

JERSEY'S PREMIUM PERIODICAL

GALLERY

STYLE | CULTURE | BUSINESS



MEDIA PACK / RATECARD 2023

FACTORY



With the perfect mix of content focused on local lifestyle, culture and business, Gallery is the best way for quality brands to get consistent marketing messages across in quality periodical print.

Focused on 'life and style' in Jersey, the intention is to communicate style beyond fashion and beauty; representing the unique local style of Jersey in all ways; through fashion, events, culture, property, interiors, retail and beyond, all with an editorial voice that is approachable and casual.

The result is communication and advertising success for brands that choose us to communicate with potential clients. With pick-up and distribution beyond that of the usual business magazines, Gallery also provides greater cut-through for businesses looking to communicate a business message in a popular format.



2023 THEMES

Each issue is presented on a theme for features and application to our sections where possible. It's usually broad and if you have an idea that fits it, let us know.

FEATURES & SUPPLEMENTS

We theme and plan with Jersey's diverse audience in mind. Please contact us for further information on getting included in features and supplements.

DEADLINES

Gallery is released on the first of the month with artwork cut-off as close as possible to our print deadline. Editorial to be supplied a week before.

#	Month	Theme	Supplement	Editorial	Artwork
182	February March	Partners	Bridal Bible. Women in Business	13th January	23rd January
183	April May	Bloom	Gradu8. New Business	11th March	20th March
184	June July	Green	Agenda: Law. Ecology	12th May	19th May
185	August September	Open	Gradu8. New Business	14th July	21st July
186	October November	Expandable	Agenda: Wealth. Family Law	15th September	22nd September
187	December January	Star	Gradu8. Gorgeous Gift Guide	10th November	17th November

ADD SOME OFFLINE
TO YOUR MARKETING

If you'd like to reach Jersey's consumers in a way that social media and digital can't reach, call Ceri Baker on 01534 811100 or email advertising@factory.je

STANDARD RATE CARD AND BOOKING DISCOUNTS

Considering our print run and coverage, our rates offer strong value, particularly when booked as a campaign of multiple bookings. Whilst we avoid the overprice/slash pricing model of some media, we keep rates competitive and relevant to our superior coverage. We are also able to offer editorial coverage to compliment clients' bookings and work to offer value and return on marketing spend.

Advertisement	Advertisement / Inclusion Size	single booking one off rate	2 bookings 10% off	4 bookings 20% off
Full Page	210x297mm + 3mm bleed	1350	1215	1080
Half Page	Portrait 93 x 277 mm. Landscape 190 x 137mm	715	644	572
Quarter Page	93mm x 137mm	375	338	300
Double Page Spread	420mm x 297mm + 3mm bleed	1995	1796	1596
Inside Front Cover	210mm x 297mm + 3mm bleed	1895	1706	1516
Inside Front DPS	420mm x 297mm + 3mm bleed	1995	1796	1596
Inside Back	210x297mm + 3mm bleed	1595	1436	1276
Back Cover	210x297mm + 3mm bleed	2275	2048	1820
Page + Page*	210mm x 297mm + 3mm bleed / 500 words	1350	1215	1080
Quarter + Quarter	93mm x 137mm + 3mm bleed / 200 words	525	473	420
Intro Banner	60mm x 190mm	475	428	380
Solus Banner ROP	60mm x 190mm + 20% creative breakout	475	428	380
Nightlife Banner DPS	30mm x 400mm	340	306	272
Business Directory	600 x 400 pixels plus 60 words	120	108	96
Event Half Page*	6 images and 100 word description	275		

ANNUAL BOOKING

Book for the year for the most cost-effective rates, either by Direct Debit or prepaid.

Annual (6) Direct Debit	Annual (6) Prepaid
945	878
501	465
263	244
1397	1297
1327	1232
1397	1297
1117	1037
1593	1479
945	878
368	341
333	309
333	309
238	221
84	78

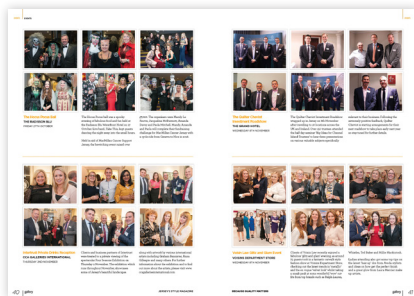
All prices subject to 5% GST

*Event attendance / coverage free for clients with booked campaigns **only available on specific features | Media agency package discount 10% | Charity discount 40% | Strategic Partner rate 50%

Advertorial: Client submitted/approved editorial charged at 10% premium over equivalent advertising space rate. Spaces available from quarter page column size. **Artwork creation:** if you don't have an advertising agency / designer we can help. Simply submit content by the editorial deadline (or sooner!) and we can artwork a design for you**.

What's Inside?

EVENTS



Events are Gallery's gallery of the island. We cover corporate, charity and nightlife events in our see and be seen paparazzi pages.

FASHION & BEAUTY



Jersey's best quality shoots, featuring local photographers, models, stylists and retailers along with beauty features each month.

INTERIORS & PROPERTY



An homage to our property portal, Places, we feature homes for sale and profile locally sourced stylish additions to your home.

CULTURE & THE ARTS



Reflecting the Jersey's unique creativity, we feature local art, culture and creative work along with events and projects.

TECHNOLOGY / HARDWARE



Gadgets, devices and all things motoring and technical. Local test drives and motoring features relevant to Jersey

BUSINESS & RECRUITMENT



Business that isn't too businessy. Local business news combined with interesting features, recruitment specials and gradu8.

DEDICATED TO CREATIVE
LOCAL CONTENT

DESIGN-FOCUSED
TARGETED SECTIONS

ORIGINAL, FRESH
QUALITY PRODUCTION

Our focus is creating a magazine that is more stylish and better produced than the competition, attaining quality without having to shout 'luxury'. It is always hard to be all things to all people, but by maintaining a fresh editorial tone-of-voice through specialist, organised sections, Gallery tries harder than most.

Our mission is to provide engaging content for culture vultures, fashionistas, gadget freaks, petrolheads, style icons, and business movers and shakers alike; upwardly-mobile readers of all income brackets. Your advertising in therefore not only looks its best, but also offers market-leading value.

Who is Gallery for? You!

Gallery's mission to 'educate, amuse and entertain' isn't exclusive or prejudice. We don't believe age or income should dictate enjoyment.

Whether you're 18 or 80, if you have a sense of humour and an interest in popular culture, we hope you'll find something you like in Gallery.

Our readers choose Gallery because they love it and it's about them and people they know. From CEOs to OAPs, VIPs to MIAs, Gallery appeals across the board.

Some titles are all work, work work and others wish to appeal only to society's red trousered Bentley drivers. We're just a Gallery, to be read by all and enjoyed by all.

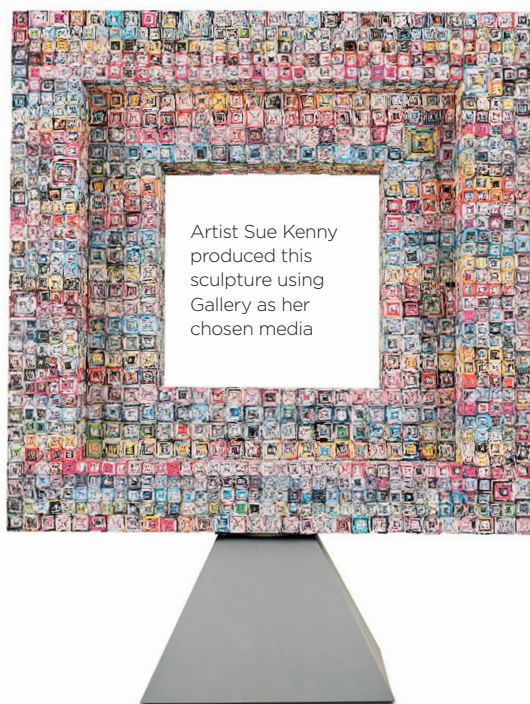


Celebrating being 100 Issues young.

FORWARD-THINKING
ABC1 READERSHIP

LONG SHELF-LIFE WITH
6 EDITIONS A YEAR

CONTENT THAT OFFERS
STYLE AND SUBSTANCE



Artist Sue Kenny produced this sculpture using Gallery as her chosen media

We mix business with pleasure.

Gallery's targeting transcends the business and lifestyle boundaries. By establishing a broad, inclusive brand personality, we ensure we're read by graduates, young professionals and still reach those in the boardroom.

When you communicate with a Gallery reader, you do so in a magazine they have chosen to pick up because they enjoy a strong bond with the people and subjects covered within our pages. We're a local title, so ensure that our readership are our content as a 'gallery' of Jersey society.

Go beyond digital with your marketing campaigns.

If you want to reach a new recruit or a forward-thinking Gen X/Y/Zer in a format that they don't just want to swipe left for, our pages are for you and your marketing messages.

Distribution that thinks outside the box.

We have the widest distribution network of any lifestyle print media in Jersey. We utilise both our own Factory owned distribution service, Distro, and also Jersey Post's network in the distribution of our titles, ensuring our titles are read far and wide across our fair isle. With our Distro van distributing titles each week, Gallery is picked up more often and in more locations than other magazines.



EXCLUSIVE ISLAND-WIDE
STAND NETWORK

DIRECT SELECTED
BUSINESS DROPS

HOTEL AND HOSPITALITY
TOURIST DISTRIBUTION

We are working with retail distributors to ensure our stands are even more widely distributed and also re-establishing our 'room service' of titles to 4/5 star hotel rooms alongside our What's On title - the official visitor publication of Visit Jersey.

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 prepayment 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 in the first week 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 was our year of renovation so we OOO for now until our office/magazine shop opens in 2023. 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 We are also able to offer clients to ability to spread the cost and pay by direct debit through our payment processor or Paypal. Prepayment packages for annual bookings are 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 at the moment.

RALLY

Our next Galleryrally takes places in September 2024

TEAM

If you'd like to work with Factory as a freelancer or contributor, we'd like to hear from you. Email ben@factory.je

TESTIMONIALS

"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

"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

"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

"As part of our annual advertising package in Places Islander magazine we've had several fantastic looking property profiles from which we've had a great response. This is a glossy magazine that really works for us... Savills have a very high standard of imagery use - and Places and Gallery showcase those pictures perfectly. Being able to offer our clients a property profile is a massive selling point for us when we're undertaking an instruction"

Geri O'Brien,
Savills

"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

FACTORY
MARKETING AND MEDIA

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