

Visit Jersey

VisitorMap



Market your business
with Visit Jersey's
official visitor map

Unrivalled distribution

Exclusive airside and seaside distribution at the Ports of Jersey.



Our new, complementary guides will have exclusive distribution in the VisitJersey-branded stands airside at the airport and seaside at the harbour. 160,000 editions of the Map were produced for distribution in 2024/5. 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 Visit Jersey Visitor Map offers consistent, annual coverage for all island visitors.

The most concise map for visitors

Clear, succinct and well-designed maps.

Our Map was redeveloped for 2023 and revised 4 times throughout the year to ensure it was ahead of the game the island leading map product. A clearer, paginated design offers a walking map, a cycling map and bus routes alongside an island map and new, easier-to-use map of St. Helier. Supported by Visit Jersey brand imagery, the Map is the island's best designed and best picked-up map product.

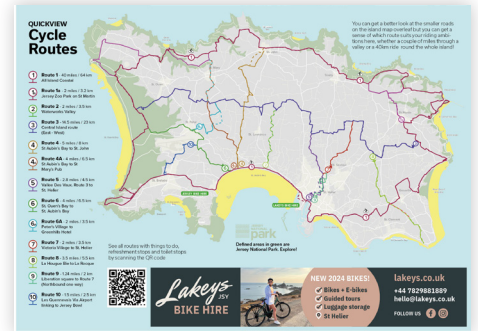


OFFICIALLY JERSEY'S MOST PICKED-UP MAP

EXCLUSIVE DISTRIBUTION AT THE AIRPORT AND HARBOUR

ONE MAP, MULTIPLE USES FIVE MAPS IN ONE

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 T14 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 Ben on 01534 811100 or email ben@factory.je

Official Map : The town side.

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

Research has shown that people using the town side of other visitor maps in its present format tend to fold away the advertising (Right). With a map sat sideways, it is 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 other maps 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* cost per 1000
Back Cover				
T1	115mm x 165mm	£87	£376	£25
Walking Map Banner				
T2	160mm x 30mm	£26	£111	£7.37
Island Map Spaces				
T3	53mm x 53mm	£17	£74	£4.91
T4	53mm x 53mm	£17	£74	£4.91
T5	53mm x 53mm	£17	£74	£4.91
T6	53mm x 80mm	£24	£105	£7
T7	53mm x 80mm	£24	£105	£7
T8	53mm x 53mm	£17	£74	£4.91
T9	53mm x 53mm	£17	£74	£4.91
T10	53mm x 53mm	£17	£74	£4.91
T11	53mm x 80mm	£24	£105	£7
T12	53mm x 80mm	£24	£105	£7
Cycle Map Banner				
T13	160mm x 30mm	£26	£111	£7.37
Welcome Spread Banner				
T14	226mm x 53mm	£61	£265	£17.68
Legend / King St Banner				
T15	226mm x 53mm	£26	£111	£7.37

The best value and distribution of any map advertising.

All prices subject to 5% GST

We have set our 2025 rate as £17 per square per week, just £74 per month. This equates to just £4.91 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 will be 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.

Updated legend and icons Clear maps with relevant content

Our island map 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	79mm x 111mm	51	155	£10.31
M2	79mm x 111mm	51	155	£10.31
M3	106mm x 53mm	32	140	£9.33
M4	165mm x 53mm	46	199	£13.26
M5	106mm x 53mm	32	140	£9.33
M6	53mm x 53mm	£17	£74	£4.91
M7	53mm x 53mm	£17	£74	£4.91
M8	53mm x 56mm	£17	£74	£4.91
M9	53mm x 111mm	32	140	£9.33
M10	53mm x 111mm	32	140	£9.33
M11	53mm x 53mm	£17	£74	£4.91
M12	53mm x 53mm	£17	£74	£4.91

Space	Dimensions	Weekly cost per week	Monthly charged by Direct Debit	CPT* based on 180,000 maps
Island Map Spaces				
M13	53mm x 53mm	£17	£74	£4.91
M14	106mm x 53mm	32	140	£9.33
M15	165mm x 53mm	43	187	£12.48
M16	106mm x 53mm	32	140	£9.33
M17	79mm x 111mm	43	187	£12.48
M18	79mm x 111mm	43	187	£12.48
M19	79mm x 111mm	43	187	£12.48
St Aubin Map Spaces				
M20	53mm x 53mm	£17	£74	£4.91
M21	53mm x 53mm	£17	£74	£4.91
Gorey Map Spaces				
M22	53mm x 53mm	£17	£74	£4.91
M23	53mm x 53mm	£17	£74	£4.91

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