



Digital Media Guide

Jersey Evening Post



Welcome to All Island Media

All Island Media is the name behind Jersey's two biggest news brands, the **Jersey Evening Post** and **Bailiwick Express**.

These titles enjoy unique audiences and together reach **three quarters** of Jersey adults every week.

Discover [more](#).

Jersey Evening Post


**BAILIWICK
EXPRESS**


ALL ISLAND MEDIA



Switch on to digital!

Welcome to our **digital guide**.

We're here to help you navigate the world of digital advertising and make it **easy and effective** for your business.

Our online platforms include the Jersey Evening Post & Bailiwick Express websites and represent Jersey's **biggest** digital media marketplace.

With a combined **2.5 million monthly page views** across the JEP and Bailiwick Express websites, your message will command huge attention.

Our team will devise a digital advertising package that suits your budget and goals.



Switch on to digital!

All Island Media advertising packages give our customers **unrivalled reach** and access to the **biggest** media marketplace in Jersey.

1.5m

Digital views per month JEP online

1.0m

Digital views per month BX online

90k

Weekly JEP e-newsletters

65k

Weekly BX e-newsletters

155k

Social followers JEP & BX platforms

Age

17-34	20%
35-64	55%
65+	25%

58%

Professional or public sector

62%

Homeowners

52%

Household income above £50k

51/49

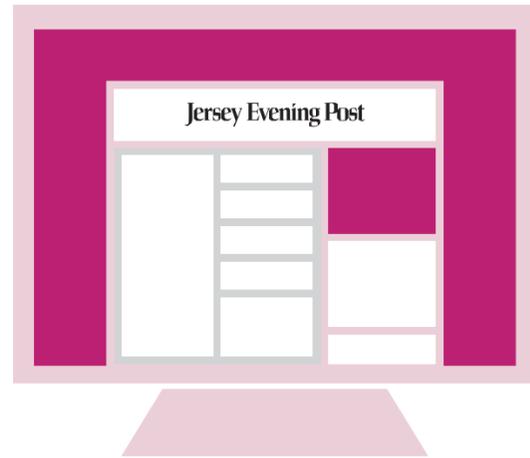
Gender F/M %

Jersey's biggest digital audience **all in one place.**

[4Insight](#) research Jan 2023



Your guide to digital shapes



Page Takeover

Commonly used for a short period of time, fireplace ads create **instant impact**.

Typical click through rates for fireplaces are higher than for other shapes.

Fireplaces can be static or animated, and can include text, images or interactive elements.

Fireplaces are only viewable on desktop. They convert to mobile-friendly MPUs to ensure cross platform reach,



Double Mid-Page Unit [MPU]

MPU [Mid-Page Unit] is one of the most common ad sizes available on the web.

MPUs can be static or animated, and can include text, images or interactive elements.

MPUs are a **good option for mobile devices**, as they can be easily viewed on smartphones and tablets.



Billboard

A billboard is a large rectangular graphic advertisement that appears at the top of, or within a web page.

Billboards can be static or animated, and can include text, images or interactive elements.

Billboards are much deeper than leaderboards and are used to **create impact and awareness**.



Leaderboard

Often called a 'banner', a leaderboard is a rectangular ad shape that appears at the top of, or within a website page.

Leaderboards can be static or animated, and can include text, images or interactive elements.

Leaderboards are a **cost-effective** way of creating impact and lend themselves to bold statements or artwork.

Your guide to digital shapes



Skyscraper

A skyscraper is a vertical banner ad that is typically placed on the **side of a web page**. It is called a skyscraper because of its tall, thin shape.

Skyscrapers can be static or animated, and can include text, images or interactive elements.

Skyscraper ads can be effective because they are often placed in high-traffic areas of web pages, where they **draw the eye** without being intrusive.



Double Skyscraper

A double skyscraper is twice the width of a standard skyscraper.

They can be static or animated and can include text, images, or interactive elements.

Although more expensive than skyscrapers, these larger ads produce a **greater click-through rate** [CTR] than the standard versions and lend themselves to high-impact, call-to-action messaging.



Native Advertising

Native advertising is a form of paid advertising that matches the form and function of surrounding content.

Across our sites, native ads are labeled as **sponsored content** and designed to look similar to real news articles.

Native articles give contributors **control** and benefit from readers who engage with the content.



Button

A button ad is a small rectangular digital advertisement

Button ads are relatively **inexpensive** run, and they can be an **effective** way to reach a large audience. They can be static or animated.

However, they are also less attention-grabbing than other types of digital display advertising and provide limited space for messaging.

Click-through rates

A click-through rate (CTR) is a metric used to **measure the effectiveness** of an online advertisement.

It is calculated by dividing the number of clicks an advertisement receives by the number of times the ad is shown. CTR depends on the following:

- The **relevance** of the ad to the user's interests
- The **design** of the ad
- The **placement** of the ad
- The **time of day** the ad is shown
- The **frequency** with which the ad is shown

CTR is an important metric for advertisers as a high CTR can lead to more **conversions**.

Here are some tips for **improving** your CTR:

- Make sure the ad is relevant to the user's **interests**
- Use **clear** and concise text
- Use **high-quality** images
- Make sure the ad is **well-designed**
- Place the ad in a **high-traffic area**
- **Track** the CTR and make the necessary adjustment

E-mail newsletter advertising

An email newsletter is a regularly scheduled email that is sent to a list of subscribers. Email newsletters are a **great** way to stay in touch with your audience, promote your products or services and build brand awareness.

We send out two different daily newsletters, one to our database of **Jersey Evening Post** subscribers and another to **Bailiwick Express** subscribers.

In total these newsletters have close to **30,000 daily subscribers**, with 16,500 for the JEP and 13,000 for BX.

The newsletters also enjoy a **highly-engaged** audience with open rates **exceeding 50%**.

This is more than **double** the industry average open rate of 21.5%.

Talk to our team about **cost-effective** advertising positions within these newsletters, as part of your campaign.



Social media advertising

Social media advertising can be used to promote products, and services, or to raise brand awareness.

Benefits of social media advertising include:

- **Reach** - social media platforms have a large and engaged audience
- **Targeting** - social media platforms allow advertisers to target ads based on a variety of factors, so ads can be delivered to the relevant audience
- **Measurability** - social media platforms provide detailed analytics that allow advertisers to track the performance of their ads

Challenges associated with social media advertising include:

- **Cost** - social media advertising can be expensive, especially if you are targeting a large audience
- **Competition** - there is a lot of competition for attention on social media, which means that it can be difficult to get your ads noticed
- **Ad fatigue** - if you show the same ad to people too often, they may start to ignore it

Social media advertising can be a **very effective way** to reach a target audience and achieve your marketing goals. However, it is important to be aware of the challenges and to use social media advertising **strategically**.



Social media advertising

We have a **huge** social channel presence in Jersey with over **145,000** combined followers across Facebook, Twitter, Instagram and LinkedIn.

We enjoy some of the most **engaged** users in Jersey, with an engagement rate which is around double the UK average.

Using advertising positions called '**social stories**' your message can appear alongside our top headlines across Facebook and Instagram, driving traffic to your website.

Our team can support your business with **paid** and/or **organic campaigns** across Facebook, Twitter, Instagram, and LinkedIn based on your objectives, boosting brand awareness or showcasing your latest products/services



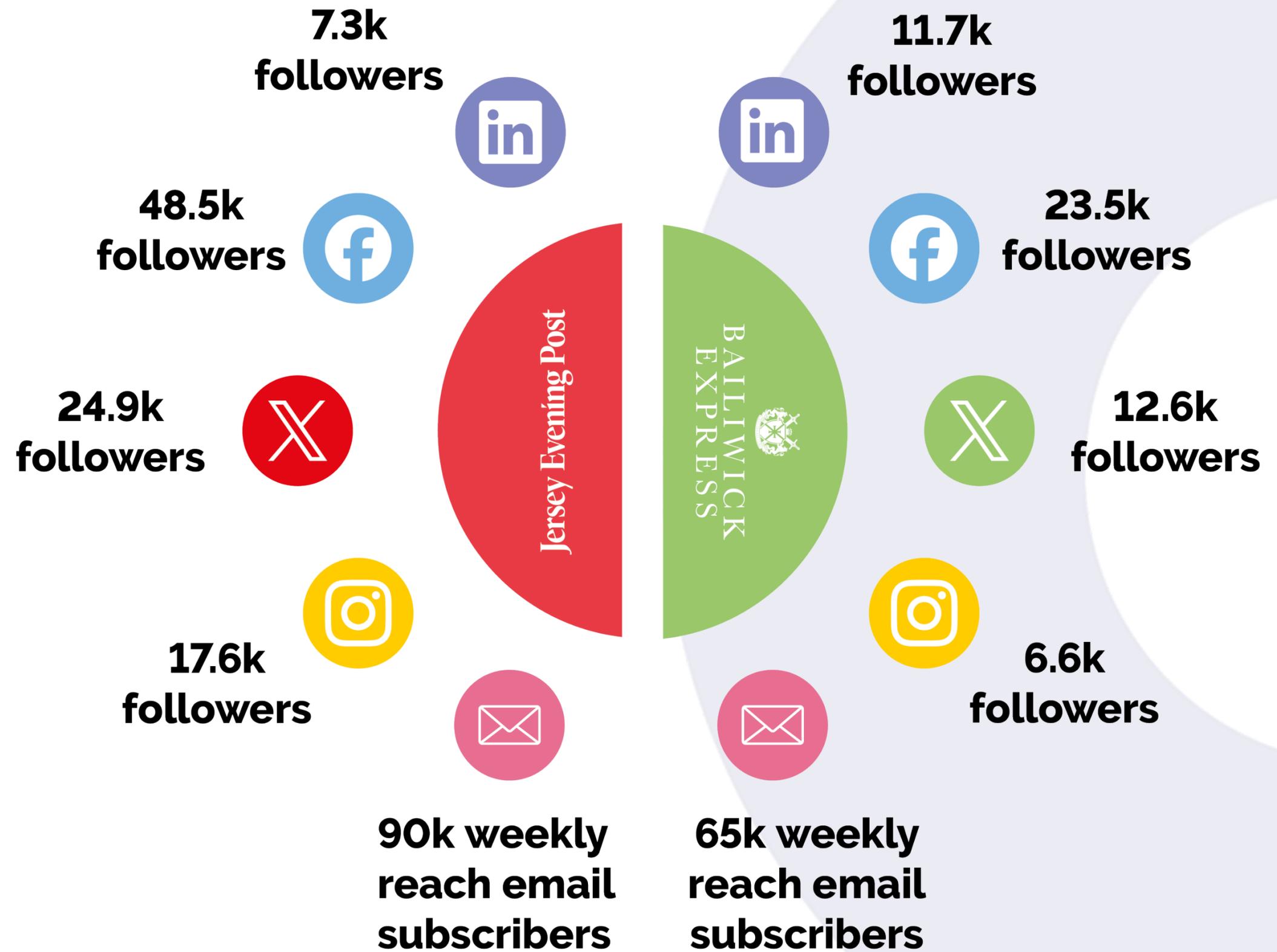
We can also create Instagram **Reels** and **Tik Tok** videos.

Reels are short, vertical videos that can be up to 90 seconds long. They are a great way to share your company's **personality** and promote products or services.

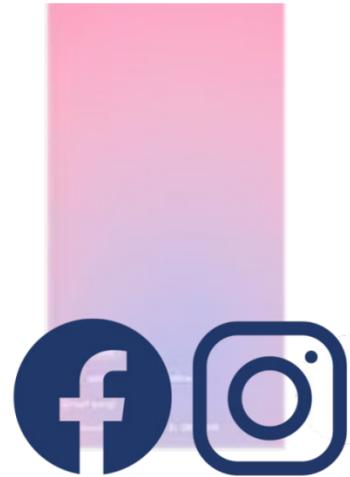
A TikTok video is a short, vertical video that can be up to 10 minutes long. As with Reels, TikTok videos can be a great way to reach new people who are not already following you. You can **share** your TikTok videos to other social media platforms, such as Instagram, Facebook, and Twitter.

If you're looking for a **new way to engage** with your audience, TikTok or Reels can be a useful addition to your campaign.

Our social audience



Your guide to social media advertising



Story

A story is a 15 second video, or static image that appears at the top of Facebook or Instagram feeds and acts as a secondary newsfeed for the Jersey Evening Post.

Advertisers can feature an **advert or short video** in between JEP stories with an optional link to their chosen webpage to drive web traffic.

Each story lasts 24 hours.

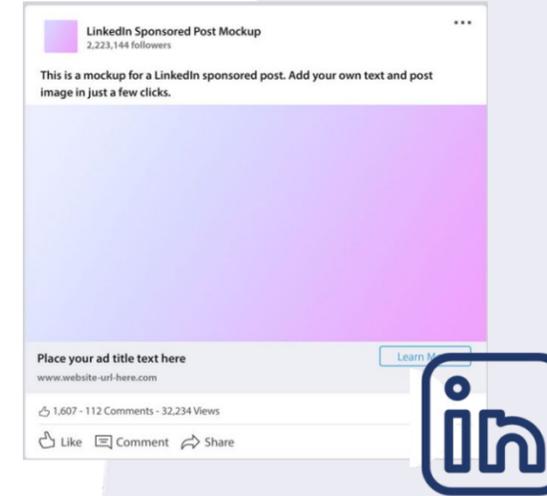


Sponsored Post

A sponsored post is an advert that consists of an image/s or video and text.

They appear on user newsfeeds, in Facebook Messenger, in videos, within articles, and on Instagram.

Adverts are **tailored to suit your business goals** such as website traffic, page likes, lead generation, engagement, and app downloads.



LinkedIn post

LinkedIn is a social media platform for professionals.

It is the perfect marketing opportunity for those who are looking to target the **professional market**.

Your advert can appear in the newsfeed and down the right-hand side of the page. It is also possible to send targeted messages via LinkedIn.



Reels & Tik Tok

Reels are short, vertical videos that can be up to 90 seconds long. They are a great way to share your company's personality and promote products or services.

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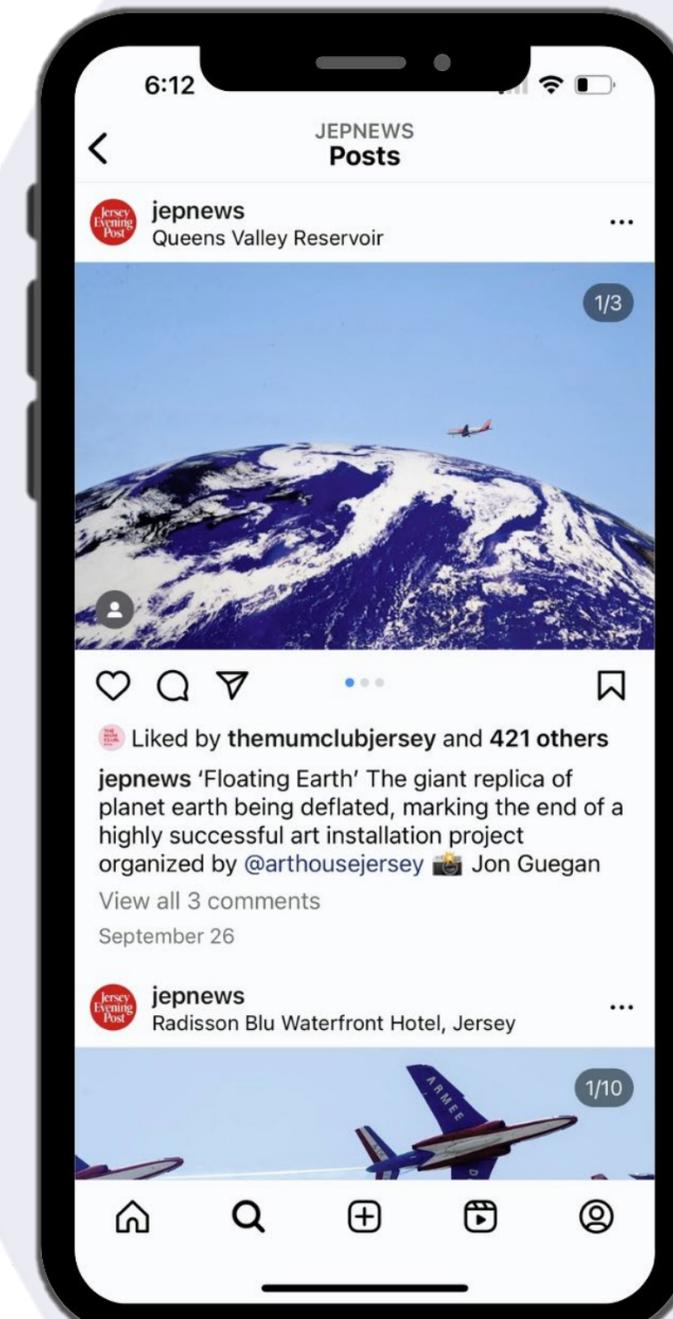
Social media management

We know that stepping into the world of social media can be daunting and **we're here to help.**

We help our clients connect with their audience through captivating content that speaks their language.

After setting out a social media marketing strategy that aligns with your goals, we'll take on **daily management** of your chosen channels to boost engagement and drive conversions.

Alternatively, we can work with you to **understand** your needs and set up your required social platforms, before handing them over to you to run.



Website design & build

A company website is typically used to provide information about the company, its products or services, and its contact information.

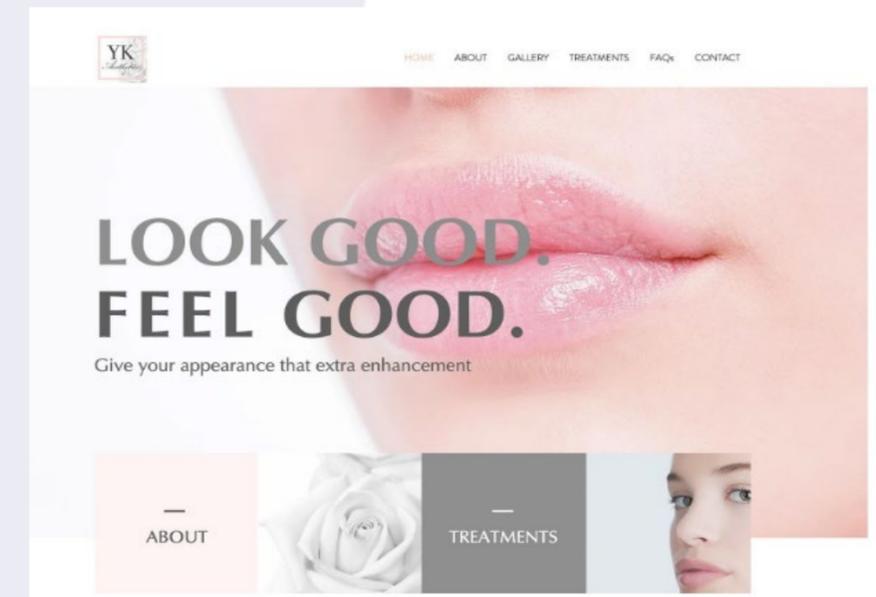
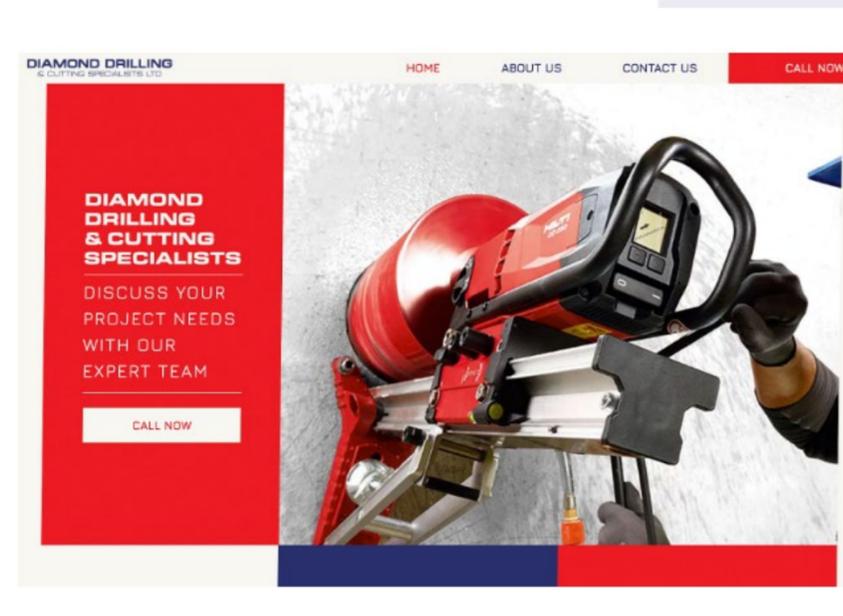
Why should you have a website?

- **Build a brand** - a website is a great way to build a brand for your business or organisation. It gives you a space to showcase your products or services, share your story, and connect with potential customers
- **Generate leads** – you can do this by providing valuable content, offering free trials or consultations, or running lead generation campaigns
- **Make sales** - you can do this by selling products or services directly, or by driving traffic to your website and prompting action, such as visiting your store.
- **Provide customer support** - you can do this by creating a FAQ section, offering live chat, or providing contact information so that customers can reach you for help.
- **Increase visibility** - when people search for products or services you offer, your website will show up in search engine results pages (SERPs). This means that more people will be able to find you and learn about what you do.
- **Reach a wider audience** - a website can help you reach a wider audience than you would be able to reach offline. This is because your website is accessible to people all over the world, 24 hours a day, 7 days a week.
- A **website** can be a **great investment**. It can help you build a brand, generate leads, make sales, provide customer support, increase visibility, and reach a wider audience.

Website design & build

The digital team at All Island Media can **design, build and deliver** a cost-effective, professional, and search-engine-friendly website, along with effective promotion to ensure it receives plenty of visitors.

Ask your account manager for further information on this service.



Digital content & copywriting

Our digital copywriting service can help you create **compelling** and **persuasive** content for your digital channels.

This content can include website copy, blog posts, social media posts, email marketing campaigns, and more.

We will provide clear, concise, and engaging copy that is optimised for search engines.

Benefits include:

- **Save time** and resources
- Get **high-quality** copy that is written by experienced professionals
- **Attract** more traffic to your website.
- Get **feedback** on existing copy from a professional copywriter, which can help you improve your results.

The cost of this service will vary depending on the scope of the project, but we offer a **free consultation** so that we can discuss your needs.



Google campaigns

A Google campaign allows you to **promote** your products or services on Google's network of search results, websites, videos, mobile apps, maps, shopping listings, and more.

We will help you to **choose, create and execute** a campaign based on your advertising budget and objective.

A Google campaign can help you to...

- Get **fast** results
- Reach the **right** audience
- Increase brand **recognition** and awareness
- Stay **connected** with customers
- **Monitor and measure** ad campaign performance
- **Control** your campaign budget

Our team will **guide** you through this process and create the right campaign for you, from establishing a **Google Business Profile**, which is essentially a store front, weblink, map & directions online, to a pay per click advertising campaign.



Podcast advertising

A podcast is a **digital audio program** that is made available on the internet for download or streaming. Podcasts are a great way for listeners to consume content on the go and learn new things.

As such they represent an **effective and engaging** way for marketers to communicate with a targeted audience.

- Podcasts can help you **build authority** with your audience. Guests can establish themselves as a thought leader in their industry and **attract** new customers.
- Podcasts can help you **generate leads** through promotion of your business within the piece.
- Podcasts can help you **build relationships** with influencers through cross-promotion

Tips for using podcasts to promote your business:

- Choose the right podcasts to guest on and make sure that they are relevant to your audience
- Prepare for your podcast interview. This includes researching the host and the podcast, practicing your answers to common questions, and producing interesting stories to share

Podcast advertising

AIM offers a full suite of Podcast opportunities, with clients able to take advantage of a dedicated **recording studio** at the AIM offices at Bath Street.

Our team can work with you on a **sponsorship message** or **taylor-made interview**, which can then be shared across multiple digital platforms, including Bailiwick & Jersey Evening Post daily newsletters, websites, and social channels.

Talk to your AIM account manager to find out how Podcasts can work for your business!



Radio

Radio advertising can be a versatile marketing tool. If you are looking for a cost-effective way to reach a pan-Island audience and engage your target market, then **Bailiwick Radio** is a great option to consider.

Bailiwick Radio is a **fast-growing** station with over **15,000 listeners** across Jersey & Guernsey.

Listeners can tune into hits or classics and advertisers can cut through the clutter and enjoy **great value** sponsorship and promotional slots on a weekly basis.

Use Bailiwick Radio to:

- **Introduce** a new product or service: Your ad should explain what the product or service is and why people should buy it.
- **Build** brand awareness: Use your script to promote your brand and 'call to action'. This will create a positive association in the minds of listeners, assist recall and drive response.
- **Drive sales**: Used Bailiwick Radio to improve sales by promoting specific offers. Your ads can also encourage people to visit your website or call your business.

Three steps to success

1. Through consultation we agree a creative brief and decide on the best style of advertisement.
2. Based on the brief, we use our expertise to create a script for you to approve..
3. Once the script is received, we produce the finished files ready to air against the agreed schedule

Campaign reporting

Campaign reporting allows you to track the performance of your campaigns and make necessary adjustments to improve your results

Benefits include:

- **Track the return on investment** [ROI] of your campaigns - trade off how much money you are spending on advertising and how much money you are generating in sales.
- **Identify your target audience**– this will help you tailor your advertising campaigns to reach them more effectively.
- **Optimise your campaign** – make adjustments to improve performance; you may need to change targeting, messaging, creativity, or bidding terms.
- **Make better decisions** about your marketing budget - by understanding how your campaigns are performing, you can determine how much money you should be spending on advertising.
- **Justify your marketing investment** to stakeholders - by showing senior management the ROI of your campaigns, you can demonstrate the value of your marketing efforts.

Here are some additional tips for creating **effective campaign reporting**:

- Set clear goals for your campaigns - this will help you determine what **metrics** you need to track and how you will measure success
- Choose the right metrics - choose the metrics that are most important to your business and that will give you the most **accurate** picture of your campaign performance

Campaign reporting

At All Island Media, **campaign reporting** is built into every advertising schedule.

Your account manager will work with you to understand what measurements of success matter **most**.

Together you can also agree how often you meet to discuss results and how to **maximise** the effectiveness of the media channels you are using.



Let's Connect



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