the Sunday Travel sections of McClatchy newspapers — the third largest newspaper group in the USA. Additional advertising is provided at no cost to the BHA in campaigns that appear in glossy travel publications, such as in-flight magazines, Google pay-per-click and online ad banners within TripAdvisor.

* All information obtained from the Bermuda Department of Tourism.