



Advertising ~ *in the West End*

Royal Naval Dockyard

MEDIA KIT





over
500k

Dockyard Cruise Passengers
in 2023

166

Projected Cruise
Arrivals in Dockyard
in 2024

\$287

Average amount spent
per cruise passenger
in 2023

81%

Ships spending two or more
days in port

Why *the West End?*

Built by Royal decree to defend British superiority on the seas, the Royal Naval Dockyard is today a resplendent place of discovery. Within the walls of this nineteenth century fortress, now exists an invitation for adventure: attractions, water sports, dining, shopping, events and more. By daylight or moonlight, there is so much to discover.

As Bermuda's premier cruise ship hub and the island's most frequented attraction, the Royal Naval Dockyard welcomes up to 10,000 visitors daily during the bustling summer season. Here's your opportunity to step into the spotlight and elevate your brand's reach with our advertising program. By aligning your business with our advertising opportunities, you'll seamlessly integrate into the vibrant tapestry of this iconic location, ensuring your brand is front and center in the minds of both locals and a diverse array of global tourists.

With a variety of eye-catching sites in multiple sizes, meticulously placed for maximum visibility, we offer businesses the flexibility to tailor their message to a diverse audience. Be it through engaging events, compelling visuals, or interactive experiences, your brand will find its perfect stage at the Royal Naval Dockyard. Don't just advertise; become an unforgettable part of the Dockyard's narrative, where every impression is a step towards lasting brand success.

Top Countries of Residence for Cruise Passengers



88%

USA



5%

Canada



2%

UK



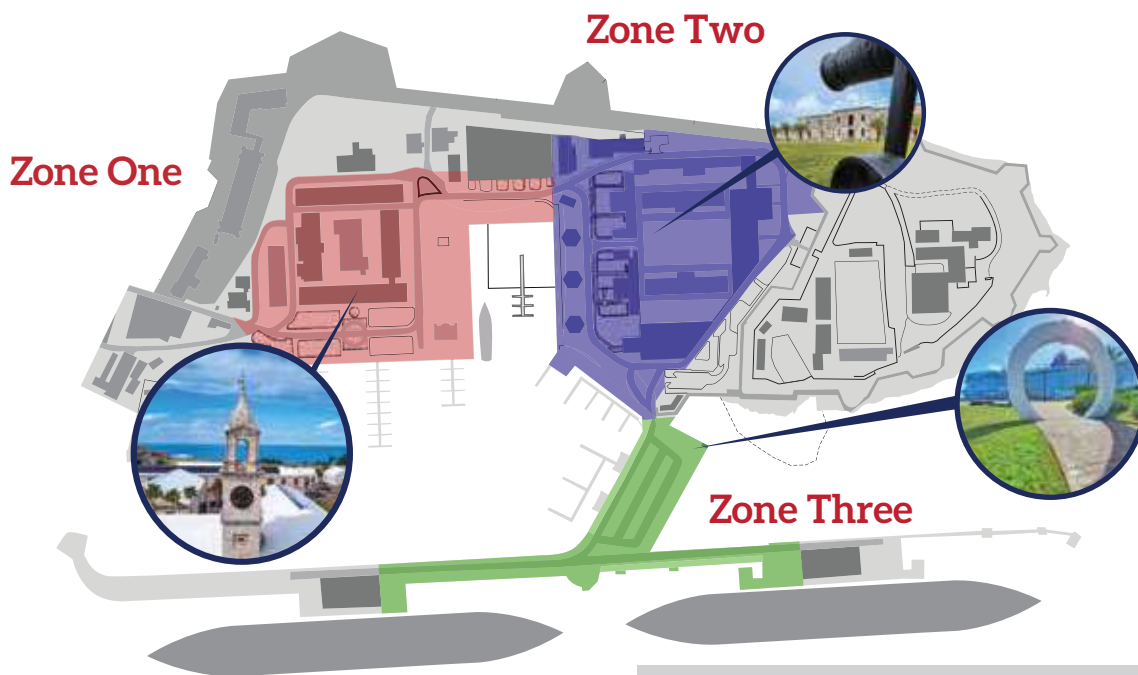
2%

Europe



3%

Other



Get In *The Zone*

Uncover the strategic advantages within the Royal Naval Dockyard's three distinct advertising zones. Each zone presents unique benefits, simplifying the process for you to precisely target and engage your desired audience. Your brand's journey through these zones ensures tailored visibility and impactful connections with the diverse crowd exploring this historic site.

Wherever your brand sets its stage, be prepared to captivate the curiosity of visitors eagerly anticipating the wonders Bermuda has to offer.

Zone One

The arches on the striking stone architecture mark the sole entrance and exit to Dockyard for both locals and road-bound visitors, whether arriving by bus, taxi, twizy, or moped. You simply cannot overlook this iconic gateway. Zone one also includes the Clocktower Mall, attracting the most diverse audience within Dockyard.

Zone Two

Central to the bustling activity, zone two experiences the highest volume of foot traffic, as visitors and locals engage in walking tours, journey to the victualling yard, or venture to explore Commissioners House. Additionally, housing the Ferry terminal, zone two becomes a pivotal location for Hamilton businesses, providing an opportunity to make a crucial first impression.

Zone Three

Enter the cruise zone—the area designed to captivate the attention of each cruise ship passenger and crew member arriving at Dockyard. Secure the spotlight as the initial business they encounter, leaving a lasting impact with a wall panel in the terminal. Alternatively, seize their interest with a railing sign along the leisurely walk across Heritage Wharf into Dockyard.

Zone 1 *Wall Arch*



PRODUCT	1 YEAR		2 YEAR 5% discount		3 YEAR 10% discount		DIMENSIONS
Wall Arch Zone 1	\$250 per month	\$3,000 per year	\$237.50 per month	\$2,850 per year	\$225 per month	\$2,700 per year	varied
<p>*Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser.</p> <p>**Dimensions are approximate. Exact measurements will be provided in the advertising license.</p>							

Clocktower Mall *Wall Arch*



PRODUCT	1 YEAR		2 YEAR 5% discount		3 YEAR 10% discount		DIMENSIONS
Wall Arch Clocktower	\$300 per month	\$3,600 per year	\$285 per month	\$3,420 per year	\$270 per month	\$3,240 per year	62" W x 96" H

*Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser.

**Dimensions are approximate. Exact measurements will be provided in the advertising license.

Clocktower Mall *Wall Panel*



PRODUCT	1 YEAR		2 YEAR 5% discount		3 YEAR 10% discount		DIMENSIONS
Triple Panel	\$500 per month	\$6,000 per year	\$475 per month	\$5,700 per year	\$450 per month	\$5,400 per year	33.25"W x 64"H SIZE PER PANEL
<p>*Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser.</p> <p>**Dimensions are approximate. Exact measurements will be provided in the advertising license.</p>							

Clocktower Mall *Custom Sign*



PRODUCT	1 YEAR		2 YEAR 5% discount		3 YEAR 10% discount		DIMENSIONS
Wall Sign	\$225 per month	\$2,700 per year	\$213.75 per month	\$2,565 per year	\$202.50 per month	\$2,430 per year	48"W x 18"H
<p>*Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser.</p> <p>**Dimensions are approximate. Exact measurements will be provided in the advertising license.</p>							

Information Kiosk

Digital Advertising



PRODUCT	3 MONTH	6 MONTH	1 YEAR	DIMENSIONS
Digital Ad - 20 sec	\$750	\$1,500	\$3,000	1920 x 1080
<p>*Digital adverts may consist of an image or video that will run for a duration of up to 20 seconds. Advertising fee does include assistance with the creation of the advert given that advertiser supplies all logos and assets. **Note digital advert will not include sound. ***All digital fees must be paid upfront and in increments of 3 months.</p>				

Ferry Terminal *Railing Sign*



PRODUCT	1 YEAR		2 YEAR 5% discount		3 YEAR 10% discount		DIMENSIONS
Railing Sign	\$250 per month	\$3,000 per year	\$237.50 per month	\$2,850 per year	\$225 per month	\$2,700 per year	74" W x 15" H
<p>*Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser.</p> <p>**Dimensions are approximate. Exact measurements will be provided in the advertising license.</p>							

Zone 2 *Wall Arch*



PRODUCT	1 YEAR		2 YEAR 5% discount		3 YEAR 10% discount		DIMENSIONS
Wall Arch Zone 2	\$350 per month	\$4,200 per year	\$332.50 per month	\$3,990 per year	\$315 per month	\$3,780 per year	104" W x 92" H
<p>*Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser.</p> <p>**Dimensions are approximate. Exact measurements will be provided in the advertising license.</p>							

Cruise Ship Pier *Railing Sign*



PRODUCT	1 YEAR		2 YEAR 5% discount		3 YEAR 10% discount		DIMENSIONS
Railing Sign	\$250 per month	\$3,000 per year	\$237.50 per month	\$2,850 per year	\$225 per month	\$2,700 per year	85" W x 15" H
<p>*Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser.</p> <p>**Dimensions are approximate. Exact measurements will be provided in the advertising license.</p>							

Heritage Wharf *Railing Sign*



PRODUCT	1 YEAR		2 YEAR 5% discount		3 YEAR 10% discount		DIMENSIONS
Railing Sign	\$250 per month	\$3,000 per year	\$237.50 per month	\$2,850 per year	\$225 per month	\$2,700 per year	85" W x 15" H
<p>*Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser.</p> <p>**Dimensions are approximate. Exact measurements will be provided in the advertising license.</p>							

Heritage Wharf *Wall Panel*



PRODUCT	1 YEAR		2 YEAR 5% discount		3 YEAR 10% discount		DIMENSIONS
Single Panel	\$500 per month	\$6,000 per year	\$475 per month	\$5,700 per year	\$450 per month	\$5,400 per year	4ft W x 8ft H
Double Panel	\$750 per month	\$9,000 per year	\$712.50 per month	\$8,550 per year	\$675 per month	\$8,100 per year	8ft W x 8ft H

*Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser.
 **Dimensions are approximate. Exact measurements will be provided in the advertising license.

King's Wharf

Window Panel



PRODUCT	1 YEAR		2 YEAR 5% discount		3 YEAR 10% discount		DIMENSIONS
Single Panel	\$500 per month	\$6,000 per year	\$475 per month	\$5,700 per year	\$450 per month	\$5,400 per year	4ft W x 8ft H
Double Panel	\$750 per month	\$9,000 per year	\$712.50 per month	\$8,550 per year	\$675 per month	\$8,100 per year	8ft W x 8ft H

*Advertising costs do NOT include the creation or installation of the advertisement. All designs, printing and installation must be privately sourced by the advertiser.
 **Dimensions are approximate. Exact measurements will be provided in the advertising license.

Create & Customize

The Royal Naval Dockyard offers a unique advertising experience for local businesses, guaranteeing hundreds of daily interactions every day a cruise is in port. Who knows your business better than you do? Take this opportunity to create the best advertisement for your target audience.

See an advertising opportunity in Dockyard that isn't listed? Contact our advertising team to inquire about additional advertising opportunities in Dockyard. Custom advertising proposals are welcome!



For enquiries, contact:

Marketing & Events Manager

441 239 0518
bd@blmc.bm



BERMUDA LAND MANAGEMENT CORPORATION

Upper Level, Clocktower Mall
6 Clocktower Parade, Sandys MA 01

P.O. Box 415
Mangrove Bay MA BX

441 234 1709
info@blmc.bm

blmc.bm