

eat out

BERMUDA



2019
MEDIA
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The Only Dining Guide You'll **Ever** Need!

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Eat Out Bermuda – in print and as an APP - is the island's premier dining guide, boasting great writing, beautiful design and mouth-watering images.

Restaurants, who purchase an all-inclusive profile page, will have their photography and writing done by professionals, and their page is featured in *Eat Out Bermuda* for the whole year. 20,000 magazines will be distributed and available for FREE from Dockyard to St George's throughout 2019.

The *Eat Out Bermuda's* FREE APP – with live links – is a handy mobile guide where people who download can, with one touch, go directly to your website to read menus or they can click the Map View to see exactly where your restaurant is located. The App averages about 40 downloads a week during the season and is available for free from Apple, Amazon and Google. And as an added bonus, your restaurant is also featured on our website EatOutBermuda.com and will be shared to thousands of followers on our Instagram and Facebook pages.

The Spring/Summer 2019 *Eat Out Bermuda* magazine will be on stands from April–September and the Fall/Winter issue from October–March. Restaurant pages are bought for the whole year, but as in the past, there is an opportunity to make changes to text for the Fall/Winter issue.

Don't miss out on the best value for dollar advertising for the restaurant industry in Bermuda. With *Eat Out Bermuda*, your page can be seen in print, online, as an APP and by thousands on social media.

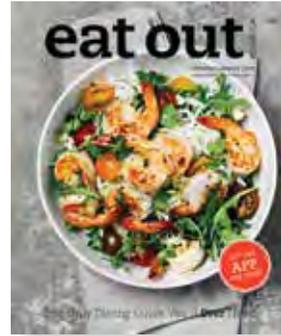
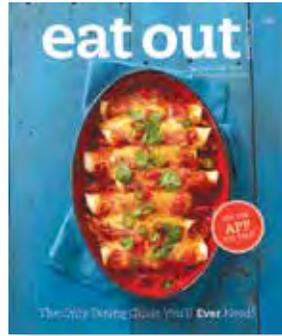
I look forward to having you on board for 2019!

Kind regards,



Tina Stevenson
Publisher





Stats & Facts

- *Eat Out Bermuda* is a free tabloid- size guide to the island’s restaurants and eating out in Bermuda. Designed with the island’s visitors in mind, the magazine is divided into parishes.
- *Eat Out Bermuda* is also a magazine app (ads intact) available for all mobile devices with MapView and live links to participating restaurants’ phone numbers and websites.
- Restaurants can participate with either paid-for editorial or by advertising
- There will be two publishing dates, April and October, though participants purchase for the whole year. Participants can make changes to their editorial before the second printing.
- Distribution is island wide to all visitors’ centres, concierge desks, hotels, and dedicated stands in Dockyard.

Restaurant Page Costs

Paid-for editorial is a full-page article that includes:

- 300-400 word write up by professional writer
- 2 professional photos
- **Cost is \$1,460 per page for the year**

Would You Rather Take an Ad?

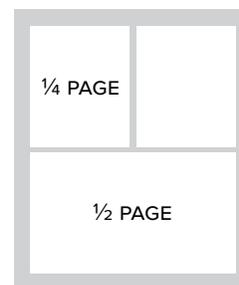
Advertising Costs*

Prices for the year:

- Outside back cover: \$3,900
- Inside covers: \$2,000
- Full page: \$1,500
- ½ page: \$750
- ¼ page: \$500

* Participating restaurants that also buy an ad take 25% off.

Covers do not apply



Space Booking Deadline: March 15, 2019. **Final Approval of Page:** March 22, 2019.



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