

The Royal Gazette

FEATURES & SUPPLEMENTS

RG
MAGS BDA

MEDIA KIT 2022

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 599.1% growth in 2021**

Rates & Sizes

NEWSPRINT FEATURES

COL	PICAS	INCHES
1	11	1.83
2	23	3.83
3	35	5.83

COL	PICAS	INCHES
4	47	7.83
5	59	9.83
6	71	11.83

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.

	STANDARD	TRIM	LIVE	BLEED
2col x 2	\$190	3.83" x 2"	-	-
2col x 5	\$290	3.83" x 5"	-	-
3col x 5	\$380	5.83" x 5"	-	-
4col x 5	\$480	7.83" x 5"	-	-
6col x 5	\$690	11.83" x 5"	-	-
3col x 10	\$690	5.83" x 10"	-	-
6col x 10	\$970	11.83" x 10"	-	-
6col x 21	\$1,900	11.83" x 21"	-	-

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

		TRIM	LIVE	BLEED
Front Strap	3col x 21.125	5.83" x 21.125"	-	6.25" x 21.125"
Inside Strap	3col x 21.125	5.83" x 21.125"	-	6.25" x 21.125"
Full Page/OBC	6col x 21.125	11.83" x 21.125"	-	12.66" x 21.125"
Full Page/IBC	6col x 21.125	11.83" x 21.125"	-	12.66" x 21.125"

ig ENCORE AGE
FOURTH - FIFTHS - SIXTHS - SEVENTHS
JULY 2017

40+

Home Renovations: Value vs Waste

Home renovations are in demand. If you're considering changes to your home, think carefully about what is important to homeowners and what might be a waste of money down the road.

These days, and especially since the housing market has been so volatile, homeowners are more likely to renovate than build. Even if selling your home is not currently in the cards, there are important areas to consider when renovating, such as:

- Roofing:** The roof is the most important part of your home. If it's old and leaking, it's a good idea to replace it before you start any other renovations.
- Windows:** New windows can improve energy efficiency and add value to your home.
- Basement:** If you have a basement, consider finishing it to add more living space.
- Landscaping:** A well-maintained lawn and garden can make a big difference in curb appeal.

By the end of the article, the reader is informed by the author that the best way to renovate is to focus on the areas that will add the most value to the home. The article also includes a list of questions to ask a contractor to help the reader make a decision about whether to renovate or sell.

Encore Age Newspaper Broadsheet

HOLIDAY GIFT IDEAS

ART SUPPLIES

ART KITS

12 Days of Christmas Newspaper Wrap

ISLAND INSPIRATION
Artist Zoe Dym Hedstrom on how Bermuda shapes her work
Lifestyle, page 12

royal Gazette
www.royalgazette.com
June 23, 2019
Friday's High: 40°

The BFRS response

The BFRS response to the recent fire in the town of St. John's was a testament to the bravery and dedication of the firefighters. The BFRS team arrived quickly and worked tirelessly to contain the fire and rescue anyone in danger. The community came together to support the firefighters and donate supplies. The BFRS team is proud of their response and the support they received from the community.

12 Days of Christmas Newspaper Wrap

Rates & Sizes

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'.

		STANDARD	TRIM	LIVE	BLEED
Glossy Covers	4col x 11	\$2,500	8.5" x 11"	8.25" x 10.75"	8.75" x 11.25"
Full Page	4col x 11	\$1,200	8.5" x 11"	8.25" x 10.75"	8.75" x 11.25"
Half-Page Horizontal	4col x 5	\$600	8.5" x 5.375"	8.25" x 5.125"	8.75" x 5.625"
Quarter-Page	2col x 5	\$350	3.83" x 5"		



Glossy Magazines - RG MAGAZINE, 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.

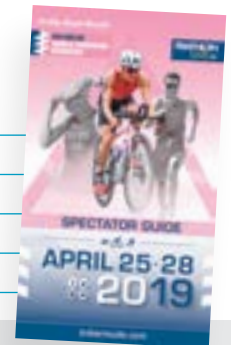
		STANDARD	TRIM	LIVE	BLEED
Covers	4col x 11	\$2,700	8.5" x 11"	8.25" x 10.75"	8.75" x 11.25"
Preferred Pages	4col x 11	\$2,250	8.5" x 11"	8.25" x 10.75"	8.75" x 11.25"
Full Page	4col x 11	\$1,900	8.5" x 11"	8.25" x 10.75"	8.75" x 11.25"
Double-Page Spread	Double Page	\$3,600	17" x 11"	16.75" x 10.75"	17.25" x 11.25"
Centre-Page Spread	Double Truck	\$3,800	17" x 11"	16.75" x 10.75"	17.25" x 11.25"
Half-Page Horizontal	4col x 5	\$1,365	8.5" x 5.375"	8.25" x 5.125"	8.75" x 5.625"
Half-Page Vertical	2col x 11	\$1,365	4.25" x 11"	4" x 10.75"	4.375" x 11.25"
Quarter-Page Vertical	1col x 11	\$720	2.5" x 11"	2.25" x 10.75"	2.75" x 11.25"



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.

		STANDARD	TRIM	LIVE	BLEED
Back Cover	3col x 9	\$2,000	5" x 8.625"	4.75" x 8.375"	5.25" x 8.875"
Inside Cover	3col x 9	\$1,800	5" x 8.625"	4.75" x 8.375"	5.25" x 8.875"
Full Page	3col x 9	\$1,500	5" x 8.625"	4.75" x 8.375"	5.25" x 8.875"
Half-Page Horizontal	3col x 4	\$800	5" x 4.25"	4.75" x 4"	5.25" x 4.5"
Banner Horizontal	3col x 1	\$500	5" x 1"	4.75" x 0.75"	5.25" x 1.25"

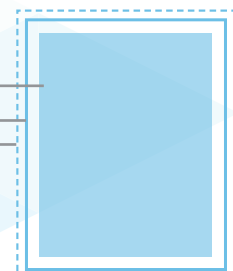


Special Features

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.

LIVE
TRIM
BLEED



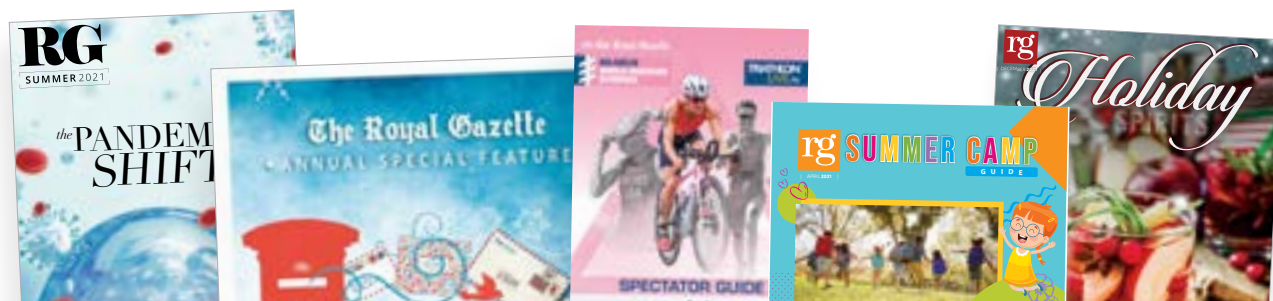
Mechanical Requirements

NEWSPAPER

	CAMERA READY AD	PUBSET ADS
RESOLUTION	212 dpi	212 dpi
COLOR	CMYK / Grayscale, 100% black registration for black text	CMYK/ RGB/ Grayscale
TOTAL INK	240% maximum	240% maximum
FONTS	Recommended legibility 9 point minimum for body text and 7.5 point minimum for captions/disclaimers	Recommended legibility 9 point minimum for body text and 7.5 point minimum for captions/disclaimers
FILE TYPES	Ad: PDF	Logos: EPS, AI, JPG, TIFF Photos: JPG, TIFF, PDF Text: Word, PDF

MAGAZINES

	CAMERA READY AD	PUBSET ADS
RESOLUTION	300 dpi	300 dpi
COLOR	CMYK / Grayscale, 100% black registration for black text	CMYK/ RGB/ Grayscale
FILE TYPES	Ad: PDF	Logos: EPS, AI, JPG, TIFF Photos: JPG, TIFF, PDF Text: Word, PDF



For all inquiries, please contact your Advertising Solution Specialist.
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