

Style

OF WIGHT



media pack and rates 2021



more than a magazine...

Style of Wight – lifestyle and community

"In over 11 years as the Island's leading lifestyle publication, Style of Wight has always passionately championed local and independent businesses; in fact, we only accept advertising from those with

a direct link to the Island. Celebrating our Island's unique community spirit informs everything we do and is central to our ethos and visual identity." — Christian Warren, Founder and Editor.

six beautiful issues per year...

Intelligent content & targeted distribution

✓ **Intelligent editorial + inspirational photography = highest standards of production**

✓ **Responsive and relevant: profiles and features that have meaning for our Island and beyond**

With an enviably extensive distribution network:

✓ **Over 400 pick-up-free locations across the Isle of Wight**

✓ **More than 80 selected outlets across the South Coast**

✓ **Local delivery boxes – home delivery partnerships with independent local businesses**

✓ **Island resident subscription offer delivered to every Isle of Wight household, in partnership with Red Funnel**



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Style of Wight magazine readers are:

85% ABC1 female

environmentally minded, community driven, culturally curious, fashion conscious, intellectually attentive and wellness focused – classic understated Island Style.

Brand footprint

Each issue, Style of Wight is enjoyed by over 68,000 readers



continually evolving...

NEW format and print styles for 2021

✓ **More friendly, bespoke format in a tactile, take-me-home size**

✓ **Refined 'gallery' style paper with increased ink saturation for deep, rich colours and bright crisp text**

✓ **Increased scope for spreads with style and interviews with impact**

Alongside changes to the 'look and feel' of the magazine, sourcing a paper stock that met the highest quality and environmental standards was essential. Our chosen paper comes from FSC and PEFC CoC certified European Papermills, is fully recyclable, and is produced and packaged according to the highest levels of sustainability.

advertiser profiles...

Passionate about the the Island

From Hospitality to Homeware; Fashion & Jewellery to Health & Beauty; Coastal Property to Produce with Provenance – whatever the sector, Style of Wight’s diverse and discerning advertisers are all passionate about the Island and understand the power of print advertising.

“We are all very pleased with the coverage that Style of Wight have given us this year, thank you so much. Our adverts and editorial features in Style of Wight have got The Sugar Store noticed - and brought in new business, which is just what we hoped for.”

Louisa Mamakou, The Sugar Store

“You and all your team should be congratulated on producing such a brilliant magazine for the Island. Thank you for your kind words and features relating to the Royal.”

William Bailey, The Royal Hotel

“Over the years we have found Style of Wight to be loyal to their community roots and very supportive not only of our project, but others across the Island. Articles are professionally written in a way that has made a positive difference to what we do in business and recognition.”

John Goodenough, Care in the Garden

rates

DISPLAY ADVERTISING

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

PREMIUM SITES

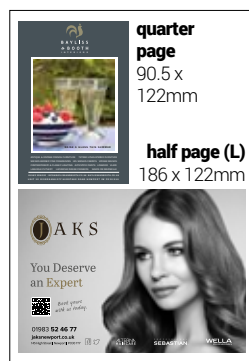
Back Page	£990
Inside Covers	£780
Right Hand	+10%

multiple booking discounts

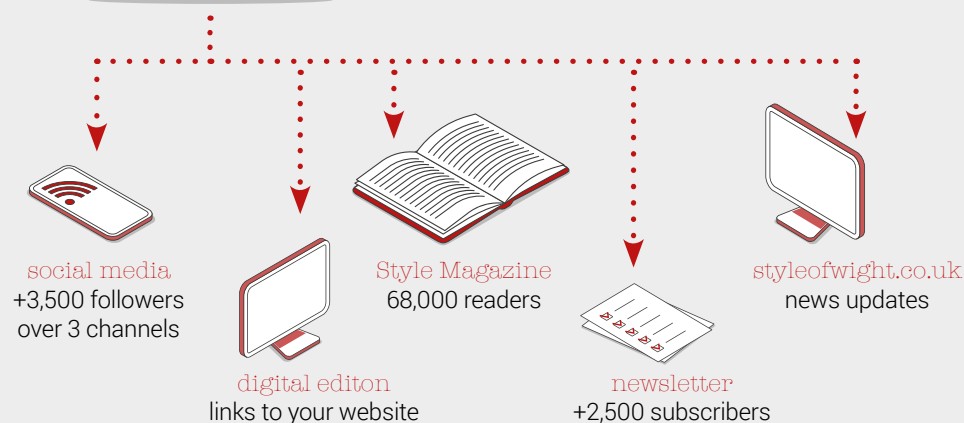
10% OFF
Book 3 or more consecutive adverts

20% OFF
Book 6 or more consecutive adverts

full page
270 x 208mm



YOUR BUSINESS



additional support

Style of Wight is also available for contract publishing, design and photography, see our website for details.

- ✓ Multi-channel social media support
- ✓ Bespoke promotions, features & reader offers
- ✓ Bespoke artwork design from £35



DISPLAY ADVERTISING TERMS AND 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.

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