



# ANNOUNCING THE 2012 EDITION OF THE ISLAND'S BEST TECHNOLOGY UPDATE

# eBermuda

*Is new technology affecting our kids?*



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Bermuda's consumers and small businesses need to be kept right up to date. Technological developments aren't just helpful, they're absolutely essential.

That's what *eBermuda* is all about — getting the word out so people (typical, non-tech savvy people) can make smart choices about services, hardware and software.

Written for speedy assimilation, *eBermuda* makes it a snap to grasp important breakthroughs and trends, in turn making it simpler for advertisers to sell.

On top of that, we also encourage our advertisers to discuss fresh products and services with the marketplace\*.

Plus we work alongside Government's Ministries of Business Development & Tourism and Environment, Planning & Infrastructure Strategy to promote and support its exciting outreach programme, TECHWEEK.

All in all, *eBermuda* is the island's best and most comprehensive technology update package targeted at the typical individual and small business consumer.

2012 updates will include articles on:

- SMART PHONES - TECH EDUCATION - BERMUDA'S BEST WEBSITES - OFFICE ISSUES - HOME OFFICE & ENTERTAINMENT - EMERGING TECHNOLOGIES - AND MUCH MORE

## EXCELLENT DISTRIBUTION

20,000 copies of *eBermuda* will be distributed free of charge - directly into homes, on every major newsstand and at all TECHWEEK events. Additionally, copies will be circulated through the Ministries of Business Development & Tourism and Environment, Planning & Infrastructure Strategy and also among 100 of the island's top local and international companies.

## \*EDITORIAL OPPORTUNITIES FOR OUR CLIENTS

For our valued advertisers, there is the additional benefit of participating in the "Expertise" section of *eBermuda*. This is pro-rated at the level of your advertising participation. You will be entitled to 200 words of text if you buy a full page advertisement; 100 words for a half page; and a 50-word mention for a quarter page. Plus ... every display ad gets a free listing in our website guide.

## Participation Rates:

Magazine trim size: 8.125"W x 10.875"H

**FULL PAGE** **\$3,570**

7"W X 10"H

BLEED 8.375"W X 11.125"H

**1/2 PAGE** **\$2,385**

7"W X 4.875"H

**1/4 PAGE** **\$1,425**

3.375"W x 4.875"H

### Special bonus:

Every display advertisement gets a FREE website listing

### Website listing:

Including colour display of home page \$300

### Deadline for advertising bookings:

June 27. Deadline for editorial is June 29 and final advertising material is due by July 1.

### For more information, contact us:

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