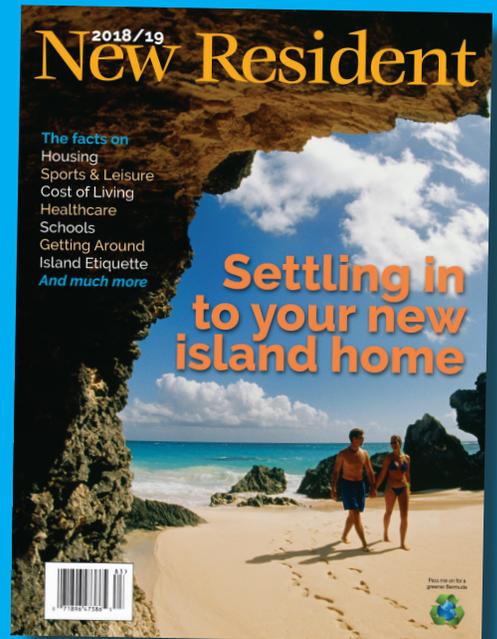


INCREASE YOUR BUSINESS BY ADVERTISING TO NEW RESIDENTS

"One of the major goals is to get Bermuda's population back where it was when our economy was booming in 2006 and 2007. We want to get back to those days, before the exodus of jobs"

Jamahl Simmons, Minister of Economic Development and Tourism



The number of guest workers on the island has trended steadily upward over the past few years. There are almost 10,000 work permit holders and their families in Bermuda (according to the latest Government Statistics) with that number forecast to grow throughout 2019 and with the Government looking to increase the population.

The growth of ILS, biotech, fintech and insurtech companies are all bringing jobs to the island. In fact, new residents come from a wide range of backgrounds — restaurant workers, accountants, bankers, nurses and teachers as well as high net worth insurance executives. All of them create a lucrative market for everything from cars and scooters to insurance and groceries. And New Resident magazine tells them where to buy! 5,000 copies are distributed through 400 of Bermuda's top companies and professional firms. They send the publication overseas in advance to their prospective employees, and/or their human resource departments hand out upon arrival. In addition it is available on newsstands throughout the island and online.

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

- HSBC Bermuda • Butterfield Bank • EY • Bermuda Government • Appleby • BF&M • Conyers Dill & Pearman • Chubb
- Bacardi International Ltd • The MarketPlace • KPMG • XL Catlin • The Argus Group • Freisenbruch-Meyer • Bermuda Commercial Bank • Deloitte • PwC • Bermuda Hospitals Board • Fairmont Southampton • Hamilton Princess • FIL • Rosewood Bermuda • Aspen • Markel • RenRe • BHS • Ascendant Group • Digicel • Bermuda Monetary • Clarien Bank
- Colonial Group • AON • and many more.

PARTICIPATION RATES:	Colour	Dimensions
Full Page	\$2,185	7" w x 10" d (non bleed)
2/3 Page	\$1,730	4 5/8" w x 10" d
1/2 Page	\$1,480	7" w x 4 7/8" d (hor) or 4 5/8" w x 7 1/2" d (vert)
1/3 Page	\$1,010	4 5/8" w x 4 7/8" d (hor) or 2 1/4" w x 10" d (vert)
1/6 Page	\$545	4 5/8" w x 2 1/8" d (hor) or 2 1/4" w x 4 7/8" d (vert)

SPECIAL POSITIONS:

Back Page \$3,725, **Inside Front Cover, First Right Hand Page** and **Inside Back Cover** \$2,550

Deadline for advertising bookings: **November 23, 2018** Deadline for advertising material: **November 30, 2018**

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