

# Style *of* WIGHT

**media pack**  
2015

The Island's  
Inspirational  
Lifestyle Magazine



# Circulation and Distribution

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.

Our locations include major food stores such as Marks & Spencers and Waitrose. The Islands leading hotels, restaurants and bars; in addition to the Island's major tourist attraction sites such as Blackgang Chine, Dimbola Lodge, Quay Arts and Isle of Wight Pearl. In addition to this Style of Wight is also available at premiere health clubs, beauty salons and spas. We work closely with the Island Tourist Information centres and have secured distribution into all the relevant outlets Island wide. We also target the Island's business community via the Red Funnel high speed passenger service and Southampton Airport executive lounge.

Throughout the year circulation is increased with additional distribution at major Island social events such as Cowes Week, The Isle of Wight Festival and Bestival. All of which bear testament to the unique nature and high value readership of Style of Wight Magazine.



## What our advertisers say...

*We love the coffee article! Thank you so much. Really impressed too with the super pics, it's a great look and feel for what we wanted.*

**Louise, Chessel Pottery**

*We just want to say thank you for such a great, clear article about IoW Foodbank. We have already had a good response. We are so grateful.*

**Sarah Hamilton, Volunteer for IoW Foodbank.**

*Thank you so much for the amazing Pumpkin piece in the magazine, I am very grateful. We have had so many people call and visit after reading it in the magazine, it's brilliant.*

**Sarah Guy, At Sarah's House**





### **Readership Profile ABC1 Female:**

The rise in the ABC1 social grade, and the subsequent increase in spending power, has had a strong impact across markets in the UK. Historically, the ABC1 consumers have been ready to pay more for their services and have strongly influenced many of the trends within the retail and leisure markets. This is the primary target audience for Style of Wight Magazine and our independent surveys show that this group accounts for 85% of our readership profile.



# Features and Promotions

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.

We often look to add additional value to advertising around these features with editorial championing your business and products. For more information please contact Christian Warren on 861007.

### **Reader offers**

We welcome the opportunity to bring the very best competitions, offers and promotions to our readers. If you have an idea you'd like us to consider please email us with any details to [editor@styleofwight.co.uk](mailto:editor@styleofwight.co.uk)

### **Online promotions**

Print advertisers also have a unique opportunity for additional exposure onto our website and social media platforms. These services are bespoke to your specific needs and we offer full support from blog writing to advertising posts on our social media sites.





# Style of Wight Media Services

A new type of creative service formed from blending our unique agency skill sets.

We mix brand strategy, creativity, media contacts and emerging digital techniques to help coordinate and deliver your business to your customers.

We have project managers, photographers, graphic designers, web designers and copywriters; with years of experience to help realise your vision. But we do a few things differently too: you won't find a million miles of management between you and your project – we're fast and lean and believe direct communication results in better work.

For more information on these services please call 01983 861007

## address

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## TERMS & CONDITIONS

**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 for them against the publisher. The publisher reserves the right to reject any advertising not considered suitable for publication.