

# Media Pack

2021 Advertising Opportunities  
with Isles of Scilly Travel

ISLES OF SCILLY  
**Travel**



Delivering for Scilly

# Welcome

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We are Isles of Scilly Travel, providers of air and sea transport services to the Isles of Scilly. We can help to promote your brand with exposure across our digital channels and at multiple locations across our services 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 tool 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. It's growing in popularity and offers a range of advertising options to suit all budgets.

We have several other unique opportunities available to promote your business. Our digital screens are a great way to promote your business to a captive audience and our display space in our Scillonian undercover walkway has a captive audience; 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:

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

For brand partnerships and sponsorship opportunities please contact:

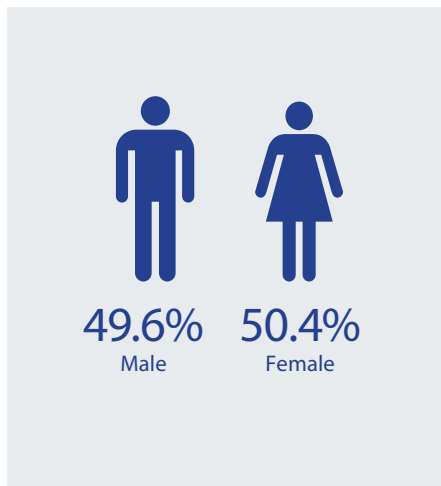
Sharon Sandercock      Tel 01736 334240  
Marketing and Communications Manager  
Email [ssandercock@islesofscilly-travel.co.uk](mailto:ssandercock@islesofscilly-travel.co.uk)

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

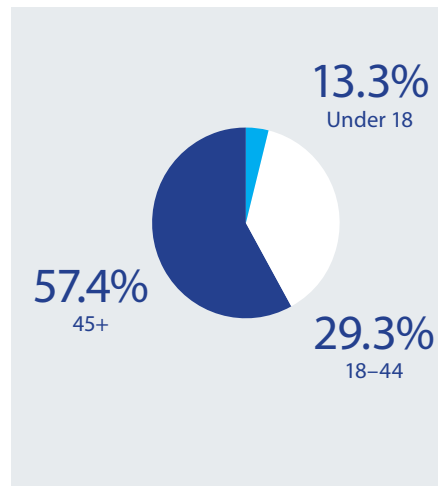


# Discover our passengers

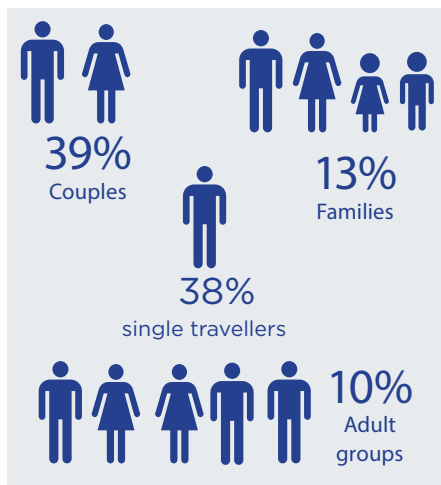
## Gender Split



## Passenger Age



## Party Composition



## Key Audiences



## Passenger Interests



UK Staycation destination

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?

We have captive audiences who are exposed to our advertising channels at a number of touch points before, during and after their visit.

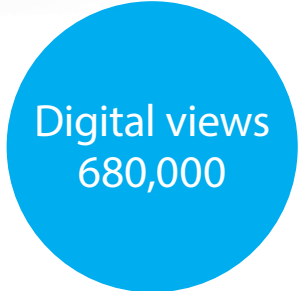
With a digital reach of 680,000, we can help your product or service to raise awareness and to increase it's visibility.



## S Magazine

Our magazine is available to read online at [islesofscilly-travel.co.uk/s-magazine](http://islesofscilly-travel.co.uk/s-magazine). S Magazine has a wealth of features with travel information, activities on the islands and accommodation options at our four departure points.

If you would like to undertake larger advertorial spaces, sponsor articles or have ideas on brand partnership opportunities please get in touch to discuss.



## Rates and Specification



Full page advert  
Size 170 x 240 mm  
Cost £550



Half page advert  
Size 140 x 103 mm  
Cost £225



Products page  
Size 1 high res image with a cut to white background  
Cost £100



Accommodation listing  
Size 70h x 45w mm  
Cost £100  
\*Listing includes 3 photos, location and contact details and a space in our online accommodation listing.

2021 Edition – Issue 07  
Copy Deadline: 24th March 2021  
Publication Date: Spring 2021

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



## 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 1000h px
Cost	£400
Supply	JPEG and no larger than 500kb
Notes	Please keep graphics simple and the text large as screens are viewed from a distance.



## 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 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 24/03/2021, after this date they will be offered to businesses who have registered an interest.



## Advert boards on Penzance Quay

Display your advert on our undercover walkway on Penzance quay. A prime spot for for viewing as passengers pass to board Scillonian III.

### Detail

Size	482.6 w X 431.8 h mm
Cost	£800



## Accommodation

Let's make visiting  
Scilly easier than ever

Updated  
for 2021



### Accommodation Listing

Showcase your property with a 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 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: £100   Premium: £375
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:  
alamming@islesofscilly-travel.co.uk  
or  
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



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