

Bermuda Parent

What Parents Are Talking About

www.bermudaparent.bm



More Than Just Parents
(their influencers of the future)

Bermuda Parent

About Us

Conceived in 2012, *Bermuda Parent Magazine* started with a mission to influence parents, families and our Bermudian society. Three years in and there are awesome reviews from our readers, like "I love Bermuda Parent Magazine!" by Susan McGrath-Smith and "My daughter loved seeing herself on a full page of Bermuda Parent. Everyone just loved it!" Karry Masters and "Thank you for creating Bermuda Parent!" Chesere Smith.

We value what our readers and clients have to say!

Our new mission is to build relationships and connect with each of our targeted audiences to make your job easy. Contact one of our sales reps today.

We're online!

Additional advertising opportunities await you when you place your ads with us! Find all our issues online. Visit Bermuda Parent online and you can now interact with our magazines by clipping articles, images, ads and sharing them via social media or email or leave comments. Our magazines are designed to be keepsakes for our readers, increasing the value of your advert with us.



bermudaparent.bm



ParentLife TV

CONTACT US! Wanda Brown • 333-1925 • wanda@bermudaparent.bm
Carlita Burgess • 747- 4767 • sales@bermudaparent.bm



Bermuda Parent

Bermuda Parent
For Parents by Parents

FREQUENCY
Quarterly (4 times a year)

CIRCULATION
5000 Copies per issue

COST
FREE

DISTRIBUTION
Nurseries, Preschools,
Primary Schools, Middle
Schools, Youth Library,
Government Clinic,
Grocery Stores

Departments

Baby	Fit Mamas
Little Ones	Family Wheels
Big Kids	Date Night
Tweens & Teens	I'm Hungry
Health & Wellness	Must Haves
Eco Parent	Family Finances

Deadlines

{ BPM is Published Apr, Jun, Aug, Nov }

ISSUE	EDITORIAL	RESERVATIONS	ARTWORK	PUBLISHED
Bermuda Parent Magazine				
SPRING	2 Feb	9 Feb	16 Feb	Apr 2015
SUMMER	6 Apr	13 Apr	20 Apr	June 2015
FALL	8 Jun	14 Jun	22 Jun	Aug 2015
WINTER	7 Sep	18 Sep	5 Oct	Nov 2015



Magazine Advertising Rates

Premium Positions

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

Display Rates

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

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



FREE

Sign up for *Bermuda Parent* and we will place your Company name with our TV Commercial on Channel 82 seen on Wow and Cablevision.

Specs

Production Requirements

- Final, approved ad artwork must be emailed to: ads@bermudaparent.bm
- 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 at ads@bermudaparent.bm

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"

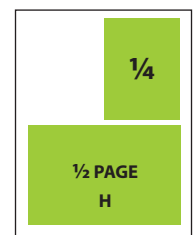
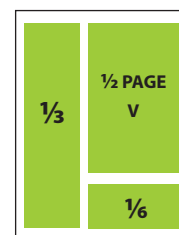
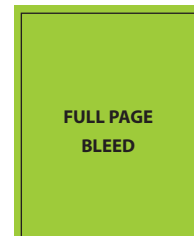
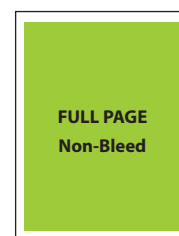
1/3 Vertical (ONLY):

2.25" x 9.75"

1/6 size ad Vertical

or Horizontal:

2.25" x 4.75"



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 (C1) ☐ Inside Front Right (C2) ☐ Cover Stock Front (C3) ☐ Inside Back Cover (C4)
☐ Back Cover (BC) ☐ Inside Back Left (C5) ☐ Cover Stock Back (C6)
☐ 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 ☐ Guaranteed placement additional 20%

Check which publications you want your ad to appear:

- ☐ **Bermuda Parent Magazine:** ☐ Apr ☐ Jun ☐ Aug ☐ Nov

Method of Payment: Cheque made payable to Bermuda Parent Magazine, 86 Spice Hill Road, Warwick, WK 03;
Bank Transfer to HSBC acct 011048410001; Cash arrangements for pick up can be made.

Signature of Advertiser _____

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

Note: By signing this contract you are in agreement that you fulfill the contract to the end or pay retrospectively what ads have been filled. You also agree to send in your ad by the stated deadline. We reserve the right to remove any ad(s) that have not being paid unless alternative arrangements have been made. We have the right to use our discretion if we think an ad is inappropriate and should not be placed you will still be liable for payment unless alternatives have been arranged. You agree to pay by the deadline specified on your invoice or incur late charges of \$5 per week until paid. You agree to pay for your ad space reserved even if you do not fill the position, unless otherwise agreed.