

rate card 2016

The Isle of Wight's Inspirational Lifestyle Magazine

Style of WIGHT

Display Advertising

Full Page	£645
Quarter Page	£265
Half Page	£425

Premium Sites

Back Page	£900
Inside Covers	£745
Right Hand	+10%

10% OFF Book 3 or more consecutive adverts

20% OFF Book 6 or more consecutive adverts



Advert samples

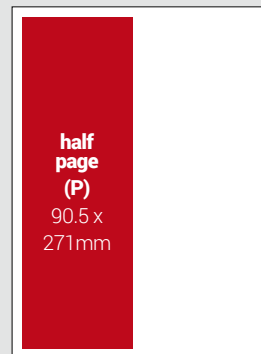
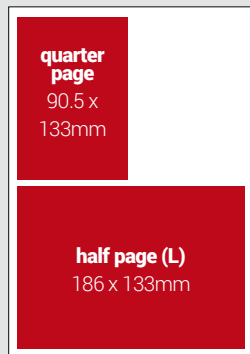
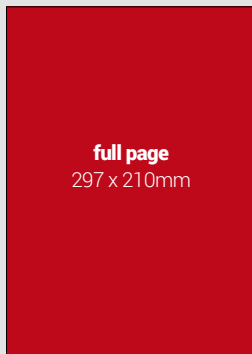


Supply of Artwork

Artwork should be supplied as a high resolution PDF, EPS or TIFF file.

Advert Design

If you do not have artwork, our dedicated in-house design team can create your advert to ensure maximum impact and ROI for as little as £25 per advert. We also offer a photographic service with our professional photographer at competitive rates.





Style of Wight is the Island's inspirational lifestyle magazine. A bi-monthly publication read by over 30,800 people, our typical reader profile is ABC1 Female.

We have a broad distribution base which includes a paid subscription service, to over 400 locations across the Isle of Wight as well as selected outlets across the South Coast.

In addition to our regular articles that readers love to follow, our editorial team provide specialist features to support seasonal trends, key events and social topics.

For our full media pack, please ask for a copy or visit our website.

sales team manager

Carol Colson

t. (01983) 861 007

m. 07921 518361

e. sales@styleofwight.co.uk

address

21 Holyrood Street, Newport
Isle of Wight PO30 5AZ

www.styleofwight.co.uk



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 and will be advised prior to press. **Invoice terms:** A deposit is required for new clients, charged at 50% of the first advert price at the time of booking. Invoices for full payment of advert cost will be issued once the magazine has gone to print and will be subject to payment within 30 days. Invoices not paid in full by this time will incur an interest charge of 2% of the outstanding balance, per day. Payment can be made by cheque, bacs or standing order. Bank details are given on the invoice and a standing order form can be provided on request. **Cancellations charges:** 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 the surcharge will be the multiple booking discount. The publisher reserves the right to repeat a previous advertisement if material is not provided by the due date. **Advertiser responsibility:** Advertisers and agencies assume liability for all content of advertisements printed, as well as responsibility for any claims arising from them against the publisher. The publisher reserves the right to reject any advertising not considered suitable for publication.