

# Style

OF WIGHT

MEDIA PACK 2024/5



more than a magazine...

## Style of Wight – lifestyle and community

"In over 12 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.

six inspirational issues per year...

## Intelligent content. Targeted distribution

- ✓ Beautiful editorial storytelling and photography
- ✓ Advertising ethos that champions local and independent Island business
- ✓ Responsive and relevant content that has meaning for our Island community and beyond
- ✓ Partnerships with like minded brands to optimise your advertising messages
- ✓ Targeted distribution to selected venues and outlets
- ✓ Considered digital and social exposure to our discerning online audience



*Available at over 400 free pick-up points across the Isle of Wight, as well as selected outlets on the South Coast*



## 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



## We take pride in our high-quality values...

- ✓ Tactile, take-me-home size
- ✓ Deep rich colours and bright crisp text
- ✓ Lusture silk paper from FSC and PEFC CoC certified European Papermills

Sourcing a paper stock that met the highest quality and environmental standards is to us, 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 – 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**

## advert rates

### DISPLAY ADVERTISING

Full Page	£740
Half Page	£480
Quarter Page	£310

### PREMIUM SITES

Back Page	£1,200
Inside Covers	£840
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



quarter page  
90.5 x 122mm



half page (L)  
186 x 122mm



half page (P)  
90.5 x 250mm



## YOUR BUSINESS

Each issue, Style of Wight is enjoyed across print, online and social media:



## additional support

- ✓ Multi-channel social media support
- ✓ Bespoke promotions, features & reader offers
- ✓ Bespoke artwork design from £55

Style of Wight also offers a range of contract publishing, design and photography services.

## 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.

# Style

O F W I G H T

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## contacts

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