The Royal Gazette recognises the advantages of specialised target marketing focusing on events and industries specific to the Bermuda marketplace. We have curated a collection of magazines and feature products designed specifically for these audiences, service and product providers.

RG MAGS, the revamped quarterly publication that serves as the flagship magazine, is all about local lifestyle with regular sections, including: Community and Sport, Travel, Food & Drink, Fashion & Beauty, Arts & Entertainment and Home & Living. Rgmags.com serves as a digital space for this popular quarterly and is supported by a growing social-media audience.

Additionally, RG Mags provides other features that cater to industry-specific content, including RG Construction, RG Motor Express and the new RG Kids and RG Business. Each unique publication brings compelling issues that affect Bermuda, and is respectful of its past and optimistic for its future.

TARGET YOUR MESSAGE TO A TARGETED AUDIENCE

RG Mags Facebook Page has seen 524% growth in 2019

IN 2020: Look for updates to RG Business • Go Green Pages • RG Kids • Official ITU Guide and the new Encore-Age (40+)
Rates & Sizes

NEWSPRINT FEATURES

<table>
<thead>
<tr>
<th>COL</th>
<th>PICAS</th>
<th>INCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11</td>
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<tr>
<td>2</td>
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<td>3</td>
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<table>
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<tr>
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<td>4</td>
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<td>9.83</td>
</tr>
<tr>
<td>6</td>
<td>71</td>
<td>11.83</td>
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</tbody>
</table>

Newspaper Broadsheet

This product lends itself to our newspaper features: Mother’s Day and Open Bermuda Day to name a few. Inserted in the daily, we use bleached newsprint for these features, which makes the features stand out and very popular with advertisers and readers alike.

<table>
<thead>
<tr>
<th>STANDARD</th>
<th>TRIM</th>
<th>LIVE</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>2col x 2</td>
<td>$180</td>
<td>3.83&quot; x 2&quot;</td>
<td>-</td>
</tr>
<tr>
<td>2col x 5</td>
<td>$280</td>
<td>3.83&quot; x 5&quot;</td>
<td>-</td>
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<tr>
<td>3col x 5</td>
<td>$360</td>
<td>5.83&quot; x 5&quot;</td>
<td>-</td>
</tr>
<tr>
<td>4col x 5</td>
<td>$460</td>
<td>7.83&quot; x 5&quot;</td>
<td>-</td>
</tr>
<tr>
<td>6col x 5</td>
<td>$670</td>
<td>11.83&quot; x 5&quot;</td>
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<tr>
<td>3col x 10</td>
<td>$670</td>
<td>5.83&quot; x 10&quot;</td>
<td>-</td>
</tr>
<tr>
<td>6col x 10</td>
<td>$950</td>
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</tr>
<tr>
<td>6col x 21</td>
<td>$1,800</td>
<td>11.83&quot; x 21&quot;</td>
<td>-</td>
</tr>
</tbody>
</table>

Newspaper Wrap (White Stock)

The ¾ newspaper wrap is our prime real estate product as three quarters of it wraps our newspaper’s front page. Offering exclusivity, this product allows the advertiser their very own platform with high visibility giving the most exposure we have on offer.

$5,000.00 PER WRAP

<table>
<thead>
<tr>
<th>TRIM</th>
<th>LIVE</th>
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</thead>
<tbody>
<tr>
<td>3col x 21.125</td>
<td>5.83&quot; x 21.125&quot;</td>
<td>6.25&quot; x 21.125&quot;</td>
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<tr>
<td>3col x 21.125</td>
<td>5.83&quot; x 21.125&quot;</td>
<td>6.25&quot; x 21.125&quot;</td>
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</table>
**Glossy/Hybrid Features**

**Hybrid Magazines** - rg Magazines: rg Kids, rg Construction, rg CupMatch, rg Food

This product has evolved from having newsprint inside pages and is now filled with a high-quality white, matte paper but we kept the shine! The glossy covers lend to a unique product we like to call ‘Hybrids’.

**Glossy Covers**

<table>
<thead>
<tr>
<th>Size</th>
<th>Standard</th>
<th>Trim</th>
<th>Live</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>4col x 11</td>
<td>$2,500</td>
<td>8.5&quot; x 11&quot;</td>
<td>8.25&quot; x 10.75&quot;</td>
<td>8.75&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,200</td>
<td>8.5&quot; x 11&quot;</td>
<td>8.25&quot; x 10.75&quot;</td>
<td>8.75&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>$600</td>
<td>8.5&quot; x 5.375&quot;</td>
<td>8.25&quot; x 5.125&quot;</td>
<td>8.75&quot; x 5.625&quot;</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>$350</td>
<td>3.83&quot; x 5&quot;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Glossy Magazines** - rg Quarterly, rg Business, Motor Express Series

The RG glossy magazine is our “luxury product” - a flagship of the brand, offering advertisers the highest print quality while delivering an absorbing read to a growing audience of all ages.

**Covers**

<table>
<thead>
<tr>
<th>Size</th>
<th>Standard</th>
<th>Trim</th>
<th>Live</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>4col x 11</td>
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<td>8.25&quot; x 10.75&quot;</td>
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<tr>
<td>Preferred Pages</td>
<td>$2,250</td>
<td>8.5&quot; x 11&quot;</td>
<td>8.25&quot; x 10.75&quot;</td>
<td>8.75&quot; x 11.25&quot;</td>
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<tr>
<td>Full Page</td>
<td>$1,900</td>
<td>8.5&quot; x 11&quot;</td>
<td>8.25&quot; x 10.75&quot;</td>
<td>8.75&quot; x 11.25&quot;</td>
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<tr>
<td>Double-Page Spread</td>
<td>$3,600</td>
<td>17&quot; x 11&quot;</td>
<td>16.75&quot; x 10.75&quot;</td>
<td>17.25&quot; x 11.25&quot;</td>
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<tr>
<td>Centre-Page Spread</td>
<td>$3,800</td>
<td>17&quot; x 11&quot;</td>
<td>16.75&quot; x 10.75&quot;</td>
<td>17.25&quot; x 11.25&quot;</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>$1,365</td>
<td>8.5&quot; x 5.375&quot;</td>
<td>8.25&quot; x 5.125&quot;</td>
<td>8.75&quot; x 5.625&quot;</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>$1,365</td>
<td>4.25&quot; x 11&quot;</td>
<td>4&quot; x 10.75&quot;</td>
<td>4.375&quot; x 11.25&quot;</td>
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<tr>
<td>Quarter-Page Vertical</td>
<td>$720</td>
<td>2.5&quot; x 11&quot;</td>
<td>2.25&quot; x 10.75&quot;</td>
<td>2.75&quot; x 11.25&quot;</td>
</tr>
</tbody>
</table>

**Glossy Pocket Magazine** - FIFA World Cup and ITU Triathlon Bermuda

This handy pocket-sized glossy magazine is small but packs a punch. Have all of the information you need on the go-to events such as FIFA World Cup and ITU Triathlon Bermuda.

**Back Cover**

<table>
<thead>
<tr>
<th>Size</th>
<th>Standard</th>
<th>Trim</th>
<th>Live</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$2,000</td>
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<tr>
<td>Inside Cover</td>
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<td>5&quot; x 8.625&quot;</td>
<td>4.75&quot; x 8.375&quot;</td>
<td>5.25&quot; x 8.875&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,500</td>
<td>5&quot; x 8.625&quot;</td>
<td>4.75&quot; x 8.375&quot;</td>
<td>5.25&quot; x 8.875&quot;</td>
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<tr>
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<td>$800</td>
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<td>4.75&quot; x 4&quot;</td>
<td>5.25&quot; x 4.5&quot;</td>
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<tr>
<td>Banner Horizontal</td>
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<td>4.75&quot; x 0.75&quot;</td>
<td>5.25&quot; x 1.25&quot;</td>
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</table>

**Special Features**

If you are celebrating a milestone, your grand opening or hosting a special event, this is the perfect product for you. You get to choose from any of our above products. Our special features have their very own special process; it’s easy, just speak to a sales representative and get all of the information you will need.

The “safe zone” is the area inside the trim line where your text and graphics are not at risk of being cut off or lost into the binding in the final print. Any content that you want to appear completely within the final printed publication should be kept inside the safe zone. Placing content too close to the top, bottom or outside edge of the PDF could result in that content being cut off during trimming.
# Mechanical Requirements

## NEWSPAPER

<table>
<thead>
<tr>
<th></th>
<th>CAMERA READY AD</th>
<th>PUBSET ADS</th>
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<tbody>
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<td>212 dpi</td>
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<tr>
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<td>CMYK/ RGB/ Grayscale</td>
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<tr>
<td><strong>TOTAL INK</strong></td>
<td>240% maximum</td>
<td>240% maximum</td>
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<tr>
<td><strong>FONTS</strong></td>
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<td>Recommended legibility 9 point minimum for body text and 7.5 point minimum for captions/disclaimers</td>
</tr>
<tr>
<td><strong>FILE TYPES</strong></td>
<td>Ad: PDF</td>
<td>Logos: EPS, AI, JPG, TIFF, Photos: JPG, TIFF, PDF, Text: Word, PDF</td>
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## MAGAZINES

<table>
<thead>
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<td>CMYK/ RGB/ Grayscale</td>
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<td><strong>FILE TYPES</strong></td>
<td>Ad: PDF</td>
<td>Logos: EPS, AI, JPG, TIFF, Photos: JPG, TIFF, PDF, Text: Word, PDF</td>
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</table>

For all inquiries, please contact your Advertising Solution Specialist. For magazine inquiries, please contact Advertising Solutions Manager.

## ADVERTISING INQUIRIES

<table>
<thead>
<tr>
<th>Role</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td><strong>Commercial Director</strong></td>
<td>Michael Grier – <a href="mailto:mgrier@bpmedia.bm">mgrier@bpmedia.bm</a></td>
</tr>
<tr>
<td><strong>Creative Director</strong></td>
<td>Nikeisha Burrows – <a href="mailto:nburrows@royalgazette.com">nburrows@royalgazette.com</a></td>
</tr>
<tr>
<td><strong>Sales Department</strong></td>
<td><a href="mailto:sales@royalgazette.bm">sales@royalgazette.bm</a></td>
</tr>
<tr>
<td><strong>Advertising Solutions Manager</strong></td>
<td>Carlene Spencer-Darrell – <a href="mailto:carlene@bpmedia.bm">carlene@bpmedia.bm</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Role</th>
<th>Contact Information</th>
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<tr>
<td><strong>Advertising Solution Specialists</strong></td>
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<tr>
<td>Sales Team</td>
<td>295-5881</td>
</tr>
<tr>
<td>Shawn-Naé Cann</td>
<td>278-0117</td>
</tr>
<tr>
<td>Marguerita Carter</td>
<td>272-2008</td>
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<tr>
<td>Kelli Miller</td>
<td>272-2011</td>
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<tr>
<td></td>
<td><a href="mailto:sncann@bpmedia.bm">sncann@bpmedia.bm</a></td>
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<tr>
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<td><a href="mailto:mcarter@bpmedia.bm">mcarter@bpmedia.bm</a></td>
</tr>
<tr>
<td></td>
<td><a href="mailto:kmiller@bpmedia.bm">kmiller@bpmedia.bm</a></td>
</tr>
</tbody>
</table>
THE OPPORTUNITY FOR MORE REACH
Use your advertising budget to reach the right audience with our targeted 2020 features and supplements.

SUPER SAVERS
BUNDLE + SAVE

RG QUARTERLY
Receive 5% discount when you secure ad space in two publications, 7% in three and 10% in four.

RG BUSINESS
Receive 5% discount when you secure ad space in both publications.

RG MOTOR EXPRESS & GUIDE
Receive 10% discount when you secure ad space in both publications.

SCHOLARSHIP DIRECTORY & RECIPIENTS
Receive 10% discount when you secure ad space in both publications.

BLACK HISTORY MONTH
Receive 15% discount when you secure ad space in all five publications.

HURRICANE SURVIVAL
Receive 30% discount when you secure ad space in all five publications.

GREEN PAGES
Receive 10% discount when you secure ad space in all six publications.

ENCORE AGE
Receive 15% discount when you secure ad space in all three publications.

CANCER AWARENESS
Receive 15% discount when you secure ad space in all three publications.

YOU CAN HAVE YOUR OWN FEATURE!

SHOWCASE YOUR BUSINESS IN 2020
Whether for an anniversary, special event or grand opening, our team creates publications (from concept to delivery) that remain timeless.
We require 12 weeks to create, design, write, edit and secure advertising for a customised publication. Let our experienced team help your company shine!

OPTIMIZE WITH VIDEO CONTENT
Video content allows for a real-life picture of what is going on; shared across multiple platforms, it’s popular with consumers because it’s entertaining and engaging.
Our team works closely with you to create native content specific to your company.

GET MORE VALUE FOR YOUR BUCK
Commit to 15 or more features or supplements by January 6th, 2020 for the opportunity to receive:
- Volume discount
- Value added editorial and or feature related digital presence

Speak with your Advertising Representative before this offer expires!
<table>
<thead>
<tr>
<th>Features &amp; Supplements</th>
<th>Booking</th>
<th>Artwork</th>
<th>Publish</th>
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<tbody>
<tr>
<td><strong>January</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bermuda Triangle Challenge (B)</td>
<td>Monday, January 6</td>
<td>Wednesday, January 8</td>
<td>Thursday, Jan 16</td>
</tr>
<tr>
<td>RG Health &amp; Wellness (GC)</td>
<td>Monday, January 6</td>
<td>Wednesday, January 8</td>
<td>Friday, January 31</td>
</tr>
<tr>
<td>Green Pages (B)</td>
<td>14 business days prior to publication</td>
<td>10 business days prior to publication</td>
<td>Last Thursday of every Month</td>
</tr>
<tr>
<td><strong>February</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black History (B)</td>
<td>Refer to Sales Flyer</td>
<td>Refer to Sales Flyer</td>
<td>Every Saturday in February</td>
</tr>
<tr>
<td>Valentine’s Gift Finder (ROP)</td>
<td>*ND *ND February 6</td>
<td>Tuesday, February 11</td>
<td>February 3 - 14</td>
</tr>
<tr>
<td>Encore Age (B)</td>
<td>Thursday, January 27</td>
<td>Thursday, January 30</td>
<td>Thursday, February 20</td>
</tr>
<tr>
<td>PALS 40th (GC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>March</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RG Business (G)</td>
<td>Tuesday, February 11</td>
<td>Friday, February 14</td>
<td>Friday, March 13</td>
</tr>
<tr>
<td>RG Scholarship Directory (B)</td>
<td>Tuesday, March 3</td>
<td>Thursday, March 5</td>
<td>Thursday, March 19</td>
</tr>
<tr>
<td>RG Spring (G)</td>
<td>Tuesday, February 18</td>
<td>Thursday, February 20</td>
<td>Friday, March 27</td>
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<tr>
<td><strong>April</strong></td>
<td></td>
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<tr>
<td>ITU Triathlon Bermuda (G)</td>
<td>Thursday, March 5</td>
<td>Tuesday, March 10</td>
<td>Thursday, April 9</td>
</tr>
<tr>
<td>RG Construction (GC)</td>
<td>Thursday, March 12</td>
<td>Tuesday, March 17</td>
<td>Friday, April 17</td>
</tr>
<tr>
<td>RG Kids/ Summer Camps (WS)</td>
<td>Thursday, March 19</td>
<td>Tuesday, March 24</td>
<td>Wednesday, April 22</td>
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<tr>
<td><strong>May</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RG Food (GC)</td>
<td>Thursday, April 2</td>
<td>Monday, April 6</td>
<td>Wednesday, May 6</td>
</tr>
<tr>
<td>RG Motor Express (G)</td>
<td>Wednesday, April 15</td>
<td>Friday, April 17</td>
<td>Friday, May 15</td>
</tr>
<tr>
<td>Mother’s Day (ROP)</td>
<td>*ND *ND May 1</td>
<td>*ND *ND May 1 - 9</td>
<td>Thursday, May 28</td>
</tr>
<tr>
<td>Open Bermuda Day (B)</td>
<td>Monday, May 18</td>
<td>Wednesday, May 20</td>
<td></td>
</tr>
<tr>
<td><strong>June</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hurricane Survival (B)</td>
<td>Refer to Sales Flyer</td>
<td>Refer to Sales Flyer</td>
<td>June 1, 8, 16, 22, 29</td>
</tr>
<tr>
<td>RG Summer (G)</td>
<td>Friday, May 1</td>
<td>Monday, May 4</td>
<td>Monday, June 8</td>
</tr>
<tr>
<td>Father’s Day (ROP)</td>
<td>*ND *ND</td>
<td>*ND *ND</td>
<td>May 12 - 20</td>
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<tr>
<td>Encore Age (B)</td>
<td>Thursday, June 4</td>
<td>Monday, June 8</td>
<td>Thursday, June 18</td>
</tr>
<tr>
<td><strong>July</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RG Cup Match (GC)</td>
<td>Thursday, June 11</td>
<td>Wednesday, June 17</td>
<td>Friday, July 17</td>
</tr>
<tr>
<td>Open Cup Match (B)</td>
<td>Tuesday, July 14</td>
<td>Friday, July 17</td>
<td>Monday, July 27</td>
</tr>
<tr>
<td><strong>August</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Back to School (B)</td>
<td>Monday, August 3</td>
<td>Wednesday, August 5</td>
<td>Tuesday, August 18</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RG Scholarships (GC)</td>
<td>Wednesday, August 19</td>
<td>Friday, August 21</td>
<td>Friday, September 18</td>
</tr>
<tr>
<td>RG Business (G)</td>
<td>Thursday, August 20</td>
<td>Monday, August 24</td>
<td>Thursday, September 24</td>
</tr>
<tr>
<td>RG Fall (G)</td>
<td>Tuesday, August 25</td>
<td>Friday, August 28</td>
<td>Wednesday, September 30</td>
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<tr>
<td>BHS 125 Anniversary (TBD)</td>
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<td></td>
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<tr>
<td><strong>October</strong></td>
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<tr>
<td>Cancer Awareness - Breast Cancer (B)</td>
<td>Thursday, September 10</td>
<td>Tuesday, September 15</td>
<td>Thursday, October 1</td>
</tr>
<tr>
<td>Cancer Awareness - Wellness (B)</td>
<td>Thursday, September 24</td>
<td>Tuesday, September 29</td>
<td>Thursday, October 15</td>
</tr>
<tr>
<td>RG Motor Express Guide (G)</td>
<td>Thursday, September 17</td>
<td>Tuesday, September 22</td>
<td>Monday, October 19</td>
</tr>
<tr>
<td>Cancer Awareness - Movember (B)</td>
<td>Friday, October 9</td>
<td>Wednesday, October 14</td>
<td>Thursday, October 30</td>
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<tr>
<td>PGA (TBD)</td>
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<tr>
<td><strong>November</strong></td>
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<tr>
<td>Rugby Classic (Info to follow)</td>
<td>Monday, November 2</td>
<td>Thursday, November 5</td>
<td>Tuesday, November 17</td>
</tr>
<tr>
<td>Encore Age (B)</td>
<td>Monday, November 2</td>
<td>Thursday, November 5</td>
<td>Tuesday, November 17</td>
</tr>
<tr>
<td>Black Friday Deals (B)</td>
<td>Thursday, November 5</td>
<td>Tuesday, November 17</td>
<td>Thursday, November 26</td>
</tr>
<tr>
<td><strong>December</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RG Winter (G)</td>
<td>Tuesday, October 27</td>
<td>Thursday, October 29</td>
<td>Friday, December 4</td>
</tr>
</tbody>
</table>

*ND: Newspaper deadlines apply

Unless noted otherwise, all F&S are printed on white stock paper. Dates are subject to change.

WS - White Stock Magazine | B - Broadsheet | GC - Glossy Cover Magazine | G - Glossy Magazine | ROP - Run of Paper