

islander

The island's
multi-agent home and
lifestyle magazine.

Now with
direct postal
distribution
that means
business.



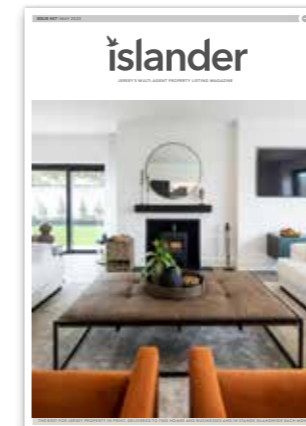
Are your digital ads getting doom-scrolled out?

Get your marketing messages to all island business addresses with an estimated twelve thousand readers in quality print.

* Plus we distribute editions across our islandwide stand network in prominent locations and M&S branches.
 ** Based on just four employees per business reading each edition



JERSEY'S MULTI-AGENT PROPERTY MAGAZINE



Islander is delivered to every Jersey business address, increasing the number of eyes on each edition from two adults per household to significantly more in each workplace.

Islander builds on our core of property-focused content, offering the biggest selection of price banded properties from over 40 local estates agencies. But it won't be just property, there are also interviews and features on new developments, interiors, legal and mortgage advice and architecture.

With a glossy cover and quality production, Islander is a magazine that is retained rather than thrown away, combining quality with guaranteed distribution. The title offers targeting for those wishing to reach a professional readership in their workplace and readers islandwide.

JERSEY'S PRINT TITLE FOR PROPERTY BUSINESS

DELIVERED BY JERSEY POST TO EVERY BUSINESS ADDRESS

FULL COLOUR PREMIUM QUALITY

PLACES
JERSEY'S PROPERTY PORTAL

M&S

EVERYONE ESTATES

In partnership with Places

Pick it up with your shopping

Not just one-agent distribution

Each edition of Islander is shared on places.je, the most looked-at property site for Jersey. The latest edition can be viewed from the site and is shared on the weekly places email when it is released, reaching an audience of 10,000+

With stands in M&S stores and on tillpoints across Jersey, Islander is distributed alongside Gallery across our stand and distribution network.

Many agent are approached by UK agencies who print them 1000 magazines and dump them at their offices with no distribution strategy. We know, as they ask us to distribute them! Advertise in a magazine that is seen at every business address, not just one!

STANDARD RATE CARD AND BOOKING DISCOUNTS

Considering our high print run and coverage, our rates offer strong value, particularly when booked as a campaign of multiple bookings. Whilst we avoid the price high and discount pricing model of some media, we keep rates competitive and relevant to our targeted coverage of the property market.

ANNUAL

Book for the year for the most cost-effective rates, **save 5% more by paying either by Direct Debit or annually in advance.**

Advertisement	Dimensions	single one off rate	3 months 10% off	6 months 20% off	ANNUAL	
					11 bookings 30% off	11 bookings Direct Debit
Full Page	210x297mm + 3mm bleed	900	810	720	630	585
Half Page	Portrait 93 x 277 mm / Landscape 190 x 137mm	550	495	440	385	358
Quarter Page	93mm x 137mm	275	248	220	193	179
Double Page Spread	420mm x 297mm + 3mm bleed	1450	1305	1160	1015	943
Inside Front / Back	420mm x 297mm + 3mm bleed	1250	1125	1000	875	813
Back Cover	210x297mm + 3mm bleed	1600	1440	1280	1120	1040
Premium Banner	60mm x 190mm	300	270	240	210	195
Banner	60mm x 190mm	400	360	320	280	260

BOOK NOW! If you'd like to reach Jersey's property browsers or business coffee table dwellers, direct through their postboxes, calling Ceri Baker on 07797 744345 or email ceri@factory.je

2023 DATES AND THEMES

Islander is published 12 times a year

DEADLINE

We work on a tight turnaround to get Islander out as soon as possible after print, all editorial and artwork must be signed off by this date.

DISTRIBUTION

Places is distributed between the 15th - 22nd of the month, with business distribution by Jersey Post from Monday-Friday.



#	Month	Content/ Editorial	Postal Distribution
1	January	January 12th	January 22nd
2	February	February 9th	February 19th
3	March	March 8th	March 18th
4	April	April 12th	April 22nd
5	May	May 10th	May 20th
6	June	June 7th	June 17th
7	July	July 5th	July 15th
8	August	August 9th	August 19th
9	September	September 6th	September 16th
10	October	October 4th	October 14th
11	November	November 8th	November 18th
12	December	December 6th	December 16th

BOOK NOW! If you'd like to reach Jersey's rural readers, direct through their postboxes, secure your space in our quality rural lifestyle and property focused title by calling Ceri Baker on 07797 744345 or email ceri@factory.je

STANDARD RATE CARD AND BOOKING DISCOUNTS

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ANNUAL

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

Advertisement	Dimensions	single booking one off rate	3 bookings 10% off	6 bookings 20% off	11 bookings Direct Debit
Full Page	210x297mm + 3mm bleed	900	810	720	630
Half Page	Portrait 93 x 277 mm / Landscape 190 x 137mm	550	495	440	385
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Inside Front / Back	420mm x 297mm + 3mm bleed	1250	1125	1000	875
Back Cover	210x297mm + 3mm bleed	1600	1440	1280	1120
Intro Banner	60mm x 190mm	400	360	320	280
Banner	60mm x 190mm	300	270	240	210
Matrix	600 x 400 pixels plus 60 words	120	108	96	84
Gallery Extension. Extend your reach.	An 18 edition booking allowing property content within Gallery at Islander rates. Only for property advertising. Subject to a signed contract and must be paid by direct debit.				

Places-subscribed Estate Agent-Branded Property Pages - Images/copy supplied & designed in our format.

Agent Page	9 properties - supplied images and copy	490	441	392	343
£1m+ Property Profile	Double Page feature - supplied images and copy	900	810	720	630