

Advertise with us

Media Pack 2024



ISLES OF SCILLY
Travel

A graphic element of the Isles of Scilly Travel logo, consisting of stylized, overlapping blue and red shapes that resemble waves or a flag.

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 very popular **digital packages** return after a successful launch in 2022.



**ANNUAL
PASSENGERS**
190,000+



**EMAIL
DATABASE**
167,000+

**SOCIAL
FOLLOWING**
56,000+

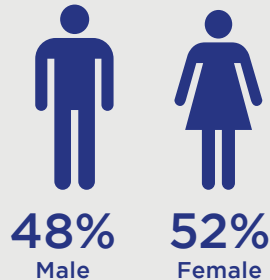


**MONTHLY WEB
SESSIONS**
130,000+

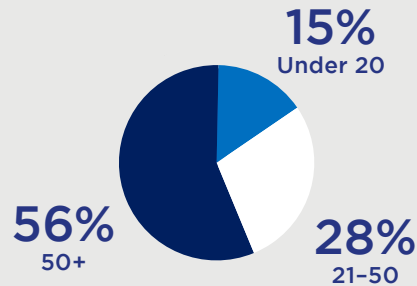
**MAGAZINE
CIRCULATION**
**ALL DEPARTURE
POINTS,
FREE FOR
PASSENGERS**

Discover Our Passengers

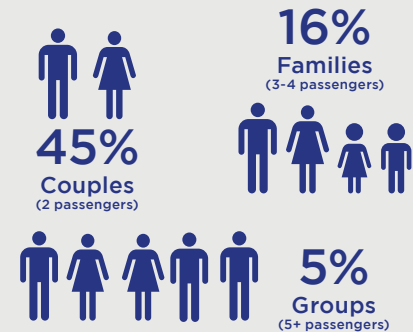
GENDER SPLIT



PASSENGER AGE



PARTY COMPOSITION



We target our travel to these three audience groups.

AFFLUENT
PROFESSIONAL
COUPLES



ACTIVE EMPTY
NESTERS



ASPIRATIONAL
FAMILIES



Passenger Interests



S-Magazine

S Magazine



Print run
15,000

Also
circulated
digitally.

Our magazine is available for everyone to read online for free and will be available in print to both our air and sea passengers at all of our travel departure points.

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 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.

S-Magazine | Full page advert

2024 Edition - Issue 10 | Publication Date: March 2024

£550

FULL PAGE ADVERT

Bleed: 176x246mm

Trim: 170x240 mm

COST: £550

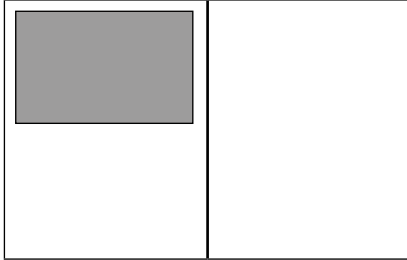
Advert Specification

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



S-Magazine | Half page advert

2024 Edition - Issue 10 | Publication Date: March 2024



£275

HALF PAGE ADVERT

Trim: 140x103 mm

COST: £275

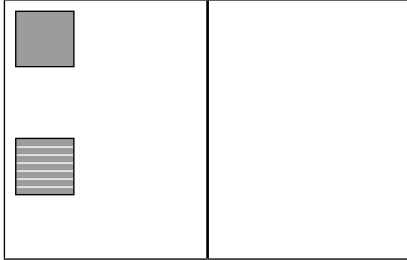
Advert Specification

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



S-Magazine | Product listing

2024 Edition - Issue 10 | Publication Date: March 2024



£140

PRODUCT LISTING

Includes:

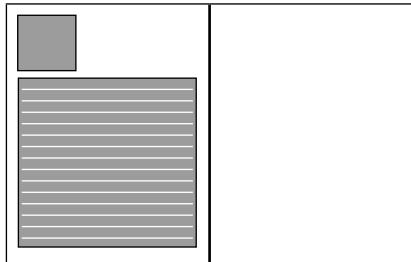
- 1 high res image
- Aspect ratio 1:1
- Business name
- Product description
- Website URL

COST: £140



S-Magazine | Advertorial NEW

2024 Edition - Issue 10 | Publication Date: March 2024



£600

ADVERTORIAL

Includes:

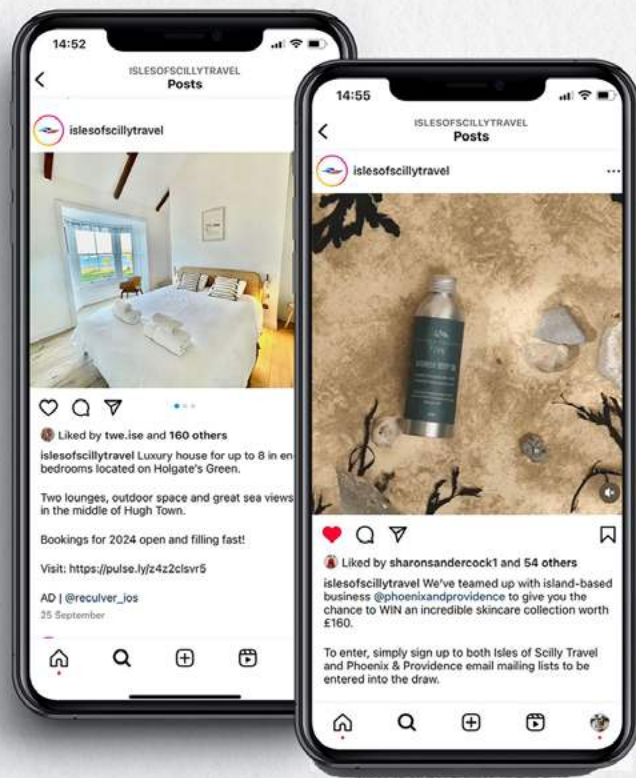
- Single page article
- 1-3 images
- 300-400 words
- Website URL
- Company logo

COST: £600



Social media posts

Digital



FOLLOWING
56,000+

MONTHLY
IMPRESSIONS
1.5M +

£100

SOCIAL MEDIA POST

What's included:

- A post on Instagram, Facebook and Twitter.
- Up to 280 characters
- Up to 3 images or one 30 second video (max. 4GB)
- 1 hyperlink
- Your handle included

COST: £100



“Scilly Chilli is a relatively new business located on Bryher. Advertising is important to us but we have a very small budget which we must spend wisely.

When we were asked if we'd like to take part in the Isles of Scilly Steamship Company's Christmas marketing promotion we soon realised that this was a great opportunity.

They have a lot of followers on social media who have a real love for the islands and they want to support the islands.

The return on investment was truly incredible and resulted in our busiest 24 hours of the entire Christmas period.

For us it was very easy this year to decide if we wanted to take part again. It is a huge yes. ”



Competition package

Digital

£500

COMPETITION PACKAGE

What's included:

- **Blog post hosted on IOST website**

Write up to include business bio, prize offering and competition terms and conditions.

- **Data capture (email)**

Data capture sign-up form embedded within the blog (form created and provided by IOST). All opt-in data shared at end of campaign.

- **Social post promotion**

Social post across all IOST channels (Instagram, Facebook and Twitter) promoting the competition.

- **Email newsletter feature**

Feature within an IOST email newsletter promoting the competition.

Advertiser to provide prize offering.

COST: £500

“ The majority of my sales are online and I find my email list my most engaged customers.

The competition email opt-in seemed a good way to grow my list, and paired with an e-news slot it maximised the number of people who would find out about the competition.

I am really happy with the results, with over 1200 email sign ups.

Not only was the campaign successful but it was really well organised and communicated by Jade.”

Avg. monthly
web sessions
130,000+

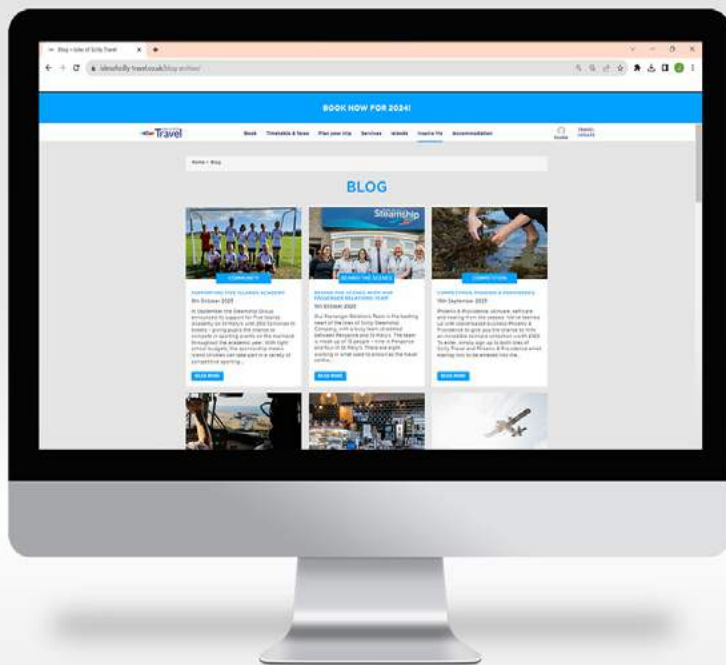
Social
followers
56,000+

E-newsletter
subscribers
167,000+



Blog post on IOST website

Digital



Avg. monthly
web sessions
130,000+

£300

BLOG POST

What's included:

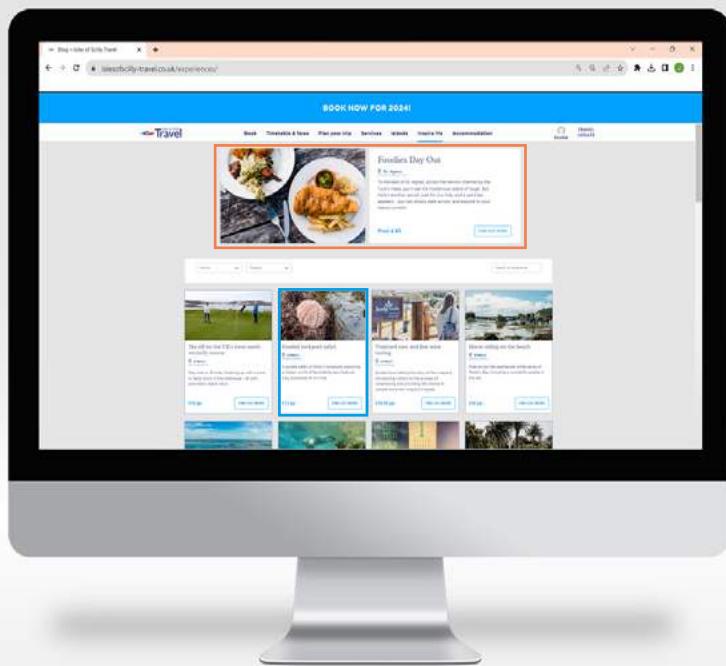
- Up to 500 words of copy
- 5 images
- 1 hyperlink

COST: £300

TIP: Why not combine with a social post or email newsletter feature to reach a wider audience?

Listing on experience portal **NEW**

Digital



Avg. monthly
web sessions
130,000+

£200

EXPERIENCE LISTING

What's included:

- Lead image, title, short description and price range included on relevant search results pages.
- Search results page listing links through to dedicated landing page with full business details.
- Landing page includes multiple images, full details and web URL/link.

COST: FREE

FEATURED LISTING

What's included:

- Featured listing on our new experiences portal for a 1 month duration.
- Premium position at the top of the page.

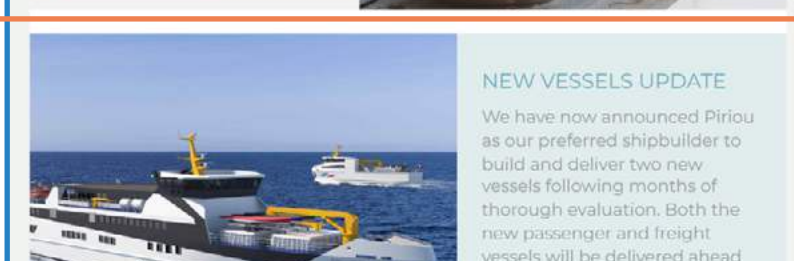
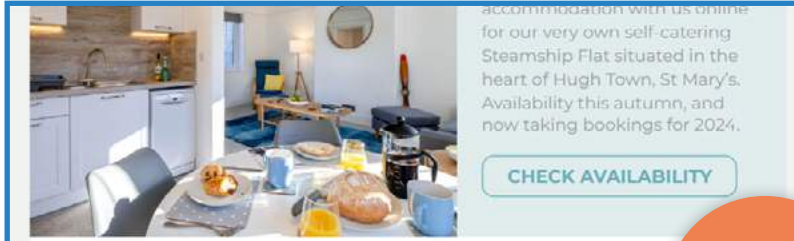
COST: £200

Email newsletter advert

Digital



Hello autumn,
Autumn is the perfect time to enjoy a peaceful holiday in the heart of the Isles of Scilly. The weather is just what you need to escape the summer heat and enjoy the beauty of the islands.



£150

SUBSCRIBERS
167,000+

AVG. OPEN RATE
37.9%

AVG. CLICK
THROUGH RATE
3.2%

E-NEWSLETTER

Premium feature includes:

- 1 image (portrait)
- Title: 20 Characters
- Body: 250 Characters
- Button: 15 Characters
- 1 hyperlink

COST: £150

Digital screens | Scillonian III

2024 Season | March 2024 - March 2025

STILL
£400

VIDEO
£550

STILL IMAGE ADVERT

- **Size:** 1920x1000px
- **Format:** JPEG
- **File size:** Max. 500kb

COST: £400

VIDEO ADVERT

- **Size:** 1920x1000px
- **Format:** JPEG
- **File size:** Max. 500kb
- **Max duration:** 1 min

COST: £550

SCREENS
ON BOARD
5

AVG. TIME
ON BOARD
3 HRS

SAILINGS
PER SEASON
400

PASSENGERS
PER SEASON
114K+



Digital screens | Land's End Airport

2024 Season | March 2024 - March 2025

STILL
£400

VIDEO
£550

STILL IMAGE ADVERT

- **Size:** 1920x1000px
- **Format:** JPEG
- **File size:** Max. 500kb

COST: £400

VIDEO ADVERT

- **Size:** 1920x1000px
- **Format:** JPEG
- **File size:** Max. 500kb
- **Max duration:** 1 min

COST: £550

SCREENS
AT AIRPORT
3

AVG. TIME IN
AIRPORT
1.5HRS

FLIGHTS
PER SEASON
5K

FOOTFALL
PER YEAR
65K



How do I book?

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

Jade Thomas

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01736 334222

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. To guarantee your space, please send your booking through ASAP.