

# rate card 2018

The Isle of Wight's Inspirational Lifestyle Magazine

# Style of WIGHT

## Display Advertising

Full Page	£690
Half Page	£440
Quarter Page	£280

## Premium Sites

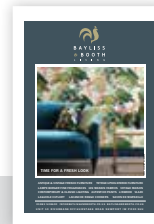
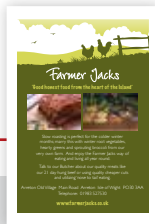
Back Page	£990
Inside Covers	£780
Right Hand	+10%

**10% OFF** Book 3 or more consecutive adverts

**20% OFF** Book 6 or more consecutive adverts



## Advert samples

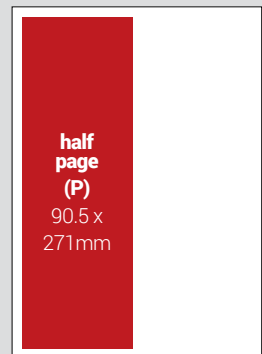
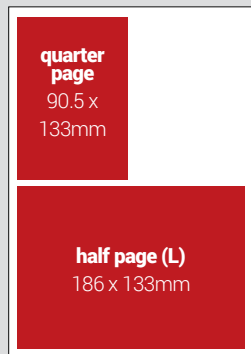
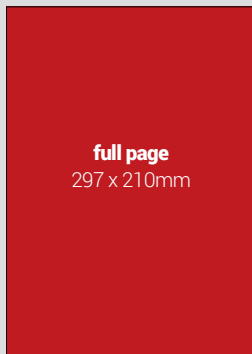


## Supply of Artwork

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 68,000 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 over 80 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.

[www.styleofwight.co.uk](http://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 for them against the publisher. The publisher reserves the right to reject any advertising not considered suitable for publication.

Reg. Company No. 157 8778 46 under section 710A of the companies Act 1985

### sales

Tracy Hawkes

m. 07921 518361

e. [sales@styleofwight.co.uk](mailto:sales@styleofwight.co.uk)

Christian Warren

m. 07766 445299

e. [editor@styleofwight.co.uk](mailto:editor@styleofwight.co.uk)

### address

21 Holyrood Street, Newport  
Isle of Wight PO30 5AZ

t. 01983 861007