

# NEWSPAPER

## MEDIA KIT 2021

The Royal Gazette has the largest audience of any other media outlet in Bermuda, annually reaching 99 percent of all residents through both print and digital content. That's essentially every adult on the island, from St. David's to Dockyard. Royal Gazette readers are engaged every day via the daily newsletter and realtime alerts that give instant notifications about important issues and breaking news.

**RG NEWS HAS THE HIGHEST REACH OF ALL NEWS OUTLETS IN BERMUDA**

(Compared with Bernews, Today in Bermuda, TNN, Bermuda News As It Happens)



**THE ROYAL GAZETTE:  
THE FACTS**

As Bermuda's only daily, RG print reached **84% of residents aged 18 years and older**

RG print was especially popular with residents 55 years and over.

RG Print played a key role in **assisting readers with purchase decision**

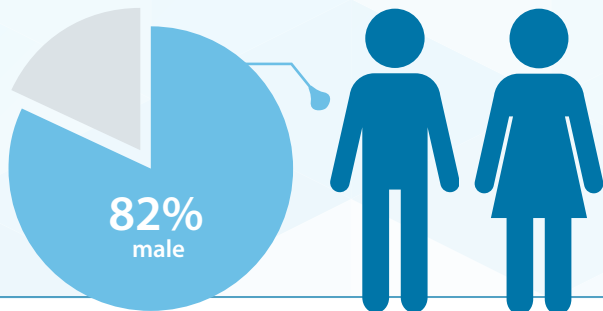
*More than half* of residents said that they found RG print ads helpful when making purchase decisions

**PRINT OR ONLINE**

– we have our Readers covered:



**86%** of residents read RG News weekly or more frequently



RG Print reaches **82% male & 86% female** Bermudians 35+

# PRINT NEWSPAPER

The Royal Gazette delivers news in Bermuda and is referred to as 'the official gazette.' Our policy-driven journalism provides the content residents have come to depend on for the past 190 years. We showcase the unique culture that is Bermuda, written to support all points of view creating a two-way dialogue between our readers and our journalists.

Within the pages of The Royal Gazette you will find News, Business, Lifestyle, Sport, Overseas, Obituaries and Classified sections daily.



## THE ROYAL GAZETTE:

# OUR DEPARTMENTS



### NEWS

This section attracts readers interested in: Politics, Court, Crime, Tourism, Education, Health, Environment, Overseas, Labour



### BUSINESS

This section attracts readers interested in: Economy, International Business, Local Business, Re-Insurance, Bermuda Stock Exchange, Technology, Personal Finance



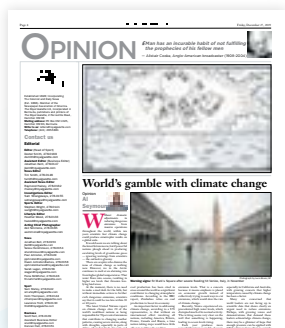
### SPORT

This section attracts readers interested in: Football, Cricket, Sailing, Athletics, Swimming, Running/Triathlon, Tennis, Squash, Basketball, Golf, Olympics, Rugby, Boxing, Cycling



### LIFESTYLE

This section attracts readers interested in: Women, Community Profiles, Home, Arts & Entertainment, Body & Soul, Travel, Young Observer, Religion, Weekender



### OPINION

This section attracts readers interested in joining discussions surrounding: Editorials, Letters to the Editor and the Political Cartoons



### CLASSIFIEDS

This section attracts readers interested in advertising listings: Celebrations, General, Legal Notices, Real Estate and Action Listings



### JOBS

This section attracts readers seeking: Local employment opportunities



### OBITUARIES

This section attracts readers seeking: Obituaries, Condolences and memorials

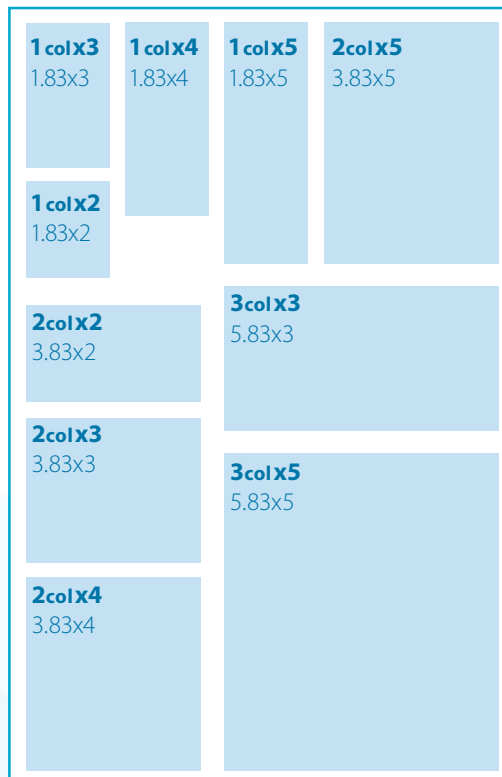
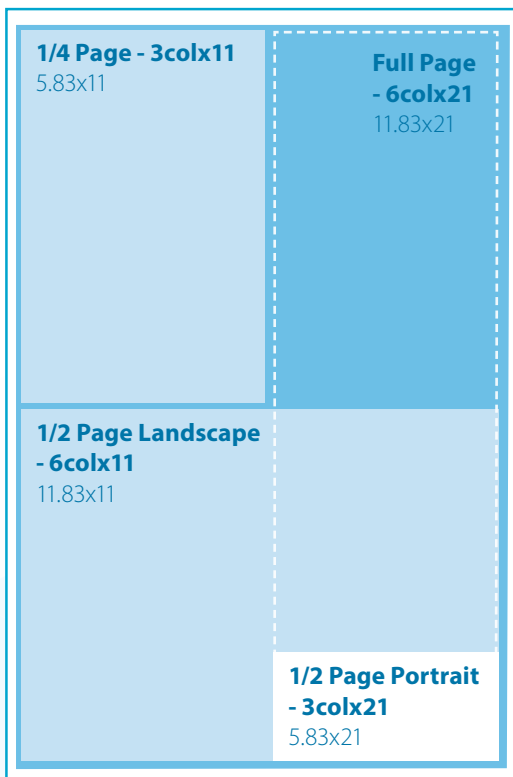
## Classified List Advertising

Type of Classified List Advertising	Number of Insertions	Cost Per Insert 20 Words	Extra Word Cost Each Insert	Special Effects Each Insert
Regular Listing	1-6 Times	\$19.50	\$0.77	\$2.40
Regular Listing	7 or Times	\$12.09	\$0.77	\$2.40
1 Month Daily	26 Times	\$7.50	\$0.32	\$1.07
Business Directory	13 Times	\$79.16	\$0.37	\$1.12
Business Directory	26 Times	\$157.75	\$0.37	\$1.12

## Display Advertising

For Annual Spending Commitments of	Contract Level	Receive a Per Column Inch Rate of	Discount Off Non-Contract Rate
\$0 - \$3,599	0	\$25.75	N/A
\$3,600 - \$7,199	1	\$22.92	11%
\$7,200 - \$10,799	2	\$21.84	15%
\$10,800 - \$21,999	3	\$20.44	21%
\$22,000 - \$44,999	4	\$17.84	31%
\$45,000 - \$74,999	5	\$14.81	42%
\$75,000 -	6	\$13.18	49%
Not For Profit	7	\$11.69	
Charities	8	\$10.17	

## Advertising Sizes/Dimensions



## Colour Rates

Advert Size (Column inches)	Rate
21" or less	<b>\$199</b>
22" or more	<b>\$499</b>

Classified Only	Rate
10" or less	<b>\$99</b>

## Stand By Advertisements

Stand by ads must be camera ready and qualify for additional discounts of up to 35%.

## Insertion Charges

Customers are requested to review our insertion-machine specifications to achieve efficient distribution.

1-4 pages	\$1,500
4-10 pages	\$1,750
11 or more	\$2,000

## Hand Insertion

For all insertions that do not meet the insertion specifications, your insertion will have to be hand-inserted and will incur a 25% surcharge.

## Insertion Specifications

- 7"x7" to 11"x17"
- Minimum weight 100lb single copy

## Partial Distribution

An additional surcharge applies for partial distribution at \$250. For inquiries, please speak to your sales representative.

Any insert that we print for you receives 10% off any insertion charges.

**Note:** advertising that is deemed competitive in nature must be approved by RG Management.

# Ad Specifications

## Ad Size Limitations

Minimum depth of advertisements of 2 inches (except classified business directory). Copy exceeding 18 inches in depth accepted only in full column depth. Double-truck advertisements are available on request and are subject to production requirements. Charges are 13 columns by 21 inches for full pages. Minimum size for double-truck and double-page spreads is 10 columns by 10 inches with 6 columns on one page and 4 columns on the facing page plus the page "gutter" charged as one column.

## Guaranteed Positions

Guaranteed-position surcharges are as follows:

### 25% Surcharge

- Back Page
- Business Front Page
- Lifestyle Front Page
- Sport Back Page
- Pages 2-7
- Double Truck

### 15% Surcharge

- Back of Section
- Business Section Pages 2 & 3
- Sport Section 2 & 3
- Weather

**Note:** Special instructions for multiple-page locations apply.

## No designer? We can help!

For a minimal fee and based on ad size, one of our graphic designers can create your ad. Speak to your sales representative for details.

## Graphic Design Rates

Advert Size (Column inches)	Rate
16" or less	\$25
17" or more	\$25 + \$1.50 pci

## Advertising Space Deadlines

### The Royal Gazette Advertisement Booking:

Copy and graphics due 3pm, 2 working days prior to publication.

### Late Advertisements:

Accepted based on availability of space.

### Classified List Advertisements:

12pm, one working day prior to publication.

### Legal Advertising:

Camera-ready advertisements due 3pm, 2 working days prior to publication.

### Delivery/Camera-Ready Advertisements:

All ads due by 3pm 2 working days prior to publication.

**All advertisements delivered beyond deadline are subject to a surcharge.**

# Mechanical Data Requirements

To achieve the optimal print product in newsprint, customers are requested to use the following guides for newspaper print ads:

	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

The newspaper is measured in picas. A single newspaper pages measures at 6 colums wide by 21 inches tall. A conversion is as follows:

COL	PICAS	INCHES	COL	PICAS	INCHES	COL	PICAS	INCHES
1	11	1.83	4	47	7.83	13	146	24.395 Double Truck
2	23	3.83	5	59	9.83			
3	35	5.83	6	71	11.83			

# Terms & Conditions

These general conditions for acceptance of advertising do not limit the Publisher from other policies and procedures which apply to advertising.

- A. It is understood and agreed by the advertiser that the reconstruction of advertisements, price changes and excessive copy changes cannot be made by the Publisher after advertisements have been set according to the advertiser's original layout and copy.
- B. All copy and type arrangements are subject to the approval of the Publisher. The Publisher reserves the right to edit, revise or reject any advertisement; however, the Publisher will endeavour to contact the advertiser before advertisements are affected within the meaning of this clause.
- C. If an advertisement is deemed by the Publisher to be an editorial-style advertisement, the Publisher reserves the right to insert above or below such advertisement the word "Advertisement". The use of regular news typefaces or facsimile type styles, which may mislead readers into interpreting an advertisement to be news content, is not permitted.

If an editorial-style advertisement contains a display advertisement, then the display ad must be positioned to the lower right corner anchored to the bottom of the page. All editorial-style advertisements are subject to the approval of the Sales Director.

- D. The advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed and published pursuant to the Agreement, and shall indemnify and save the Publisher harmless against any demands, claims or liability arising from the printing or publication of said advertising copy. The advertiser shall reimburse the Publisher in settlement of claims or in satisfaction of judgments obtained by reason of the printing or publication of such advertising copy together with all expenses incurred in connection therewith, including, but not limited to, legal fees and cost of litigation.
- E. The advertiser agrees that The Royal Gazette Limited will not be responsible for advertising material unless return delivery instructions are received within 7 days after receipt.
- F. The advertiser agrees that the copyright of all advertisements prepared by The Royal Gazette Limited will be vested in The Royal Gazette Limited.
- G. The advertiser agrees that the Publisher shall not be liable for damages arising out of errors in advertisements beyond the amount charged for the space actually occupied by that position of the advertisement in which

such error occurred, whether such error is because of the negligence of its servants or otherwise and there shall be no liability for non-insertion of any advertisement. To obtain credits for space charges, that advertiser must examine the first insertion and inform the Publisher so that the next insertion may be corrected if required. Request for credits will not be accepted more than 7 calendar days after the first publication date of the advertisement.

- H. The Publisher reserves the right to increase the advertising and other rates at any time with the minimum notice period of two weeks. The advertiser reserves the right to cancel an existing agreement at any date upon which the higher rates are made effective by the Publisher. The Publisher reserves the right to back-rate and re-rate any unfulfilled agreement.
- I. Advertisers wishing credit terms must make application through the Accounts Department of The Royal Gazette Limited before credit may be extended.
- J. Credit cards may be used for the purchase of all advertising services if an advertiser does not have an account. Most cards are accepted.
- K. Accounts shall be paid within 30 days. Accounts that are overdue may be subject to an interest charge and/or administrative charges.
- L. Conditions for pre-printed inserts are available upon application to the Advertising Department. Upon application, a copy of the pre-printed insert must be presented, or details of the pre-printed insert must be given to the Sales Director.
- M. Colour advertising is accepted on the basis of colour availability on date of insertion. Such details are available from the Advertising Department.
- N. If for any reason an advertisement scheduled for guaranteed pages is not published in that position, the normal advertising rates shall apply and the guaranteed-position surcharge shall not apply. Credits or make-goods are not granted for failed-position request or when advertisement is inadvertently positioned next to a competitor.
- O. Advertisements cancelled by the advertiser less than two full working days prior to publication may be subject to 50 percent of space charge and/or production charges incurred.
- P. An advertising proof sent to a customer becomes the final version of the advertisement unless the Publisher is advised of proof errors in writing on the proof by the appropriate deadline.
- Q. Credits for reproduction, colour registration and failure to print colour will be made at the discretion of the Sales Director on an assessment basis.

For all inquiries, please contact your Advertising Solution Specialist.

## ADVERTISING INQUIRIES

**Advertising Solutions Manager**  
Carlene Spencer-Darrell

**Phone**  
278-0111

**E-mail**  
carlene@bpmedia.bm

### Advertising Solution Specialists

Sales Team	295-5881
Classified Team	295-5881
Shawn-Naé Cann	278-0117
Marguerita Carter	272-2008
Stephanie Lovell	278-8331

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