

# Isles of Scilly Travel

## Media Pack 2022



ISLES OF SCILLY  
**Travel**



# Welcome

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.

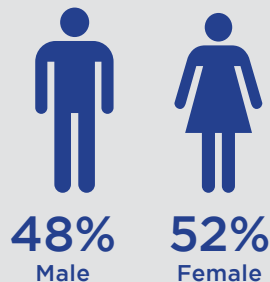
'S Magazine' is our main publication and is a fantastic tool for those visiting the Isles of Scilly. Combining guest features, celebrations, handy guides and tips; 'S Magazine' is designed to connect with its reader with inspiring and engaging content. It's growing in popularity and offers a range of 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. New for 2022 we're offering Scilly businesses the opportunity to showcase your products or services by working with us to create an online advertising package to raise awareness of your business amongst a relevant audience.

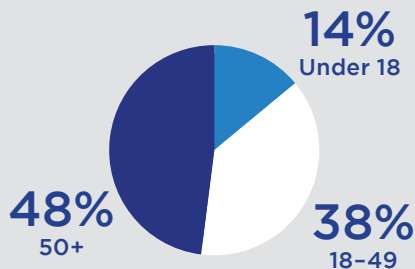


# Discover Our Passengers

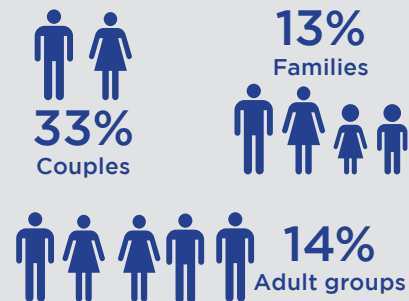
## GENDER SPLIT



## PASSENGER AGE



## PARTY COMPOSITION



We target our travel to three target audience groups.



# Passenger Interests



# 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.

We welcomed more than **260,000** passengers this year and our website has over **69,000** monthly unique visitors we can help your product or service to raise awareness and to increase it's visibility.





Our magazine is available for everyone to read online for free.

S Magazine has a variety of features from travel information, things to see and do on the islands to where to dine, accommodation options and 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.

# Rates & Specification

2022 Edition - Issue 8 | Copy Deadline: 28th January 2022 | Publication Date: 21st March 2022

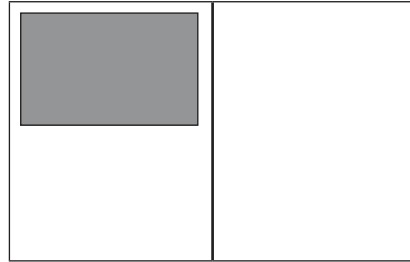


## Full Page Advert

**Bleed:** 176x246mm

**Trim:** 170x240 mm

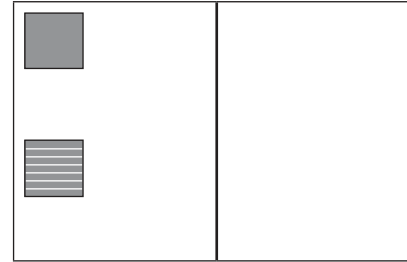
**Cost:** £550



## Half Page Advert

**Trim:** 140x103 mm

**Cost:** £225

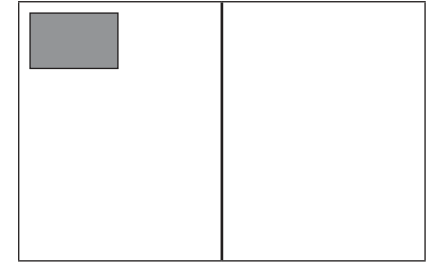


## Product Listing

**Includes:**

- 1 high res image with transparent or white background
- Product description (max. of 50 words)
- Product URL

**Cost:** £100



## Accommodation Listing

**Includes:**

- 3 high res images
- Accommodation name
- Accommodation location
- Accommodation URL
- Standard listing on our online directory

**Cost:** £125

### Specification

- All colours must be CMYK
- All fonts must be embedded or outlined
- Images should be at least 300dpi
- Acceptable file formats: PDF, JPEG, PNG

# Working with us

Showcase your product or service by creating a digital package to raise awareness of your business amongst a relevant audience *(open to businesses on the Isles of Scilly only)*.



## Blog Post

### What's included:

- Up to 500 words of copy
- 3 images
- 1 hyperlink
- Social post on our channels showcasing the blog
- Medium e-newsletter feature linked to the blog

**Cost:** £325



## Social Media Post

### What's included:

- A post on Instagram, Facebook and Twitter.
- Up to 280 characters
- 1 image
- 1 hyperlink
- Your handle included

**Cost:** £75



## Monthly E-Newsletter

### Premium Feature includes:

- Higher prominence
- 1 image
- Up to 250 characters
- 1 hyperlink

**Cost:** £100



## Monthly E-Newsletter

### Standard Feature includes:

- 1 image
- Up to 150 characters
- 1 hyperlink

**Cost:** £75

Avg. monthly  
web views  
119,500+

Social  
followers  
48,000+

E-newsletter  
subscribers  
180,000+



# Christmas Gift Listing

Showcase your product or service for Christmas amongst a relevant audience by featuring in our December blog, scheduled for the first week of the month. *(open to businesses on the Isles of Scilly only).*

## What's included:



- Up to 50 words of copy in our December Christmas Gift List Blog
- 1 image with transparent or white background
- 1 hyperlink
- Blog featured as the leading story in our December e-newsletter
- Blog featured on all our social media channels

Cost  
£75

Xmas email  
opens  
25,000+

Avg. time on  
Xmas blog  
00:06:35

Social media  
Xmas post imp.  
6,900+



### 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 45mins this is a great opportunity to promote your business to a captive audience.

- **Size:** 1920x1000px
- **Format:** JPEG
- **File size:** Max. 500kb
- **Cost:** £400 / £700

**Note:** Please keep graphics simple and 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.

- **Size:** 250x250px
- **Format:** JPEG or GIF
- **Cost:** £500

**Note:** Please do not supply animated GIFS.



### Advert Boards

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

- **Size:** 482.6x431.8mm
- **Format:** PDF or JPEG
- **Images:** At least 300dpi
- **Colour:** CMYK
- **Cost:** £800

**Note:** All fonts must be embedded or outlined



### Online Listing

Showcase your property with a listing on our website's accommodation directory.

#### Standard entry Includes:

- 4 images
- A short description
- From price
- 1 hyperlink
- **Cost:** £100

#### Premium entry Includes:

- 8 images & 1 video
- Extended description
- Brochure download
- From price
- 1 hyperlink
- **Cost:** £375

# How do I book?

To secure your space or to find out further information please contact:

**Jade Thomas**

jthomas@islesofscilly-travel.co.uk

01736 334222

**Helen Cole**

hcole@islesofscilly-travel.co.uk

01736 334235

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

For brand partnerships and sponsorship opportunities please contact:

**Sharon Sandercock**

Marketing and Communications Manager

ssandercock@islesofscilly-travel.co.uk

01736 334240



**PLEASE  
NOTE**

Advertising spaces are limited and will be offered to existing advertisers first. If you currently have one of these spaces please let us know by **29/10/2021** if you would like to renew, after this date they will be offered to businesses who have registered an interest.