

Rate Card 2012

Think of us as an extension of your sales and marketing team. We work hard for you.

Advertising Rates

Premium Positions	3x	2x	1x
Back Cover	\$1,775	\$1,875	\$1,975
Inside Front Cover	\$1,600	\$1,675	\$1,750
Inside First Right	\$1,550	\$1,575	\$1,600
Inside Back Cover	\$1,575	\$1,625	\$1,675
Two Page Spread	\$1,950	\$2,050	\$2,150

Display Rates	3x	2x	1x
Full Page	\$1,275	\$1,375	\$1,475
½ page Horizontal	\$760	\$825	\$890
¼ page Vertical	\$540	\$500	\$460
1/8 Page Horizontal	\$275	\$300	\$325

Full Page and Covers	½ Page Horizontal	¼ Page V	1/8 H
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Directory Rates (print + online)

Listing company name, logo, contact, web link, 25 additional words (online only)	1 year (3 issues)	\$375
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Digital Rates (Online Banners)

Large top	\$575 per quarter
Large	\$450 per quarter
Medium	\$350 per quarter
Small	\$250 per quarter

Note

- All rates include full colour ads.
- All rates are net and per insertion
- To guarantee a non-premium position add 10% to above rates (as available)
- Payment is due in full 30 days from invoice date or publication date, whichever occurs first.



Ad Artwork Specifications

We make you look good! Follow these specific guidelines for artwork submission.

Deadlines

Issue	Space	Artwork	Pub Date
Spring	Dec 15, 2011	Jan 1, 2012	March
Summer	Mar 15, 2012	Apr 1, 2012	June
Fall	Jun 15, 2012	Jul 1, 2012	September

Magazine Specifications

Size: 8.5" x 11"
 Ink: Full Colour process printing
 Binding: Saddle Stitch
 Paper: Glossy text 60 lb

Submitting Artwork

- Final, approved ad artwork must be emailed to advertise@bermudaparent.com.
- We prefer that all ads be submitted in 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 colours.
- We can also accept JPEG or TIFF file types. All TIFF files should be flattened with fonts converted to outlines.
- All artwork must be actual size at 300 dpi.
- Some colour variance is usual and should be expected.

Terms

ADVERTISING DEADLINES As published. If an ad is scheduled for a given issue and the material is not received by the issue advertising deadline or the ad is sent in an improper/unusable format, the most recently run ad will be repeated, and the customer will be charged for the space.

POSITION Special positions are guaranteed when available, on a no-cancellation basis at a premium. General positioning is at the discretion of the publisher.

PAYMENTS First insertion is to be paid in advance (by ad deadline of that issue). Subsequent ads are billed upon publication and due net 30. Accounts past due will lose all discounts and will be re-billed at the frequency rate actually earned. The advertising agreement can be submitted by email, online at www.bermudaparentmagazine.com or be sent via fax. Payment can be made online, bank transfer or via cheque made payable to Bermuda Parent Magazine.

CHANGES Neither advertiser nor its agency may cancel or change orders for advertising after the space reservation deadline. If multi-rate contracts are not fulfilled, the client will be re-billed at the appropriate rate. Publisher reserves the right to reject or cancel any advertising for any reason at any time.

ADDITIONAL TERMS Advertiser assumes all liability for ad content and agrees to indemnify and hold Publisher harmless against any claim, liability, losses and expenses including attorney's fees resulting from the publication of any ad submitted by advertiser. No conditions, printed or otherwise appearing on the advertiser's instructions, which conflict with the publisher's policies or terms, will be binding on the publisher. Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for monies due.

Contact Us

Advertising Sponsorship
advertising@bermudaparentmagazine.com

Editorial Submissions
editorial@bermudaparentmagazine.com

Question/Request
info@bermudaparentmagazine.com
www.bermudaparentmagazine.com

Fax: 441-236-0278

Bermuda Parent MEDIA KIT

Bermuda Parent is the only magazine that will consistently reach Bermuda's families.





The Publisher

Katrina Ball is a wife, full-time professional and more importantly a mother to a wonderful little boy. The birth of her son motivated her to serve and educate women and their families by starting a Professional Baby Planning and Childbirth Service called Mindful Mothering. As a new parent, she realized that a resource of services offered on the island would be a great asset especially if it were all in one place. From her vision of educating families, Bermuda Parent Magazine was born. The aim of Bermuda Parent is to provide an abundance of resources in one place and put it directly into the hands of soon-to-be parents, experienced parents and their extended families.

This full colour, glossy magazine overflows with local content. Articles cover the ages and stages of developing kids, lifestyle topics for parents, a focus on high achievers, directory for families and much more, all in a smart package that's FREE.

Bermuda Parent delivers the most targeted market in its category.



Target Market

Types of families

Single parent	15%
Married couple	39%
Unmarried couple	5%
Other	2%

Families with children under 18

Single parent	29%
Married couple	62%
Unmarried couple	6%
Other	3%

Annual Income

Single father	\$49,217
Single mother	\$39,357
Married couple	\$83,070
Unmarried couple	\$75,304

2000 population age census

Age	Total	Male	Female
Under 5	3,989	1,978	2,011
5-14	7,858	3,923	3,935
15-16	1,509	778	731
17-19	2,033	998	1,035
20-24	3,222	1,557	1,665
25-29	4,661	2,250	2,411
30-44	17,307	4,848	8,823
45-64	14,758	7,088	7,670
All Ages	62,059	-	-

Distribution

We send parents to your business to pick up the latest issue of Bermuda Parent Magazine.

Bermuda Parent is strategically distributed to high-traffic locations around Bermuda. In addition, our advertisers are provided with complimentary issues to share with customers.

- Frequency 2012: 3x per year (Note: 2013 – 4x per year)
- Circulation: 5000 copies per issue
- Audience: Parents with Children 0-16; Caregivers; Extended Families
- Distribution: Retail outlets, Grocery stores; Doctor's offices; Schools

All distribution locations and Web links are listed on Bermuda Parent website to drive traffic to your business.



Editorial Calendar

We focus on topics that are relevant to local parents and that promote local business.

Bermuda Parent Magazine has a unique voice directed at informing, educating and supporting today's parents.

Spring 2012 (March Release)

- Parent Issue
 - Space Reservation: Dec 15, 2011
 - Ad Artwork Deadline: Jan 1, 2012

Summer 2012 (June Release)

- Summer Fun & Travel Issue
 - Space Reservation: March 15, 2012
 - Ad Artwork Deadline: April 1, 2012

Fall 2012 (Back to School)

- Back to School Issue
 - Space Reservation: June 15, 2012
 - Ad Artwork Deadline: July 1, 2012

Please send article ideas, business updates/events and parent-related news to editorial@bermudaparentmagazine.com.
*All editorial content is subject to change.