

REACH

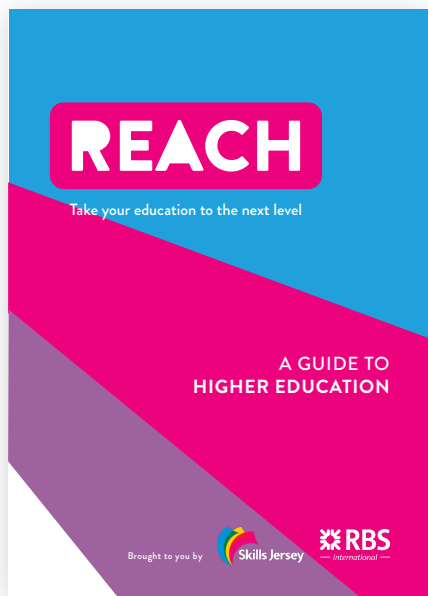
Take your education to the next level



DO YOU WANT TO ATTRACT JERSEY STUDENTS?
REACH THEM WITH THE OFFICIAL GUIDE

JERSEY'S UNDERGRADUATE REFERENCE GUIDE
MEDIA PACK / RATECARD

FACTORY



THE HIGHER EDUCATION REFERENCE GUIDE FOR JERSEY STUDENTS

Reach is published by Factory in association with Skills Jersey and targeted at those considering their options for further education.

AN ATTRACTIVE AUDIENCE

The Skills Show is back for 2022, taking place on the 17th March, so Reach will once again be distributed at the show to all attendees. Jersey students achieve some of the highest A level grades in the country with a higher proportion continuing to further education than anywhere else in the UK. If you'd like to reach them this year, make sure you're included.

12 MONTH COVERAGE WITH SKILLS JERSEY

Reach is distributed by Skills Jersey year round so despite restrictions as a result of Coronavirus, it's an opportunity to get in front of potential new students while they're being advised on universities to attend. You may not be able to buy a stand or flight to Jersey, but you can still get your University branding and marketing message to Jersey students in Reach at a competitive rate instead!

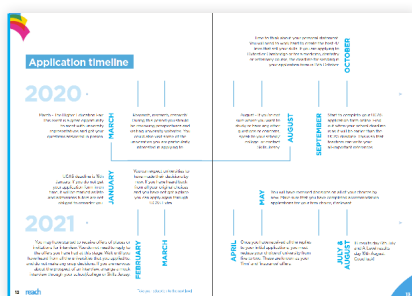
VIRTUAL SKILLS SHOW OFFICIAL PROGRAMME

THE BEST WAY TO REACH JERSEY STUDENTS

DISTRIBUTED YEAR ROUND BY SKILLS JERSEY



ADVICE ON WHERE TO GO



ADVICE TIMELINES



STUDENT PROFILES

ADVERTISING RATES

Advertisement	Size	Ratecard
Full Page	148.5mm x 210mm (plus 3mm bleed)	395
Double Page Spread	297mm x 210mm (plus 3mm bleed)	695
Half page	138.5mm x 95mm (landscape)	295
Inside Front / Back Cover	148.5mm x 210mm (plus 3mm bleed)	495
Back Cover	148.5mm x 210mm (plus 3mm bleed)	695

REACH IS PUBLISHED ON MARCH 15TH

The publication will be distributed by Skills Jersey to all attendee at the Higher Education Fair and all graduating six formers through the school network.

DEADLINES

Our deadline for supplied artwork.

#	Edition	Months covered.	editorial	artwork
6	Reach 2022	March 2022 - February 2023	10/2/22	15/2/22

BOOKING

Secure your space in the 2021 edition of reach by calling Ceri Baker on 01534 811100 or email ceri@factory.je

ARTWORK If you're sending artwork in for publication it will ideally be a print ready PDF or 300DPI CMYK JPEG. Artwork measurements are shown on the relevant pages or our media packs.

BANK DETAILS

Please email accounts@factory.je if you need to make a payment and we'll furnish you with our BACS details by return to make sure there are no bank errors.

BOOKING

We accept bookings by email or by phone as long as we're able to obtain written confirmation, digital or physical prior to publication. We send contract confirmations via Docusign for digital signature approval. We'll need one of those before we go to print. Booking can take place up to the artwork deadline for supplied artwork and up to the editorial deadline if artwork is to be created and proofed.

CONTACT

Chances are that you're going to want editorial, design or sales. Conveniently, you can email editorial@factory.je, artwork@factory.je and sales@factory.je with an enquiry. For anything else please call Ben Davies on 01534 811100

DEADLINE POLICY

We publish over 20 publications a year and there is always a deadline looming! To help us provide the best service to clients we schedule editorial deadlines, and supplied artwork deadlines that allow us to create designs and proof them back to clients before the critical hour. For gallery and places we publish for distribution on the 1st/15th of the month. Our long suffering printers therefore need our files over a week before that. That means that we set the artwork and editorial deadlines to allow us enough time to construct the magazine. Your timely help in getting us your content on time to meet them is enough to get a hug from any staff member.

DESIGN

Fear not, if you only have Microsoft word and pictures from the Internet, we can help. At factory we help brands without ad agency support create professional standard artwork for use in our publications. Better still, as long as we can work to get a design approved in less than three revisions there is no cost, it's included in your booking fee. Other projects are charged at our hourly rate. Completed artwork should be emailed to artwork@factory.je

DISCOUNTS

We have structured discounts for multiple bookings. In most cases three placements receive a 10% discount, 6 months of bookings receive a 20% discount and annual bookings a 30% discount from individual placement rates. In addition we offer a further 5% discount for pre payment of packages.

DISTRIBUTION

We pioneered the 'reader pull' distribution model in Jersey. Our network of stands across the island and retail and coffee shop network mean that wherever and whenever you have a break in your day factory publications shouldn't be far away. **We have stands in 50 locations and distribute to another 250 by hand via our Distro service.** Gallery is distributed 6 times a year on the 1st of February, April, June, August, October and December. . Places is distributed 11 times a year on the 15th of each month besides December. In addition to stand distribution, Places is distributed to a list of the 6500 Jersey residential postboxes and 1000 business addresses. Our What's On publication is distributed exclusively airside at the airport and at the harbour, in addition to distribution to all island hotels and restaurants and in great volume through Visit Jersey all year for tourists. If you're in need of a copy of any factory publication or you're a venue that's run out you can email our distribution staff at distro@factory.je and they'll pick up the message and get them to you ASAP.

EDITORIAL POLICY

The editorial policy of all our publications is one that takes an educated, non stuffy modern approach to journalism. Mild irreverence combined with a tongue in cheek informed opinion mean we like passionate journalists who can articulate traditional media reporting with a pinch of salt and pepper. When we established Gallery it was our belief the wider readership for Jersey media would embrace a media vehicle that was less 'establishment' than those that preceded it. Hopefully 180 issues down means a couple of people are with us.

EVENT COVERAGE

We cover events at no cost for any client on our roster for inclusion in the events section of Gallery or relevant Places edition / online. Non clients may pay a nominal £225 charge to cover the cost of the photographer and a half page events space. If you would like a copy of the photos you are welcome to use them after the magazine is released as long as there is a credit.

FORWARD FEATURES

We arrange a list of themes in December each year for the following year. Themes and editorial guides are available on the relevant page for each publication.

FRANCHISES

Factory is based in Jersey, CI and operates its titles under franchise in Guernsey and the Isle of Man. For information on becoming a gallery franchisee email ben@factory.je

HOURLY RATE

For client work our hourly rate for consulting and brand development is £85 per hour, charged in 20 minute increments. Artworking existing designs or simple rearrangement is charged at £50 per hour.

INTEREST

Our terms are payment on publication. We give 30 days grace and then add a 2% PCM charge that we incur from our credit provider. We'll give you a reminder by email every 30 days you're overdue but after 90 days we have to pass it on to a debt collector. We're only a small business and can't afford to wait longer than that!

INTERNET

Each print title has a presence online. Whether a presentation of the content or an extra proposition such as our market leading www.places.je property portal.

LISTINGS

Yes, we'd be happy to include them! We try our best to include all relevant companies in editorial content and listings, whether news and events in Gallery, the blue page in Places or venues in Appetite. Send them over to editorial@factory.je

LOCATION

We're at 70 Bath Street with our warehouse two doors down on Minden Street. Imagine you're turning into Minden Place car park and bam, we're on the corner in front of you. You'll notice that 2022 is our year of renovation so we OOO for now. If you meet a friendly builder in our building, leave a note or drop us an email and we'll cruise around and meet you.

PAYMENT

We favour payment by BACS to our HSBC account at SC402534 Account 31373790 Cheques are fine too if you're old school. We are also able to offer clients the ability to spread the cost and pay by direct debit through our GoCardless payment processor or Paypal. Prepayment is 5% discounted on top of annual rates.

PLACEMENTS

We offer work placements through Project Trident, The Undergraduate internship scheme and, if we have the time and resources, to undergraduates and postgraduates looking to gain some experience. As we are presently between offices, we can only consider remote placements until 2023.

RALLY

After two years off over the pandemic, Gallery Rally 11 takes place in September this year. Learn more at www.galleryrally.com

TEAM

If you'd like to work with Factory as a freelancer or contributor, we'd like to hear from you. We're looking to build our editorial contributor roster every year with new plans in mind. Email ben@factory.je

"The Factory team are brilliantly creative and we've found them great to work with – not to mention their massive market reach which we have successfully benefited from."

Stephanie Seymour
Seymour Group

"Factory has created our annual Direction magazine for the past few years and last year developed a new and exciting brand identity for our Higher Education Fair as well as designing all our literature and marketing material for the event. We're delighted with the quality of everything produced and the helpfulness, flexibility and professionalism that all the team showed us along the way. We've had some tough deadlines to meet and they've never let us down. They are a pleasure to work with and we couldn't recommend them enough."

Sophie Winter
Careers Jersey

"We just love the Gallery guys - a first class group of young professionals that deliver every time. They're a stylish group producing a stylish mag (that a stylish shop would want to be part of) - if profile is important it's best to stick with Gallery."

Lesley Baudin
Manna

"When looking to advertise we use Gallery for a number of reasons. First and foremost it is Jersey's leading publication. The magazine attracts a diverse readership which runs hand in hand with the many different services The Club Hotel, Bohemia Restaurant and The Club Spa offer."

Tim Phillips
The Club Hotel & Spa /
Bohemia Restaurant

factory

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