

# Media Pack

2020 Advertising Opportunities  
with Isles of Scilly Travel





# Welcome

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We are Isles of Scilly Travel, providers of air and sea transport services to the Isles of Scilly. In 2019, we welcomed over 215,000 passengers aboard our services and in 2020 we will be celebrating our 100-year anniversary. We can help to promote your brand with exposure at multiple locations and unique touch points in Devon, Cornwall and on the Isles of Scilly. Our audiences are excited to learn about products and services that will enhance their experience whilst visiting the Isles of Scilly.

'S Magazine' is our main publication and is a fantastic guide for those visiting the Isles of Scilly. Combining guest features, celebrations, handy guides and tips; 'S Magazine' is designed to connect with its reader with inspiring and engaging content. Re-designed in 2019, 'S Magazine' is growing in popularity and offers a range of advertising options.

We 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. New to 2020, we're offering a display space in our Scillonian undercover walkway; we also have advertising spaces on our very popular Scillonian onboard Wi-Fi and our online accommodation directory for properties on the islands and around our four departure points.

To advertise or to find out further information please contact the marketing team on:

Telephone 01736 334235

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

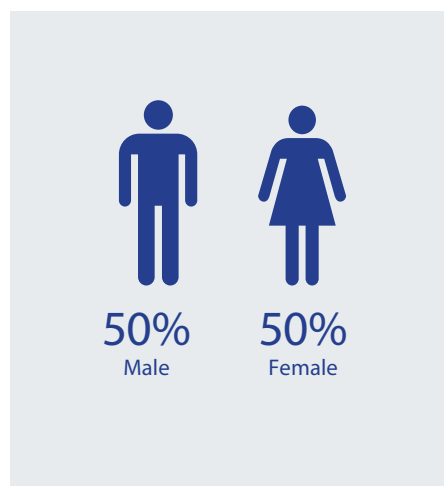
Email [ssandercock@islesofscilly-travel.co.uk](mailto:ssandercock@islesofscilly-travel.co.uk)

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

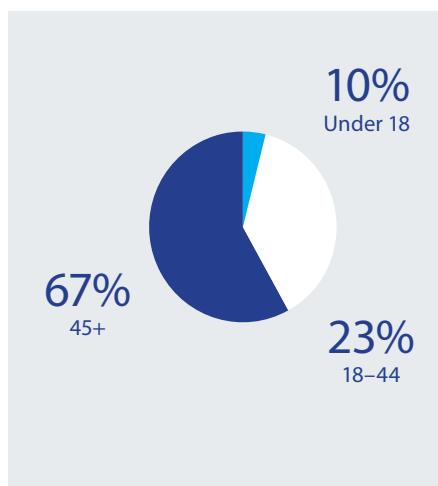


# Discover our passengers

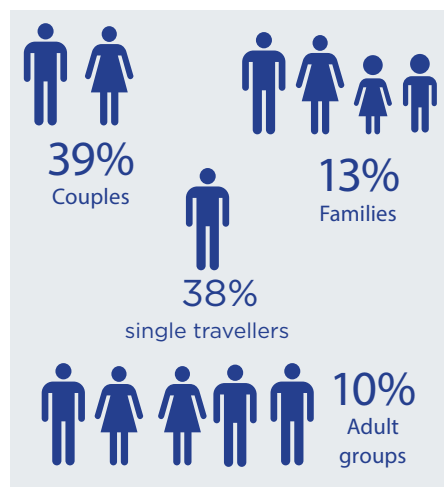
Gender Split



Passenger Age



Party Composition



Key Audiences



## Passenger Interests



Food and fine dining

Local Shopping

Coastal & countryside walking

Unique Holiday

Destinations & Experiences

Holidays in Devon, Cornwall  
& the Isles of Scilly

Wildlife

Arts and crafts

Dog friendly holidays



## Why advertise with us?

The journey to the Isles of Scilly starts and ends with Isles of Scilly Travel. In 2019 we welcomed in the region of 215,000 passengers.

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

**218,000**  
potential viewers in 2020

## Our distribution outlets include

- Isles of Scilly Travel Centres on St Mary's and in Penzance
- Land's End Airport
- Newquay Airport – including the business lounge
- Exeter Airport – including the business lounge
- Numerous other outlets on the Isles of Scilly and in Cornwall and Devon.



## 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

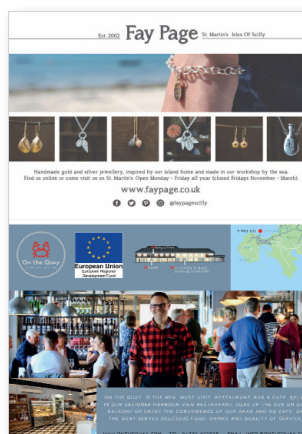
to keep children entertained during the crossing on-board the Scillonian III or whilst waiting at the airport. If you would like to undertake larger advertorial spaces, sponsor articles or have ideas on brand partnership opportunities please get in touch to discuss.

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

2020 Edition – Issue 06  
Copy Deadline: 31st December 2019  
Publication Date: Spring 2020

Full artwork specifications for S Magazine Issue 6, will be distributed to all booked advertisers.

To secure your space or to find out further information please contact:  
Telephone 01736 334235 Email [marketing@islesofscilly-travel.co.uk](mailto:marketing@islesofscilly-travel.co.uk)



## Skybus 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	£500
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	£700
Supply	Press ready PDF. A black box will overlay the notes
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 1080h px
Cost	£400
Supply	JPEG, TIFF or PSD
Notes	Please keep graphics simple and the text large as screens are viewed from a distance.



## Advert boards on Penzance Quay

NEW for 2020

\*NEW\* to 2020, we are offering 3 advertisers the chance to display their advert on our undercover walkway on Penzance quay. A prime spot for for viewing as passengers pass to board Scillonian III.

### Detail

Size	TBC
Cost	£800
Notes	Further details and specs will be available soon

## Scillonian WiFi

Our very popular onboard WiFi services for Scillonian passengers offers two advertising spaces on its login screen.

### Detail

Size	2 spaces available 250 x 250 pixels
Cost	£500
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 31/12/19, after this date they will be offered to businesses who have registered an interest.





## Accommodation

Let's make visiting  
Scilly easier than ever

Updated  
for 2020



## Accommodation Listing

Showcase your property with a free listing on our website's new accommodation directory. 71% of all customers book online and 58% of all passengers book 1 or more nights accommodation in Devon and Cornwall as part of their Isles of Scilly trip.

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?

To secure your space 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)

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