

# Media Pack

2019 Advertising opportunities  
with Isles of Scilly Travel



# Welcome

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We provide the transport to and from the Isles of Scilly. So far in 2018 we have welcomed over 209,000 passengers aboard Skybus, Island Helicopters and Scillonian III. Our audience are interested in finding out about services and products that will enhance their experience whilst visiting the Isles of Scilly.

'S Magazine' is our main publication and is a fantastic tool for those preparing to travel to the islands. Packed with handy guides and tips; together with inspiring lifestyle and entertainment content. Now in its fifth year 'S Magazine' continues its year on year success and offers a range of advertising options.

We also have several other unique opportunities available to promote your business. Our boarding cards offer a quirky way to get your message across and our digital screens are a great way to promote your business to a captive audience. We also have advertising spaces on our very popular Scillonian onboard WiFi and new for 2019 is our new online accommodation directory for properties on the islands and around our four departure points.

To advertise or to find out further information please contact:

**Alice Lamming** Tel 01736 334235

**Helen Cole** Tel 01736 334222

Email [marketing@islesofscilly-travel.co.uk](mailto:marketing@islesofscilly-travel.co.uk)

For brand partnerships and sponsorship opportunities please contact:

**Sharon Sandercock** Tel 01736 334240

Marketing and Communications Manager

Email [ssandercock@islesofscilly-travel.co.uk](mailto:ssandercock@islesofscilly-travel.co.uk)

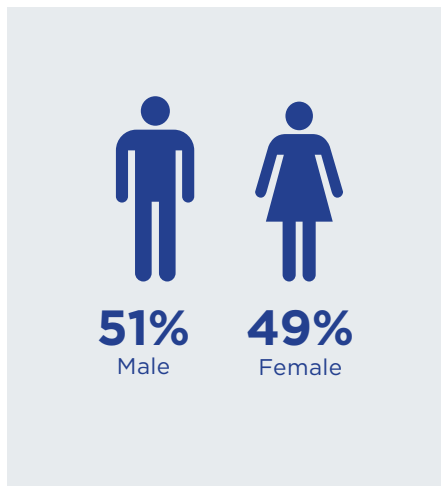
[www.islesofscilly-travel.co.uk](http://www.islesofscilly-travel.co.uk)



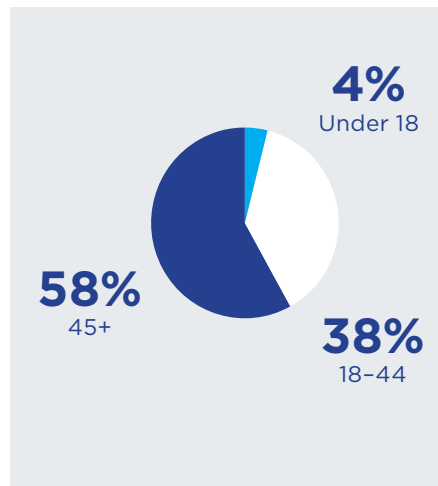
# Discover our passengers

Passengers to the Isles of Scilly are affluent, high earners, who reside in the wider south west, London and the home counties.

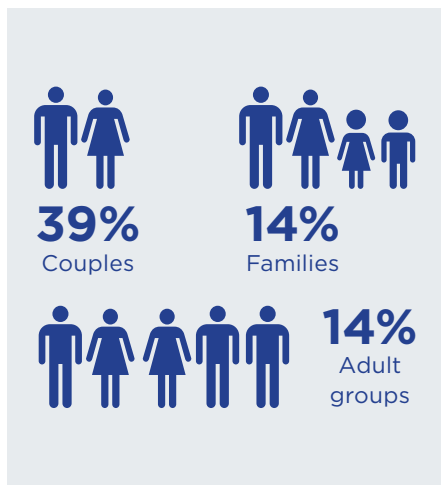
## Gender Split



## Passenger Age



## Party Composition



## Key Audiences



## Why advertise with us?

The journey to the Isles of Scilly starts and ends with Isles of Scilly Travel. In 2018 we welcomed in the region of 209,000 passengers.

We have captive audiences who are exposed to our advertising channels at a number of touch points.

# 212,000

potential viewers in 2018

## Passenger Interests



Food and fine dining

Local Shopping

Coastal & countryside walking

Unique Holiday

Destinations & Experiences

Holidays in Cornwall  
& the Isles of Scilly

Wildlife

Arts and crafts

Dog friendly holidays



## Our distribution outlets include

- Isles of Scilly Travel Centres on St Mary's and in Penzance
- Land's End Airport
- Newquay Airport - inc business lounge
- Exeter Airport - inc business lounge
- St. Mary's Airport
- On-board Skybus
- On-board Scillonian III
- Scillonian Park and Ride (new for 2019)
- Penzance Tourist Information Centre
- Accommodation providers on Scilly and around our departure points
- Numerous other outlets on Scilly



## S Magazine

Our magazine is distributed for free to both our air and sea passengers and it is also available to non-passengers at our connecting airports and growing list of third-party outlets. S Magazine has a variety of features from travel information, things to see and do on the islands to where to dine, activities

to keep children entertained during the crossing on-board the Scillonian III or whilst waiting at the airport. If you would like to undertake larger advertorial spaces, sponsor articles or have ideas on brand partnership opportunities please get in touch to discuss.

**Print run of 25,000**

## Rates and Specification



**Full page advert (9 spaces)**  
Cost £700



**Half page advert (10 spaces)**  
Cost £350



**Product page inclusion (9 spaces)**  
Cost £150

2019 Edition – Issue 05  
Copy Deadline: 30th January 2019  
Publication Date: Spring 2019

Full artwork specifications for S Magazine Issue 5, will be distributed to all booked advertisers.

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## Skybus & Island Helicopter Boarding Cards

Our boarding cards are given to every air passenger at check-in until departure, allowing maximum visibility. The entire reverse is available for advertising, giving your business year-round promotion.

### Detail

Size 8 spaces available 105w x 130h + 3mm bleed  
 Cost £750  
 Supply Press resolution PDF  
 Notes One design per advert booking.



## Scillonian Boarding Cards

Our boarding cards are given to every sea passenger and Fly+Sail passenger. The reverse of the ticket has an area of 93 x 64mm for your businesses advert, allowing for maximum viewing across all platforms.

### Detail

Size 3 spaces available 93w x 64h + 3mm bleed  
 Cost £750  
 Supply Press ready PDF. A black box will overlay the notes artwork bottom left keep text out of this area.



## Digital screens

We have 12 x 48inch digital screens playing a rotation of your advert on Scillonian III and at our airport at Land's End. With a sailing time of 2hrs and 45 mins this is a great opportunity to promote your business to a captive audience.

### Detail

Size 1920w x 980h px  
 Cost £350 each  
 Supply JPEG, TIFF or PSD  
 Notes Please keep graphics simple and the text large as screens are viewed from a distance.



## Scillonian WiFi

Our very popular on-board WiFi services for Scillonian passengers offers two advertising spaces on its login screen. Every user must pass this page to access the WiFi and to view a list of available options, special deals and offers.

### Detail

Size 2 spaces available 250 x 250 pixels  
 Cost £850  
 Supply JPEG or GIF  
 Notes Please do not supply animated GIFs.

### Please note

The advertising spaces above are limited and will be offered to existing advertisers first. If you currently have one of these spaces and would like to renew please let us know by 31/12/18, after this date they will be offered to businesses who have registered an interest.

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New  
for 2019

Showcase your property on the most visited website for the Isles of Scilly



## Accommodation Listing

Showcase your property with a free listing on our website's new accommodation directory. In the last year our website has seen over 570,000 unique visitors viewing over 3.5 million pages.

Your free listing will include four images, a short description including from price and a link to your own website.

Upgrade to one of our limited premium listings and let people see how special your accommodation is with 4 additional images, 1 video, extended property description and brochure download.

### Detail

|        |  |
|--------|--|
| Cost   | Standard: FREE   Premium: £475           |
| Supply | Photos: JPEG or PNG                      |
| Notes  | Video: MP4 Web Ready (Max. Length 2 min) |
|        | Brochure: PDF Optimised for web          |

## How do I book?

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