The Official Jersey

# VisitorMap

## Get your business on the official Jersey map. The island's most picked-up tourist media.

JERSEY'S OFFICIAL VISITOR MEDIA

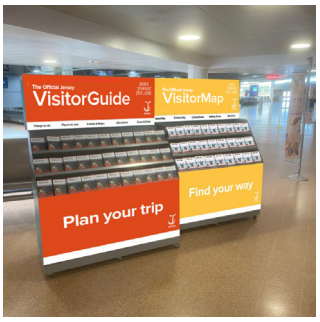
**VISITOR MAP** MEDIA PACK / RATECARD 2023

FACTORY

The Official Jersey
# VisitorMap

## NEW Official Map : All you need.

### Unrivaled distribution
**Exclusive airside and seaside distribution at the Ports of Jersey.**

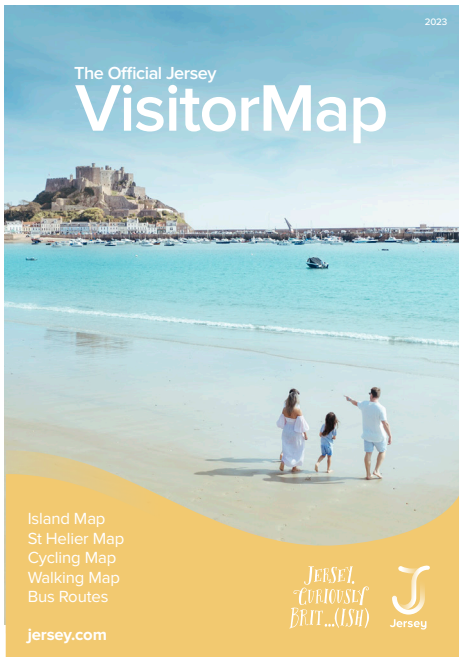



For 2023, our new, complementary guides will have exclusive distribution in the VisitJersey-branded stands airside at the airport and seaside at the harbour. For the 2022 season, 180,000 editions of the former Map were produced for distribution. **THIS ENSURES YOUR ADVERTISEMENT IS PICKED UP AND SEEN IN MORE THAN DOUBLE THE VOLUME OF OTHER GUIDES DISTRIBUTED IN OTHER WAYS OUTSIDE OF THIS AREA.**

**The Official Visitor Map offers consistent, annual coverage for all island visitors.**

### Redesigned for 2023
**Clear, concise and well-designed maps.**

The Official Map is being updated for 2023 to include a clearer, paginated design that offers a walking map, a cycling map and bus routes alongside an island map and new, easier-to-use map of St. Helier. We are currently redesigning the key and legend to ensure readers have more information on island attractions and destinations than ever before. Supported by Visit Jersey brand imagery, the Map is the island's best designed and best picked-up map product.



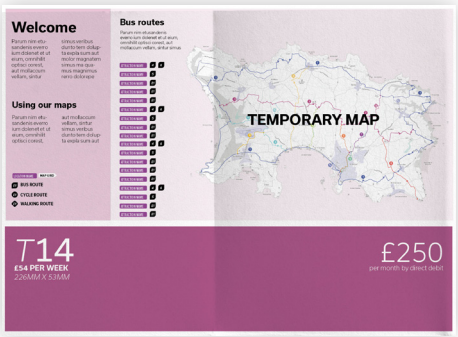

*Indicative Cover Image/Design*

OFFICIALLY JERSEY'S
**MOST PICKED-UP MAP**

*EXCLUSIVE DISTRIBUTION* AT THE
**AIRPORT AND HARBOUR**

UPDATED FOR 2023 AS
**FIVE MAPS IN ONE**

## NEW New quick-reference panels.




### Welcome / bus routes

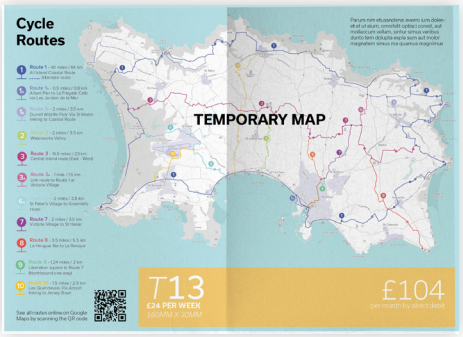
When you open the cover of some maps you get ads, often sideways ads. That's no good for the advertiser or the user. We've taken back this prime space to offer the location as a functional welcome / introduction along with quick-reference bus route information.

***The T4 advertising space offers a large impact for that first page-turn.***

### Turn the page for a walk.

We know our island map provides granular detail for those with hiking boots, but a simplified walking route map with information on where to stop is the perfect first page to help plan which direction to head in.

***Our T2 space offers advertisers the ability to talk to map users before they open things up.***




### Visitors are on a roll.

Open our Map cover in the other direction and you'll find cycle routes, segmented from the map island map for quick reference. Our visiting cyclists can plan their routes for the day and tick off where they'd like to go. A QR code links to online routes and reference on the island map are there for more details.

***The T13 space for clients wishing to get a clear message across.***

## BOOK Reserve your space by calling Ceri on 07797744345 or email ceri@factory.je

# NEW Official Map : The town side.

The Official Jersey VisitorMap

## A more useful design.
**Four maps and easier viewing**

The front (town) side of the new visitor map will also feature quick-reference maps of walking, cycling and bus routes, all designed to be included as reference panels prior to opening the map. Previously these panels have included ads placed sideways when the pages are turned with no functional use of those space.

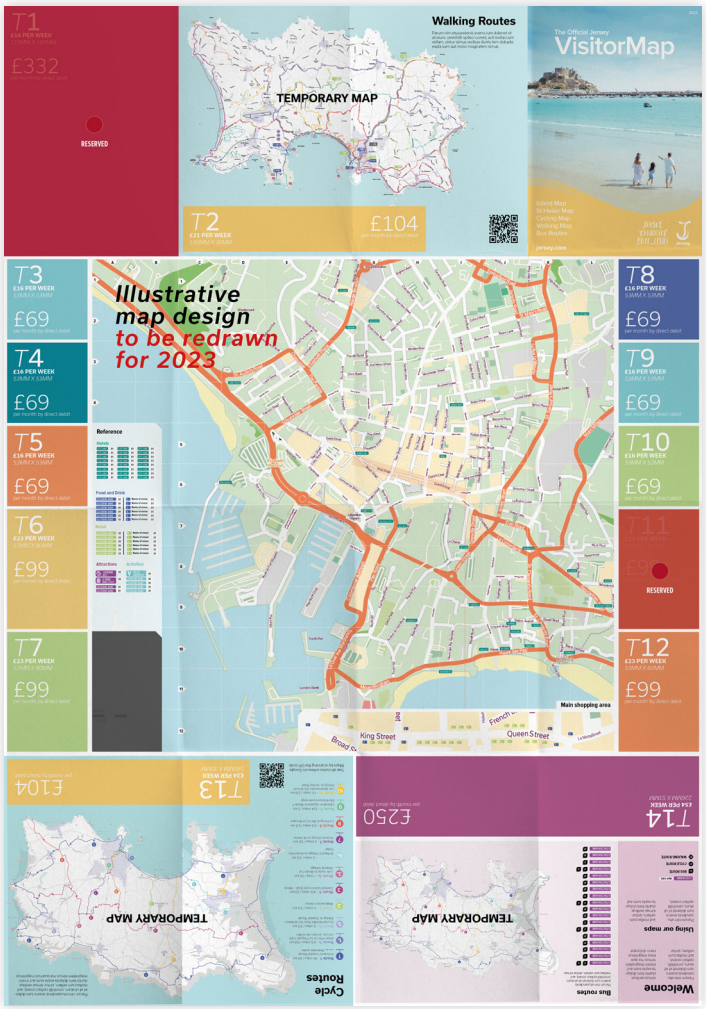
## Reorientated St Helier.
**Adverts are now more prominent**

Reseach has shown that people using the town side of the current Visitor Map in its present format tend to fold away the advertising (Right). As the map sat sideways, it was folded as a smaller item to hold. Our newly designed map is now landscape, with ads down each side to view at all times when looking at St Helier, with other map panels prominent in their own right.

Advertisements on the current map are folded away

## Town side spaces and rates

There are 14 placements available, all designed not to go over fold lines. Spaces may be combined.




| Space | Dimensions | Weekly cost per week | Monthly charged by Direct Debit | CPT based on 180,000 maps |
|---|---|---|---|---|
| **Back Cover** | | | | |
| T1 | 115 RESERVED | £77 | £332 | £22.10 |
| **Walking Map Banner** | | | | |
| T2 | 160mm x 30mm | £24 | £104 | £6.93 |
| **Island Map Spaces** | | | | |
| T3 | 53mm x 53mm | £16 | £69 | £4.62 |
| T4 | 53mm x 53mm | £16 | £69 | £4.62 |
| T5 | 53mm x 53mm | £16 | £69 | £4.62 |
| T6 | 53mm x 80mm | £23 | £99 | £6.59 |
| T10 | 53mm x 80mm | £23 | £99 | £6.59 |
| T8 | 53mm x 53mm | £16 | £69 | £4.62 |
| T9 | 53mm x 53mm | £16 | £69 | £4.62 |
| T10 | 53mm x 53mm | £16 | £69 | £4.62 |
| T11 | 53 RESERVED | £23 | £99 | £6.59 |
| T12 | 53mm x 80mm | £23 | £99 | £6.59 |
| **Cycle Map Banner** | | | | |
| T13 | 160mm x 30mm | £24 | £104 | £6.59 |
| **Welcome Spread Banner** | | | | |
| T14 | 226mm x 53mm | £58 | £250 | £16.64 |

*All prices subject to 5% GST*

## The best value and distribution of any map advertising.

We have maintained and balanced previous rates on a relative rate of £16 per square per month. This equates to just £4.62 per 1000 maps picked up. Larger spaces are at an even lower rate. We charge annually with payment arranged monthly by direct debit to spread your cost throughout the year. This year an estimated 180,000 maps were picked up as a result of strong distribution and the unrivalled volume collected via our exclusive airside/seaside Visit Jersey distribution stands.

***We're confident we're the most competitive CPT (cost per thousand) of any map produced that is actually picked up in volume.***

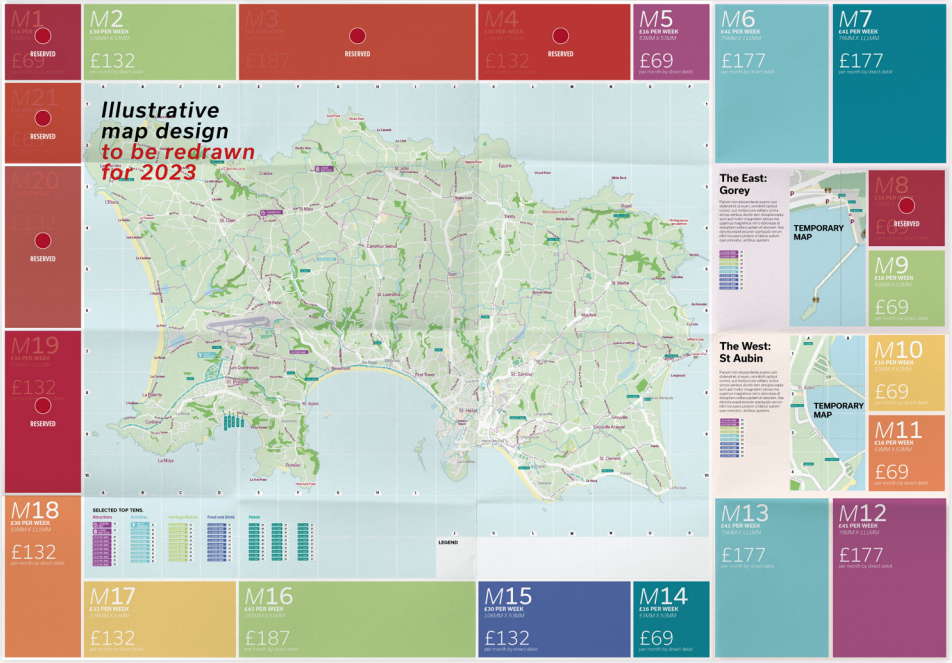
# NEW Jersey Map : The island side.

The Official Jersey VisitorMap

## Updated legend and icons

**Clear maps with relevant content**

Our new island map will features hotels, attractions, restaurants and points of interest for the visitor, all clearly marked. We have also included new close-zoom panels for St. Aubin and Gorey to highlight destinations in those areas of high concentration. All advertisers will have named map markers and clients with double square bookings and larger will get a branded map marker included.




## Island side spaces and rates.

Spaces on the official Map are limited and first-come, first-served, although we will honour incumbent clients' like-for-like placement bookings from previous years on this year's ratecard. There are 21 placements available, all designed not to go over fold lines. Spaces may be combined.

| Space | Dimensions | Weekly cost per week | Monthly charged by Direct Debit | CPT* based on 180,000 maps |
|---|---|---|---|---|
| Island Map Spaces | | | | |
| M1 | 53mm x 53mm RESERVED | 16 | 69 | £4.62 |
| M2 | 106mm x 53mm | 30 | 132 | £8.78 |
| M3 | 165mm x 53mm RESERVED | 43 | 187 | £12.48 |
| M4 | 106mm x 53mm RESERVED | 30 | 132 | £8.78 |
| M5 | 53mm x 53mm | 16 | 69 | £4.62 |
| M6 | 79mm x 111mm | 41 | 177 | £11.79 |
| M7 | 79mm x 111mm | 41 | 177 | £11.79 |
| Gorey Map Spaces | | | | |
| M8 | 53mm x 53mm RESERVED | 16 | 69 | £4.62 |
| M9 | 53mm x 53mm | 16 | 69 | £4.62 |
| St Aubin Map Spaces | | | | |
| M10 | 53mm x 53mm | 16 | 69 | £4.62 |
| M11 | 53mm x 53mm | 16 | 69 | £4.62 |

| Space | Dimensions | Weekly cost per week | Monthly charged by Direct Debit | CPT* based on 180,000 maps |
|---|---|---|---|---|
| Island Map Spaces | | | | |
| M12 | 79mm x 111mm | 41 | 177 | £11.79 |
| M13 | 79mm x 111mm | 41 | 177 | £11.79 |
| M14 | 53mm x 53mm | 16 | 69 | £4.62 |
| M15 | 106mm x 53mm | 30 | 132 | £8.78 |
| M16 | 165mm x 53mm | 43 | 187 | £12.48 |
| M17 | 106mm x 53mm | 30 | 132 | £8.78 |
| M18 | 53mm x 111mm | 30 | 132 | £8.78 |
| M19 | 53mm x 53mm RESERVED | 30 | 132 | £8.78 |
| M20 | 53mm x 53mm RESERVED | 30 | 132 | £8.78 |
| M21 | 53mm x 53mm RESERVED | 16 | 69 | £4.62 |

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