

Style of Wight MAGAZINE

Media Pack 2010

Our Aim

The Isle of Wight's newest music, art and lifestyle magazine – taking a fresh and animated look at all that's good about Island living. This FREE bi-monthly publication is bright, entertaining and informative bringing you news and features on inspirational subjects from across our diamond Isle.

Content

Focussing on local retailers and resident artists, artisans, writers and designers our features bring you all the very latest news and trends from the high street. Our health and beauty pages are full of top tips and techniques from specialist contributors from all over the Island. Our editorial brings up to the minute reviews and previews on live events, latest releases and the hottest information from the Island's music scene. Style of Wight's food pages have inspiring recipes from our celebrity contributors, information on where and when to buy the freshest Island produce and our guide to the best pubs and restaurants.

Distribution

Style of Wight is distributed through over 80 venues including Marks and Spencer, Tesco, Sainsbury's, as well as on the Red Funnel Ferries plus many other key Island outlets. A complete list is available upon request. Style of Wight is also the media partner for a number of forthcoming Island events. Full information is available on the web site.

Web site

Our vision is to build on the success of the magazine's traditional print platform. November 2009 saw the launch of Style of Wight online. Through this interactive forum our readers can participate in competitions, catch up on the latest interviews and event information on the live calendar, subscribe to RSS feeds, find links to our advertisers' web sites and download recipes and features from current and previous issues.

We encourage positive feedback and readers can also contribute their own news and views via our online comments and blogs.



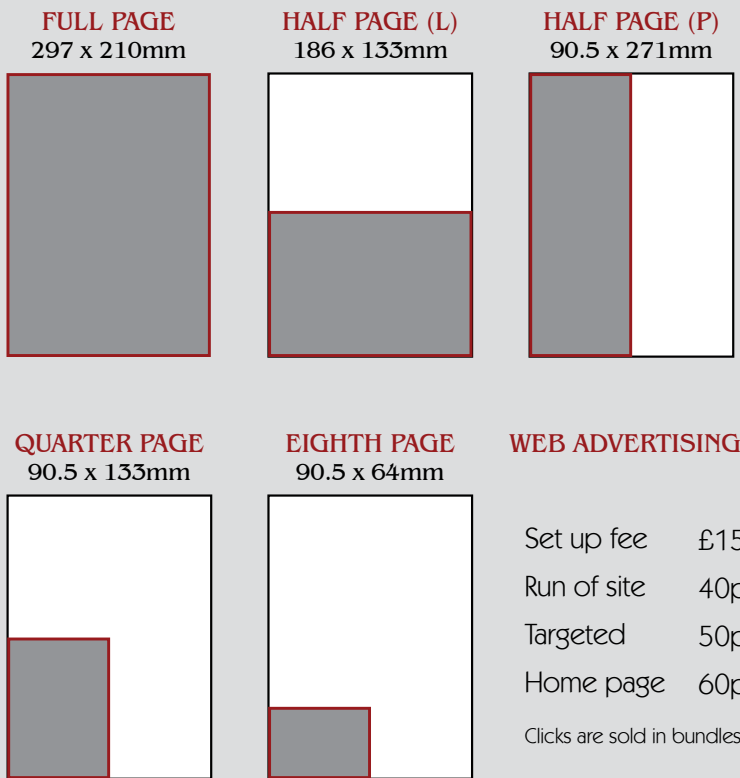
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Sales
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(01983) 861 007

Advert Sizes



Supply of Artwork

Artwork should be supplied as high resolution PDF, EPS, or TIFF files.
Email: studio@christianwarren.co.uk

Advert Design

If you do not have artwork our dedicated in-house design team can offer a design service. We will ensure your advert has maximum impact - we also offer a photographic service with our professional photographer - speak to our sales team for more information.

Call the Sales Team on:

(01983) 861 007

PRODUCTION:

Artwork to be supplied as per specification

RATE PROTECTION:

Rates for advertisers are protected for the duration of the contract period or for a maximum of 60 days. The publisher reserves the right to change the rates and terms at any time without notice. Production charges are separate from advertising rates, any production charges needed to meet the magazine requirements will be advised prior to press.

INVOICE TERMS:

Payment can be made by cheque or BACs. Bank details are given on the invoice. A 50% deposit is required at the time of ordering, with full balance due prior to publication, and at sign off of advert. Invoices not paid in full by this time will incur an interest charge of 2% of the outstanding balance, per day. All website adverts and directory listings

Rates

STANDARD

Double Page	£1,090
Full Page	£595
Half Page	£395
Quarter Page	£265
Eighth Page	£165

PREMIUMS

Back Page	£800
Inside Front	£695
Inside Back	£650
Right Hand	+10%

ADVERTORIAL

Double Page	£ poa
Full Page	£ poa
Half Page	£ poa

Multiple Booking Discounts

SAVE 4% upto **£23.80 OFF**
Each advert When you book 2 Ads

SAVE 8% upto **£47.60 OFF**
Each advert When you book 3 Ads

SAVE 12% upto **£71.28 OFF**
Each advert When you book 4 Ads

SAVE 16% upto **£95.20 OFF**
Each advert When you book 5 Ads

SAVE 20% upto **£119.80 OFF**
Each advert When you book 6 Ads

(Savings shown are based on the price of full page adverts)

must be paid in full before the advertisement/listing is made live on the website.

CANCELLATIONS:

Cancellation charges are as follows; Within one month of copy deadline = 25% of the full fee. Within two weeks of copy deadline 50% of the full fee. If cancelling adverts from multiple bookings then the surcharge will be the multiple booking discount. The publisher reserves the right to repeat the previous advertisement if material is not provided by the material due date.

ADVERTISER RESPONSIBILITY:

Advertisers and Agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising for them against the publisher. The publisher reserves the right to reject any advertising not considered suitable for publication.