

# INCREASE YOUR BUSINESS BY ADVERTISING TO NEW RESIDENTS

*"In 2016, I expect the number of work permits issued to rise slowly and steadily".* **Michael Fahy, Minister of Home Affairs.**



As Bermuda prepares to host the America's Cup in 2017 the number of guest workers on the island is beginning to trend up again. There are 9,767 work permit holders and their families in Bermuda (according to the latest Government Statistics), with numbers growing steadily throughout 2015 and 2016. But it's not just AC35 that is swelling new arrivals. New residents come from a wide range of backgrounds — restaurant workers, accountants and 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...

America's Cup BDA/America's Cup Event Authority • HSBC Bermuda • Butterfield • EY • Bermuda Government • Appleby • BF&M • Conyers Dill & Pearman • ACE-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 & Beach Club • Bermuda Monetary Authority

<b>PARTICIPATION RATES:</b>	<b>Colour</b>	<b>Dimensions</b>
<b>Full Page</b>	\$2,085	7" w x 10" d
<b>2/3 Page</b>	\$1,640	4 5/8" w x 10" d
<b>1/2 Page</b>	\$1,395	7" w x 4 7/8" d (hor) or 4 5/8" w x 7 1/2" d (vert)
<b>1/3 Page</b>	\$ 950	4 5/8" w x 4 7/8" d (hor) or 2 1/4" w x 10" d (vert)
<b>1/6 Page</b>	\$ 497	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 \$3,600, Inside Front Cover, First Right Hand Page and Inside Back Cover \$2,450

**Deadline for advertising bookings: February 26, 2016 Deadline for advertising material: March 4, 2016**

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