

Island Business

MEDIA PACK RATE CARD

Advertise to the
Island's business
community



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 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.



BOOK AN ADVERTORIAL

- If you've got an announcement, a product, service or a message that would be best delivered as a feature, why not book an Advertorial page?
- You supply the text and a selection of images - typically 550 words for a full page; 900 words for a double page feature. Our designers will lay out your page, in Island Business style, for your approval.
- Prices from £500 per page.
- To discuss – please email: tom.stroud@iwchamber.co.uk



Island Business magazine: **SCHEDULE**

JANUARY / FEBRUARY 2024 edition

Advertising copy received by 15 December
Street date / delivered circa 5 January

MARCH / APRIL 2024 edition

Advertising copy received by 9 February
Street date / delivered circa 23 February

MAY / JUNE 2024 edition

Advertising copy received by 12 April
Street date / delivered circa 26 April

JULY / AUGUST 2024 edition

Advertising copy received by 7 June
Street date / delivered circa 21 June

SEPTEMBER / OCTOBER 2024 edition

Advertising copy received by 9 August
Street date / delivered circa 23 August

NOVEMBER / DECEMBER 2023 edition

Advertising copy received by 11 October
Street date / delivered circa 25 October

JANUARY / FEBRUARY 2025 edition

Advertising copy received by 13 December
Street date / delivered circa 6 January

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

It's good to know...

Island Business magazine
**HELPS SUPPORT A
SUSTAINABLE
ECOSYSTEM**



Advertise in Island Business magazine: **OUR RATE CARD**

	Non-member rate	Member discount
Double Page Spread	£1430	£1075
Full Page	£750	£565
Half Page	£465	£350
Quarter Page	£275	£205

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





IWChamber

The Island's Business Network

iwchamber.co.uk

Talk to us today about Island Business magazine and sharing your message with the Island's business community

Contact the editor:

tom.stroud@iwchamber.co.uk

Advertising and sales:

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