

Island Business

MEDIA PACK RATE CARD

Advertise in
Island Business
magazine



Island Business magazine: **PUBLISHED BY THE IW CHAMBER**

- Island Business magazine is a highly effective way of reaching businesses like yours.
- Published by the Isle of Wight Chamber of Commerce, a physical printed edition of the magazine is mailed out to every IW Chamber member and is available at pick-up locations across the Island.
- You can also sign up to receive the magazine digitally, straight to your inbox.
- Island Business magazine is trusted, authoritative and upbeat, with a high value readership.
- Read monthly by business owners, CEOs, decision makers, managers and high net worth individuals, Island Business is a very cost-effective way of reaching the people you'll want to do business with.



Island Business magazine: **SCHEDULE**

OCTOBER 2021 edition
(pre-Expo issue)

Street date / delivered circa 15th September
Advertising copy received by 26 August

NOVEMBER 2021 edition
(post-Expo issue)

Street date / delivered circa 15 October
Advertising copy received by 27 September

DECEMBER 2021 edition

Street date / delivered circa 26 November
Advertising copy received by 7 November

JAN / FEB 2022 edition

Street date / delivered circa 3 January
Advertising copy received by 7 December

For advertorial features or for adverts that require design work we would require materials ahead of the copy deadlines in order to allow time for production and proofing

Advertise in Island Business magazine:

OUR RATE CARD

	Non-member rate	Member discount
Double Page Spread	£1300	£975
Full Page	£685	£514
Half Page	£425	£319
Quarter Page	£250	£188

Series Booking Discount
3 issues 5%
5 issues 7.5%
10 issues 10%

All rates are per issue and do not include VAT

ADVERTISEMENT SPECIFICATIONS

Advert Size	Width in mm	Height in mm
DOUBLE PAGE SPREAD (allow 3mm bleed) Overall type area 396 x 259mm. Top border 18mm. Bottom border 20mm. Side border 12mm	420	297
FULL PAGE (allow 3mm bleed) Overall type area 185 x 259mm. Top border 18mm. Bottom border 20mm. Side border 12mm	210	297
FULL PAGE within type area (boxed)	186	259
HALF PAGE (horizontal)	186	125
HALF PAGE (vertical)	89	259
QUARTER PAGE (vertical)	89	125

Print ready artwork must be supplied as a PDF in CMYK colour format. 300dpi at 100% finished advert size.

Full page and double page spread adverts should have 3mm bleed and cropmarks.

Adverts that do not bleed off the page can be supplied without bleed and cropmarks.

SEND US YOUR STORY

Island Business magazine thrives on news stories about businesses celebrating success. Make sure you send us your press releases! Tell us what's going on with your business.

Are you celebrating a milestone or marking an anniversary? Launching a new product?

Have you made a new appointment or promoted a staff member? Moved to new premises?

Email the editor with around 200 words and a photo.

Email: tom.stroud@iwchamber.co.uk

