

Announcing the 2013 edition of ...

This highly respected annual guide explains what Bermuda is really like for expatriates. There are nearly 14,000 guest workers and their families in Bermuda, with a large number of them "turning over" each year. The continuing growth of international business has brought with it an ever-rising number of high net worth individuals, creating a lucrative market for everything from cars and scooters to insurance, groceries, leisure and personal finance. And *New Resident* magazine tells them where to buy! 6,000 copies of *New Resident* are distributed every year through 400+ top companies and professional firms. They send the publication overseas in advance to their prospective employees, and/or their human resources departments make it available upon arrival. In addition, it is available on newsstands.



Some of the more than 400+ users of New Resident...

HSBC Bermuda, Butterfield, Ernst & Young, Bermuda Government, Appleby, HWP Group, BF&M, Conyers Dill & Pearman, Bacardi International Ltd, ACE Limited, MarketPlace, KPMG, XL Capital, The Argus Group, Freisenbruch Meyer, Bermuda Commercial Bank, Deloitte, PwC and The Fairmont Princess.

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Full Page	\$2,010	\$1,455	7" w x 10" d
2/3 Page	\$1,570	\$1,205	4 5/8" w x 10" d
1/2 Page	\$1,355	\$ 945	7" w x 4 7/8" d (hor) or 4 5/8" w x 7 1/2" d (vert)
1/3 Page	\$ 898	\$ 640	4 5/8" w x 4 7/8" d (hor) or 2 1/4" w x 10" d (vert)
1/6 Page	\$ 485	\$ 330	4 5/8" w 2 1/8" d (hor) or 2 1/4" w x 4 7/8" d (vert)

SPECIAL POSITIONS:

Back Page \$3,450, Inside Front Cover, First Right Hand Page and Inside Back Cover \$2,310

**Deadline for advertising bookings, March 16. Deadline for final advertising material, March 23.
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