

# 2017 Media Pack

Advertising opportunities  
with Isles of Scilly Travel



Isles of Scilly  
**Travel**



# Welcome

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Isles of Scilly Travel are the sole providers of travel to the Isles of Scilly, in 2015 we welcomed 205,806 passengers aboard Skybus and Scillonian III. We have a captive audience and multiple advertising channels to support your business's needs. Our on-board publication 'S Magazine' had a very successful second year, with creative and informative content for day trippers and staying passengers to the Isles of Scilly.

We also have our boarding cards for Skybus and new to 2017 – Scillonian, these provide a unique advertising space to promote your business. We have 10 digital screens on the Scillonian III passenger ferry and at Land's End airport, displaying advertisements of local businesses and things to see and do on the islands and in Penzance.

To advertise or to find out further information please contact:

**Alice Lamming**  
Marketing Assistant  
Tel 01736 334235  
Email [alamming@islesofscilly-travel.co.uk](mailto:alamming@islesofscilly-travel.co.uk)

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



# Who are our passengers?

Passengers to the Isles of Scilly are affluent, high earners who reside in the wider South West, London and the Home Counties.

There are a variety of audiences but our key four are listed below:

## 1. Affluent Empty Nesters (65+)

Retired professionals with a disposable income. Like travel, typically read the Telegraph or the Times but increasing internet usage. Like quality but are value conscious.

Our loyal visitor enjoys the peace and tranquillity of the islands, but also the walking, history and local arts/craft.



## 2. Aspirational Families (30-45)

Mid-career climbers with school age children and above average incomes. High technology users who are often sporty and active. Enjoy family holidays and buying quality things but are value conscious.

Our school holiday visitor, although the younger couples

with pre-school children are less restricted. Our family market are very active, enjoying the outdoors, watersports and sense of adventure Scilly provides for their children.

## 3. Older Families/Younger Empty Nesters

Affluent mid-life families, couples taking their own holidays or short breaks without children. Professional couples aged 45-65 that are able to enjoy the fruits of their career now the children are older. May take multiple holidays and short breaks throughout the year.

Scilly presents an unusual yet appealing and interesting destination. Walking, history and culture will be key interests along with deals and short break promotions that will prompt their interests.

## 4. Young Professionals

Mid-career climbers looking for a quality experience, technology savvy, active and outdoorsy but also interested in food and cultural pursuits.



## Our Passengers are interested in

Food and fine dining

Holidaying in Cornwall and the Isles of Scilly

Local shopping

Countryside and coastal walking

Exploring new destinations and creating unique holiday experiences

Wildlife

Arts

# Why advertise with us?

The journey to the Isles of Scilly starts and ends with Isles of Scilly Travel. In 2015 we welcomed aboard 205,806 passengers.

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

# 205,806

potential viewers in 2015



## 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
- Penzance Tourist Information Centre

“we’ll definitely want to advertise with you again so please keep in touch with any advertising options”  
Fay Page, Jeweler



# S Magazine

Our on-board magazine is distributed for free to both our air and sea passengers. 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 15,000**



**Full page advert (9 spaces)**

Size 210w x 297h mm  
Cost £750  
Supply Press ready PDF  
Notes Ensure 3mm bleed all round



**Half page advert (10 spaces)**

Size 194w x 138h mm  
Cost £375  
Supply Press ready PDF  
Notes No bleed



**Product page inclusion (9 spaces)**

Size As large as available  
Cost £150  
Supply High res JPEG/PSD  
Notes Cut to white or clipping path

**Copy deadline for 2017 S Magazine is 30th January 2017 latest**

To secure your space or to find out further information please contact:  
**Alice Lamming** Marketing Assistant Tel 01736 334235 Email [alamming@islesofscilly-travel.co.uk](mailto:alamming@islesofscilly-travel.co.uk)



## Skybus boarding cards

Our boarding cards are given to every air passenger and are kept from the point of 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	To ensure maximum visibility of adverts for 2017 we are offering one design per advert booking.

## Digital screens

### On-board Scillonian and at Land's End Airport

We have 12 x 48inch digital screens playing a rotation of your advert on our Scillonian III passenger ferry and in 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.

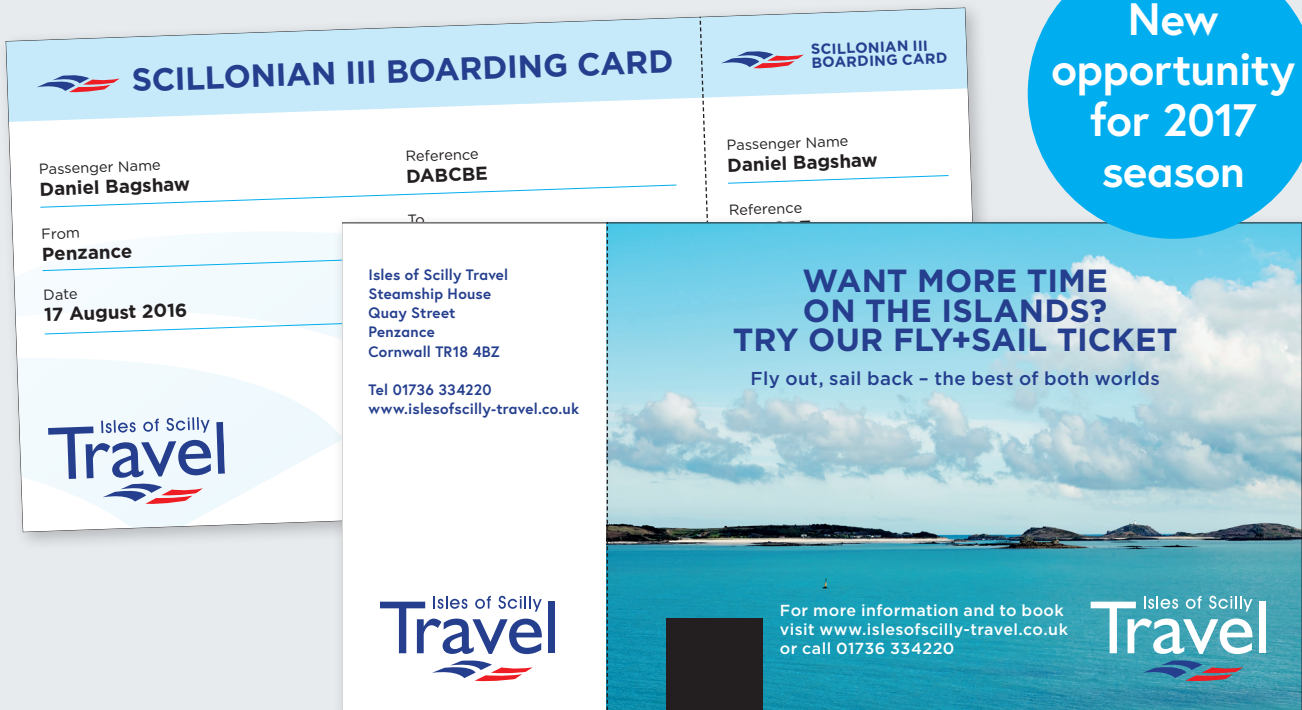
### Detail

Size	1920w x 1080h px
Cost	£500
Supply	JPEG, TIFF or PSD
Notes	Please keep graphics simple and the text large as these screens are viewed from a distance.



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New  
opportunity  
for 2017  
season

## Scillonian boarding cards

New to 2017 our boarding cards are given to every sea passenger and Fly+Sail passenger. They have a potential for over 110,000 views. 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 resolution PDF by 30th January 2017 latest.
Notes	A black box will overlay the artwork bottom left as show in the example. Keep text out of this area.

## How do I book?

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

### Alice Lamming

Marketing Assistant

Tel 01736 334235

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



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