

The Royal Gazette

# FEATURES & SUPPLEMENTS

**RG**  
MAGSBDA

## MEDIA KIT 2020

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

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.



Encore Age Newspaper Broadsheet

	STANDARD	TRIM	LIVE	BLEED
2col x 2	\$180	3.83" x 2"	-	-
2col x 5	\$280	3.83" x 5"	-	-
3col x 5	\$360	5.83" x 5"	-	-
4col x 5	\$460	7.83" x 5"	-	-
6col x 5	\$670	11.83" x 5"	-	-
3col x 10	\$670	5.83" x 10"	-	-
6col x 10	\$950	11.83" x 10"	-	-
6col x 21	\$1,800	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"



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 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.

		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"

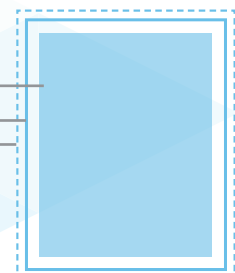


## Special Features

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.  
For magazine inquiries, please contact Advertising Solutions Manager.

## ADVERTISING INQUIRIES

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# RG

## MAGS BDA

### FEATURES & SUPPLEMENTS AT A GLANCE 2020

#### 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!

# 2020 PUBLICATION CALENDAR



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

\*ND: Newspaper deadlines apply

FEATURES & SUPPLEMENTS	BOOKING	ARTWORK	PUBLISH
<b>JANUARY</b>			
<b>Bermuda Triangle Challenge</b> (B)	Monday, January 6	Wednesday, January 8	Thursday, Jan 16
<b>rg Health &amp; Wellness</b> (GC)	Monday, January 6	Wednesday, January 8	Friday, January 31
<b>Green Pages</b> (B)	14 business days prior to publication	10 business days prior to publication	Last Thursday of every Month January - December
<b>FEBRUARY</b>			
<b>Black History</b> (B)	Refer to Sales Flyer	Refer to Sales Flyer	Every Saturday in February
<b>Valentine's Gift Finder</b> (ROP)	*ND	*ND	February 3 - 14
<b>Encore Age</b> (B)	Thursday, February 6	Tuesday, February 11	Thursday, February 20
<b>PALS 40th</b> (GC)	Monday, January 27	Thursday, January 30	Friday, February 28
<b>MARCH</b>			
<b>RG Business</b> (G)	Tuesday, February 11	Friday, February 14	Friday, March 13
<b>rg Scholarship Directory</b> (B)	Tuesday, March 3	Thursday, March 5	Thursday, March 19
<b>RG Spring</b> (G)	Tuesday, February 18	Thursday, February 20	Friday, March 27
<b>APRIL</b>			
<b>ITU Triathlon Bermuda</b> (G)	Thursday, March 5	Tuesday, March 10	Thursday, April 9
<b>rg Construction</b> (GC)	Thursday, March 12	Tuesday, March 17	Friday, April 17
<b>rg Kids/ Summer Camps</b> (WS)	Thursday, March 19	Tuesday, March 24	Wednesday, April 22
<b>MAY</b>			
<b>rg Food</b> (GC)	Thursday, April 2	Monday, April 6	Wednesday, May 6
<b>RG Motor Express</b> (G)	Wednesday, April 15	Friday, April 17	Friday, May 15
<b>Mother's Day</b> (ROP)	*ND	*ND	May 1 - 9
<b>Open Bermuda Day</b> (B)	Monday, May 18	Wednesday, May 20	Thursday, May 28
<b>JUNE</b>			
<b>Hurricane Survival</b> (B)	Refer to Sales Flyer	Refer to Sales Flyer	June 1, 8, 16, 22, 29
<b>RG Summer</b> (G)	Friday, May 1	Monday, May 4	Monday, June 8
<b>Father's Day</b> (ROP)	*ND	*ND	June 12 - 20
<b>Encore Age</b> (B)	Thursday, June 4	Monday, June 8	Thursday, June 18
<b>JULY</b>			
<b>rg Cup Match</b> (GC)	Thursday, June 11	Wednesday, June 17	Friday, July 17
<b>Open Cup Match</b> (B)	Tuesday, July 14	Friday, July 17	Monday, July 27 Wednesday, July 29
<b>AUGUST</b>			
<b>Back to School</b> (B)	Monday, August 3	Wednesday, August 5	Tuesday, August 18
<b>SEPTEMBER</b>			
<b>rg Scholarships</b> (GC)	Wednesday, August 19	Friday, August 21	Friday, September 18
<b>RG Business</b> (G)	Thursday, August 20	Monday, August 24	Thursday, September 24
<b>RG Fall</b> (G)	Tuesday, August 25	Friday, August 28	Wednesday, September 30
<b>BHS 125 Anniversary</b> (TBD)			
<b>OCTOBER</b>			
<b>Cancer Awareness - Breast Cancer</b> (B)	Thursday, September 10	Tuesday, September 15	Thursday, October 1
<b>Cancer Awareness - Wellness</b> (B)	Thursday, September 24	Tuesday, September 29	Thursday, October 15
<b>RG Motor Express Guide</b> (G)	Thursday, September 17	Tuesday, September 22	Monday, October 19
<b>Cancer Awareness - November</b> (B)	Friday, October 9	Wednesday, October 14	Thursday, October 30
<b>PGA</b> (TBD)			
<b>NOVEMBER</b>			
<b>Rugby Classic</b> (Info to follow)			
<b>Encore Age</b> (B)	Monday, November 2	Thursday, November 5	Tuesday, November 17
<b>Black Friday Deals</b> (B)	Friday, November 13	Tuesday, November 17	Thursday, November 26
<b>DECEMBER</b>			
<b>RG Winter</b> (G)	Tuesday, October 27	Thursday, October 29	Friday, December 4

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