

JERSEY'S PREMIUM PERIODICAL

GALLERY

STYLE | CULTURE | BUSINESS



MEDIA PACK / RATECARD 2025

FACTORY

GALLERY

20 YEARS OF REFLECTING ON JERSEY



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.

2025 EDITIONS

2025 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
200	February March	200U	Bridal Bible. Women in Business	17th January	24th January
201	April May	TIME	Gradu8. New Business, Generations	14th March	21st March
202	June July	OFFSET	Agenda: Law. Ecology	16th May	23rd May
203	August September	SUBCULTURE	Gradu8.	17th July	24th July
204	October November	CHANGE	Agenda: Wealth. Family Law	17th September	24th September
205	December January	REFLECTIVE	Gradu8. Gorgeous Gift Guide	14th November	21st November

AFFORDABLE LUXURY

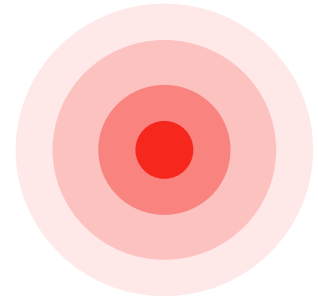
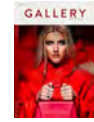
Our focus is creating a magazine that is more stylish and better produced than other regular Jersey media options, projecting quality without being elitest. It is always hard to be all things to all people, but by maintaining a fresh editorial tone-of-voice through specialist, organised sections, Gallery 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 Gallery therefore not only looks its best, but also offers market-leading value.

WHO IS GALLERY'S READER?

YOU ARE!

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 our content; it's about them and people they know. They've moved on from traditional media for news, but still enjoy premium magazine titles that sit on their coffee tables and look good. From CEOs to OAPs, VIPs to MIAs, Gallery appeals across the board. Some magazines 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. It's very hard with traditional media to provide the sort of granular data of a digital campaign, so below are some of our typical reader profiles.



FORWARD-THINKING ABC1 READERSHIP

READERS FROM EIGHTEEN TO EIGHTY

PEOPLE WHO APPRECIATE STYLE & SUBSTANCE



THE URBAN 20 SOMETHING

Our core readers for 20 years.

It was our profile when we began producing Gallery and continues to form the backbone of our targeting and content. Gallery acts as a reflection for this audience as they begin and grow through their careers, start to spend, get married and buy their first homes.

This audience are progressive, experientially focused, upwardly mobile and desire new experiences and products. They care about provenance and supporting small businesses.



THE MIDDLE-AGE REBEL

Established and rebellious.

The core audience that grew up with Gallery are now in their 40s and have progressed in their careers and are more settled. They have families, are more financially secure and are building their family homes. They're replacing matching and hatching with collecting key pieces and living for that stolen special night. We profile their businesses, feature their work and celebrate their achievements.



THE QUICK SILVERS

Staying relevant.

We've always been flattered that the more mature reader looks to connect with our vibrant approach. Whether it's spotting their children in our events section or grandchildren in the Paparazzi nightlife pages, this audience still strives to stay on the ball as they maintain their mature gardens and stay engaged in the arts. They want to stay versed with the latest restaurants and entertainment and have time and money to spend.

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. We produce between 5000 and 6000 copies per edition and reach an audience of 20,000 ABC1 readers.

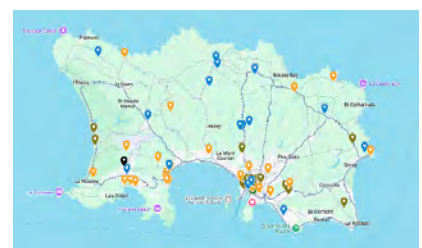


EXCLUSIVE ISLAND-WIDE
STAND NETWORK

DIRECT SELECTED
BUSINESS DROPS

HOTEL AND HOSPITALITY
TOURIST DISTRIBUTION

We are constantly working with 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. We have exclusive distribution with Marks and Spencer and our editions fly out of stands island-wide in locations including cafes and garden centres. See our core outlets listed at www.gallery.je/distribution



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



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

CULTURE & THE ARTS



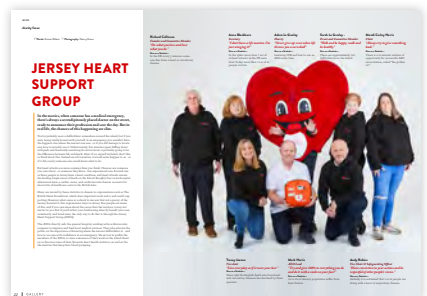
Reflecting Jersey's unique creativity, we feature local art, culture and creative work along with events and projects.

LOCAL PERSONALITIES



Notorious, notable or just downright interesting, we celebrate iconic islanders and share their opinions and stories.

CHARITY



Each issue we like to present news from local charities and profile the altruistic islanders who form local charity groups.

TECHNOLOGY / HARDWARE



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

BUSINESS FEATURES



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

RELATIVE VALUES



Family members, business partners or partners in crime? We feature Q&As with couples and triples who share common values.

FOOD & DRINK



We feature reviews of new restaurants, news updates on all things foodie and honest taste tests of local delicacies.

SPORTS



If you're a local sportsperson or sports team, we'd love to celebrate your successes and encourage islanders to get into your sport.

PAPARAZZI



We've got a 20 year archive of Jersey having a good time. Each edition, we feature a snapshot of Jersey nightlife.

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.



DEDICATED TO CREATIVE
LOCAL CONTENT

LONG SHELF-LIFE WITH
6 EDITIONS A YEAR

CONTENT THAT OFFERS
STYLE AND SUBSTANCE

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 reach and 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	2 bookings	4 bookings
		one off rate	10% off	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
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

All prices subject to 5% GST

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**.

*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%



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”

Gerri 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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