



Now publishing the **15th** successful edition

Here's what business visitors and local firms are saying about the Business Visitor magazine:

<p>'I picked up a copy of the Business Visitor and found it most helpful'</p>	<p>'Gave me significant insight into doing business in Bermuda'</p>	<p>'That Etiquette section really saved me from making a few serious errors!'</p>
<p>'Extremely useful to our clients and we are happy to have it in our reception area'</p>	<p>'Providing an interesting overview of the island and the business restaurant guide was very useful'</p>	<p>'Fantastic and we will send them to our Directors prior to their arrival'</p>
<p>'Very informative and certainly useful to the business visitor'</p>		

BERMUDA MEDIA

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BERMUDA

**BUSINESS
VISITOR**

'The reasons why people visit Bermuda have changed, with more business and conference trips accounting for a third of all visits'

*The Royal Gazette, May 2006,
commenting on Department of
Tourism visitor arrival statistics*

'The island's 22 largest insurers contributed \$25 million to tourism-related spending — including meals out and business entertaining — representing nearly a quarter of total tourism sector spending'

**Research Report by Association
of Bermuda Insurers and Reinsurers**

**Get your share of the lucrative business visitor market
by advertising in *Bermuda Business Visitor* magazine**

BERMUDA BUSINESS VISITOR

Bermuda Business Visitor reaches the visiting business executive through unique distribution channels no other publication can match

✓ **Bermuda Newsstands**

✓ **Local Hotels, Cottage Colonies & Guest Houses**

✓ **Airport Arrivals and other Visitor Service Desks**

✓ **PLUS through 200+ international companies and local professional firms** who mail the publication overseas in advance to their visiting clients and business associates and/or display it in reception areas.

Here are just some of the organizations that display Bermuda Business Visitor

HSBC	Butterfield	PartnerRe
Deloitte	Bermuda Commercial Bank	Argus
Appleby	Willis	JLT Park
Renaissance Re	Alterra Capital Holdings Ltd	Amlin
XL Capital	KPMG	Oil Casualty Insurance Ltd
Allied World Assurance	TeleBermuda International	Cox Hallett Wilkinson
LOM	Chamber of Commerce	BF&M
Ernst & Young	Lancashire	Endurance
Bacardi Limited	Aspen Insurance	ACE Limited
Attride-Stirling & Woloniecki	Marshall Diel & Myers	Marsh
The Fairmont	Conyers, Dill & Pearman	Ariel Re
Fairmont Southampton	Jupiter Asset Management	Flagstone Re
Aon	Arch Reinsurance Ltd	Tokio Millennium Re

BERMUDA BUSINESS VISITOR ADVERTISING RATES

	Colour	Black & White
Full Page	\$4,930	\$3,450
2/3 Page	\$3,670	\$2,630
1/2 Page	\$3,030	\$2,200
1/3 Page	\$1,965	\$1,350
1/6 Page	\$1,170	\$760

Special Positions

Back Cover	\$6,810
Inside Front Cover	\$5,670
First Right Hand Page	\$5,670
Inside Back Cover	\$5,140

All rates expressed in Bermuda dollars. Rates are based on digital files being supplied. Creative and production services are available through the publisher for an additional charge.

TECHNICAL SPECIFICATIONS

Overall trim size: 8 1/8" x 10 7/8"

Advertising dimensions in inches

Full page type area	7" x 10"
Full page bleed	8 3/8" x 11 1/2"
2/3 page	4 5/8" x 10"
1/2 page horizontal	7" x 4 7/8"
1/2 page vertical	4 5/8" x 7 1/2"
1/3 page horizontal	4 5/8" x 4 7/8"
1/3 page vertical	2 1/4" x 10"
1/6 page horizontal	4 5/8" x 2 1/8"
1/6 page vertical	2 1/4" x 4 7/8"

All advertising should be provided in digital format

- Required format for black & white or 4-colour advertisements is hi-res Adobe Acrobat PDF file format (version 5.0 compatible) with all fonts and images embedded
- Embedded images must be a minimum of 266 ppi. Colour images must be CMYK
- A proof must accompany material
- Ads may be provided on CD, or via e-mail or FTP
- No material will returned unless requested in writing at time of placement