



Bermuda Parent

What Parents Are Talking About

More Than Just Parents
(their influencers of the future)



Bermuda Parent

About Us

Conceived in 2012, *Bermuda Parent Magazine* seeks to influence every parent and parent to be. We seek to engage, interact and motivate parents with quality and practical information, so they can make informed decisions. Our goal is to support Bermuda's parents by providing them with a uniquely Bermudian voice. *Bermuda Parent Magazine* is positioned to be the 'go-to' resource for parents in Bermuda.

Mission Statement

To be the 'go-to' media that influences parents, families and our Bermudian society. To improve the quality of life for us all by recognizing the vital role and strength that a family unit offers.

Bermuda Parent Magazine

Our sophisticated magazine looks like a high-end international publication, providing local content, images of Bermudians and modern design. Articles cover hot topics, parenting trends and family friendly cultural activities in a smart package that's hip, entertaining and free.



CONTACT US! Wanda Brown • 333-1925 • wanda0211@logic.bm
Shawnette Smith • s-smith1980@live.com



Online Presence

We have revamped our online presence to engage and interact with our readers online via BermudaParentMagazine.com. Departments include: Ask our Expert, Parents Unplugged, Readers Choice, Parent Life TV, Go Play See, Magazine Archives, and Blog.



BermudaParentMagazine.com



ParentLife TV





Bermuda Parent

We're Expanding

We are excited to release an additional Magazine – *Bermuda Parent Go Play See* in 2014. We believe this magazine will prove to be a great resource to parents by providing directory style information coupled with great editorial, along with our Readers Choice survey completed by parents on their Best and Favourite Places to Go, Play and See.

Bermuda Parent covers **all stages** of children's growth from when they are just a bump in the belly to going off to college/university.

What Parents are Talking About... we specialize in reaching parents and those who influence their children. By engaging our readers with a friendly, focused voice and growing a **buzzing social community**.

Find us in print, online, video (youtube - Parent Life TV channel & Channel 82 - cablevision), facebook and twitter

Full Colour, Glossy, Quarterly Publication *plus* our New *Go Play See* Magazine

Bermuda's #1 Parent Magazine



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BERMUDA PARENT
The Magazine for
Parents by Parents

FREQUENCY
Quarterly (4 times a year)
plus New Special
Directory

CIRCULATION
5000 Copies per issue

COST
FREE

DISTRIBUTION
Day Cares, Preschools,
Primary Schools, Middle
Schools, Youth Library,
Government Clinic,
Grocery Stores,
Retail Stores



Bermuda Parent

Departments

Pregnancy

Baby

Birth

Little Ones

Big Kids

Tweens & Teens

Health & Wellness

Dad's Corner

Birthday's

(Photo pages)

**Bermuda Parent
Families**

(photo pages)

BPM Kids

(photos pages)

Deadlines

{ BPM is Published March, June, Sept, Oct, Nov }

ISSUE	RESERVATIONS	ARTWORK	PUBLISHED
Bermuda Parent Magazine			
SPRING	Dec 20	Jan 10	March 2014
SUMMER	Apr 25	May 9	June 2014
FALL	June 27	July 11	Sept 2014
WINTER	Sep 26	Oct 10	November 2014
NEW Go Play See (Directory style)			
	July 25	August 8	October 2014

Do you require artwork assistance? We will be happy to assist you with artwork. Our fee is \$75 for Sixth or Third, \$100 for quarter size or half; \$150 Full page for a basic design, includes 2 proofs. Additional changes will incur a \$75 fee. If you wish artwork resized for other publications a fee of \$75 will be charged for each request.

Supplying your own artwork? Refer to Artwork Deadline.

Submitting artwork. All artwork and related questions must be submitted to the following email address advertising@bermudaparentmagazine.com or to your sales rep Wanda Brown or Shawnette Smith.

Contact us with your advertising inquiries.

Wanda Brown, 333-1925, wanda0211@logic.bm

Shawnette Smith, s-smith1980@live.com

Our Sales Reps are happy to assist!

CONTACT US! Wanda Brown • 333-1925 • wanda0211@logic.bm or Shawnette Smith • s-smith1980@live.com

Magazine Advertising

Premium Positions

	1x	2x	3x	4x	5x
Back Cover (BC)	\$1975	\$1875	\$1775	\$1675	\$1575
Inside Front Cover (C1)	\$1875	\$1775	\$1675	\$1575	\$1475
Inside First Right (C2)	\$2075	\$1975	\$1875	\$1775	\$1675
Cover Stock Front (C3)	\$1775	\$1675	\$1575	\$1475	\$1375
Inside Back Cover (C4)	\$1825	\$1725	\$1625	\$1525	\$1425
Inside Back Left (C5)	\$1725	\$1625	\$1525	\$1425	\$1325
Cover Stock Back (C6)	\$1775	\$1575	\$1575	\$1475	\$1375

*Advertorial \$500

Display Rates

	1x	2x	3x	4x	5x
Full Page	\$1375	\$1275	\$1175	\$1075	\$975
½ page	\$890	\$790	\$690	\$590	\$490
¼ page	\$675	\$575	\$475	\$375	\$275
⅓ page	\$600	\$500	\$400	\$300	\$200
⅙ page	\$475	\$400	\$325	\$250	\$100

*Advertorial – When an article is written in such a way that a promotes a specific brand, product or company. If you have submitted an article that promotes one brand, product or company this will be charged as an Advertorial.

Advertising Packages

Receive 10% off when you combine advertising eg Magazine (all 5 issues) + Online

Charity rates 25% off on 1/3 of a page and up plus free web ad for 6 months.

Production Requirements

- Final, approved ad artwork must be emailed to: advertising@bermudaparentmagazine.com
- All ads should be submitted in Hi-Res PDF format using CMYK colour.
- PDFs should be distilled with no colour management and all fonts embedded.
- The magazine is produced using CMYK process colour. NO PMS or RGB colours.
- All artwork must be actual size at 300 dpi.
- Some colour variance is usual and should be expected.

Questions?

Email us advertising@bermudaparentmagazine.com



Ad Specs

Full page:

Live: 7.375" x 9.875"

Trim: 8.375" x 10.875"

Bleed: 8.875" x 11.375"

1/2 Vertical or Horizontal:

4.75" x 7.25"

1/4 Vertical (ONLY):

3.625" x 4.875"

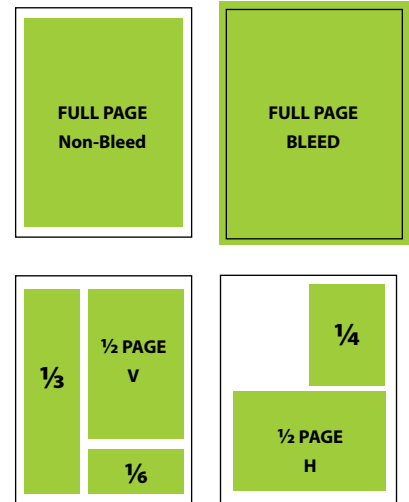
1/3 Vertical (ONLY):

2.25" x 9.75"

1/6 size ad Vertical

or Horizontal:

2.25" x 4.75"



Online Advertising

BANNER	1 month	3 months	6 months	9 months	12 months
TOP	\$250	\$225	\$200	\$175	\$125
LOWER	\$175	\$150	\$125	\$100	\$75
SIDE *	\$200	\$175	\$150	\$125	\$100

*3 Tiers To choose a specific tier add \$5 for Lower; \$10 for Middle; \$15 for Upper

Ad Requirements

- Ads must be formatted to the exact specifications in JPG, GIF or Animated GIF
- Max file size is 200kb
- Please include URL for the ad to link to.

Booking & Artwork assistance required by: Due one week in advance of 'go live' request.

Supplying your own Online artwork: Due at least 48hrs prior to 'go live' request.

Submitting Artwork. All artwork and related questions must be submitted to the following email address advertising@bermudaparentmagazine.com or to your sales rep.

BUSINESS NAME

DATE

ADDRESS

PARISH

POST CODE

CONTACT NAME

PHONE NUMBER

FAX NUMBER

EMAIL

Insertion Order:

Publisher agrees to publish the advertisement in Bermuda Parent Magazine as follows:

Print

Ad Size (Check one): Inside Front Cover Inside Front Right Cover Stock Front Inside Back Cover

Back Cover Inside Back Left Cover Stock Back

Full Page 1/2 Page Horizontal 1/2 Page Vertical 1/3 Page Vertical 1/4 Page Vertical

1/6 Page Horizontal 1/6 Page Vertical Advertorial

The print ad shall run (Check number of issues): 1x 2x 3x 4x 5x

Web

Top Banner Lower Banner Side Banner

Ad shall run (Check number of issues): 1 month 3 months 6 months 9 months 12 months

Signature of Advertiser _____

Signature acknowledges agreement and compliance with all Publisher's Terms and Conditions.