

Family **BERMUDA** 2012 Finance

You know how to create and protect wealth.
We know how to get your message across.
Together, we can help more Bermudians
towards financial success and security.

There are dozens of financial products available to Bermuda residents these days. But still the majority of people remain ignorant or cautious about the opportunities. They'd rather keep their surplus cash on deposit or invest it in local real estate.

Neither is wrong, of course, but it isn't wise to put every egg in one basket.

As with everything else, diversity is the key. Everyone has a variety of requirements and objectives, and no two people's needs and desires have exactly the same solution.

But old habits die hard. We have to educate and inform the public about their financial options, and not just every now and then.

With that in mind, Bermuda Media proudly announces the eighth annual edition of FAMILY FINANCE BERMUDA.

The 2012 FAMILY FINANCE BERMUDA will deliver all the exciting news about personal wealth creation and protection free of charge across the island, just like we do with our highly acclaimed *Your Future* and *Bermuda Real Estate Handbook* titles.

No one else can offer anything approaching our total market penetration. And our publications are compact "keepers"

that readers refer to time and again.

FAMILY FINANCE BERMUDA will be the way thousands of people find their first steps to financial success.

And we invite you to partner us in this important endeavour.

Not merely as advertisers but as editorial contributors in your specific areas of expertise.

Right now, we are in the early planning stages of the 2012 FAMILY FINANCE BERMUDA and it would be extremely helpful to get an indication of your support and an idea of who among your professional staff would be prepared to write a column for us.

I will be contacting you in the next few days to have a chat about FAMILY FINANCE BERMUDA and how we can work together to make this important and worthwhile objective succeed.

Yours truly,

—*Lissa Fisher*
Marketing Director
Bermuda Media

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FACTFILE:

Family **BERMUDA** 2012 Finance

Frequency: *annual "keeper"*

Distribution: *free of charge across the Island*

Circulation: *27,000*

Competitive media: *none*

Cover price: *free*

Print specs: *full colour, white offset stock, saddle-stitched*

Ad rates: *\$3,600 for ROP full page; premium page and fractional rates are on page 2*

Publication date: *Feb 2012*

Publishers: *Bermuda Media (which produces 11 successful niche publications and two cable TV channels)*

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Interactive topic list 2012

WE'VE CHOSEN SOME BASIC IDEAS.
NOW YOU CAN HELP US MAKE IT BETTER!

NEW FINANCIAL PRODUCTS & SERVICES

PRIVATE PENSIONS UPDATE

WINDFALL INVESTING

CREDIT CARD COMPARISONS

INVESTING IN BSX

INSURANCE: GOT YOU COVERED?

IS PROPERTY STILL HOT?

HOW TO PROTECT YOUR KIDS

HOME EQUITY ADVICE

FINANCIAL FACTS & FIGURES

OR *please submit your suggestions for an article not covered above:*

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.....

Would your staff consider writing it?

Contact number/email of writer:

Rates

Full pages \$3,600
1/2 page \$2,400
1/4 page \$1,435

Premium pages:

Outside Back Cover \$4,675
Inside Front Cover / First Right
Hand Page / Inside Back Cover
 \$4,090

Space booking deadline

November 25, 2011

Artwork deadline

December 2, 2011

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