

# FEATURES & SUPPLEMENTS

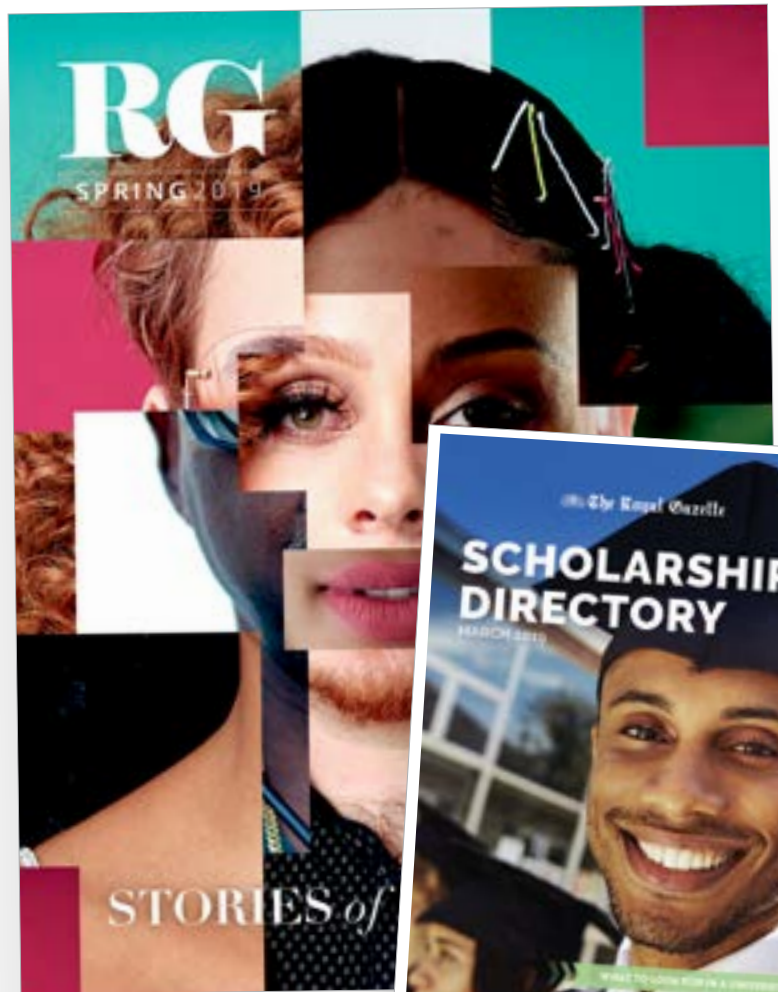
## MEDIA KIT 2021

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 2020**

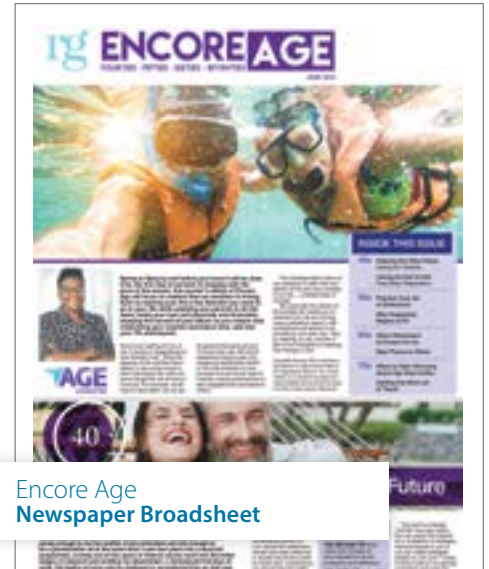
# Rates & Sizes

## NEWSPRINT FEATURES

COL	PICAS	INCHES	COL	PICAS	INCHES
1	11	1.83	4	47	7.83
2	23	3.83	5	59	9.83
3	35	5.83	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.



12 Days of Christmas Newspaper Wrap

		TRIM	LIVE	BLEED
<b>\$5,000.00 PER WRAP</b>				
<b>Front Strap</b>	3col x 21.125	5.83" x 21.125"	-	6.25" x 21.125"
<b>Inside Strap</b>	3col x 21.125	5.83" x 21.125"	-	6.25" x 21.125"
<b>Full Page/OBC</b>	6col x 21.125	11.83" x 21.125"	-	12.66" x 21.125"
<b>Full Page/IBC</b>	6col x 21.125	11.83" x 21.125"	-	12.66" x 21.125"

# 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.

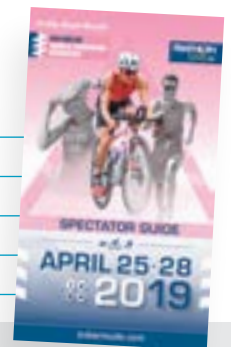
		STANDARD	TRIM	LIVE	BLEED
Covers	4col x 11	\$2,700	8.5" x 11"	8.25" x 10.75"	8.75" x 11.25"
Preferred Pages	4col x 11	\$2,250	8.5" x 11"	8.25" x 10.75"	8.75" x 11.25"
Full Page	4col x 11	\$1,900	8.5" x 11"	8.25" x 10.75"	8.75" x 11.25"
Double-Page Spread	Double Page	\$3,600	17" x 11"	16.75" x 10.75"	17.25" 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"

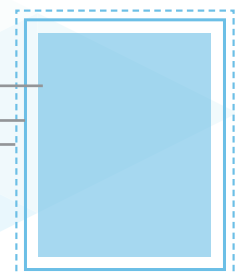


## Special Features

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



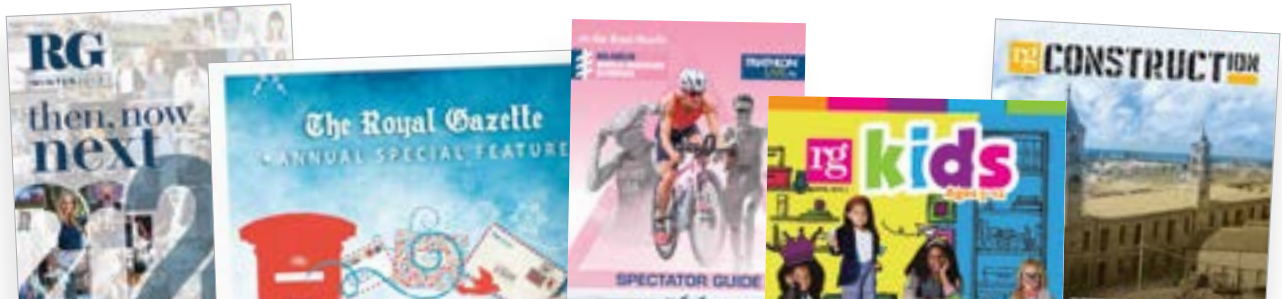
# Mechanical Requirements

## 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.  
For magazine inquiries, please contact our Advertising Solutions Manager.

## ADVERTISING INQUIRIES

**Commercial Director**  
Michael Grier – mgrier@bpmedia.bm

**Creative Director**  
Nikeisha Burrows – nburrows@royalgazette.com

**Sales Department**  
sales@royalgazette.bm

**Advertising Solutions Manager**  
Carlene Spencer-Darrell – carlene@bpmedia.bm

### Advertising Solution Specialists

Sales Team  
Shawn-Naé Cann  
Marguerita Carter  
Stephanie Lovell

### Phone

295-5881  
278-0117  
272-2008  
278-8331

### E-mail

sales@bpmedia.bm  
sncann@bpmedia.bm  
mcarter@bpmedia.bm  
slovell@bpmedia.bm