



# Getting Started Guide

**Jersey Evening Post**



# Welcome to All Island Media

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

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

**Jersey Evening Post**



# Let's get started!

Welcome to the All Island Media 'Getting Started' guide, designed **specifically** for businesses like yours.

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

So, grab a cup of coffee and let's get started!



# Our audience

All Island Media advertising packages give our customers **unrivalled reach** with **73% of Islanders** viewing our products weekly.

**135k**

Jersey Evening  
Post readers  
per week

**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	<b>20%</b>
35-64	<b>55%</b>
65+	<b>25%</b>

**58%**

Professional or  
public sector

**62%**

Homeowners

**52%**

Household  
income above £50k

**51/49**

Gender F/M %

# How can we help?

- Are you worried about how much it might cost to advertise?
- Or how to use digital or social?
- Or how to build & promote a new website?
- Or writing content...or designing...or planning a campaign?

## Don't worry, we've got your back!

At All Island Media, we work with organisations of all sizes, from global brands to sole traders. Our customers benefit from the **largest local media audience** and our trusted reputation in the community.

But don't just take our word for it...here's what some of our customers have to **say**.

Our team is excited to get to know you and your business.

Together, we'll create a tailored advertising plan that will attract more customers to your doorstep, website, or social pages.

**Let's explore the different ways you can use All Island Media to promote your business...**



# Our family of products



# Jersey Evening Post

The Jersey Evening Post has been at the **Heart of Island Life** since 1890.

We are a recent winner of the British Press Awards' **Newspaper of the Year**.

With over 40,000 copies sold every week, reaching over **140,000 readers**, it's the most trusted and respected source of local news.

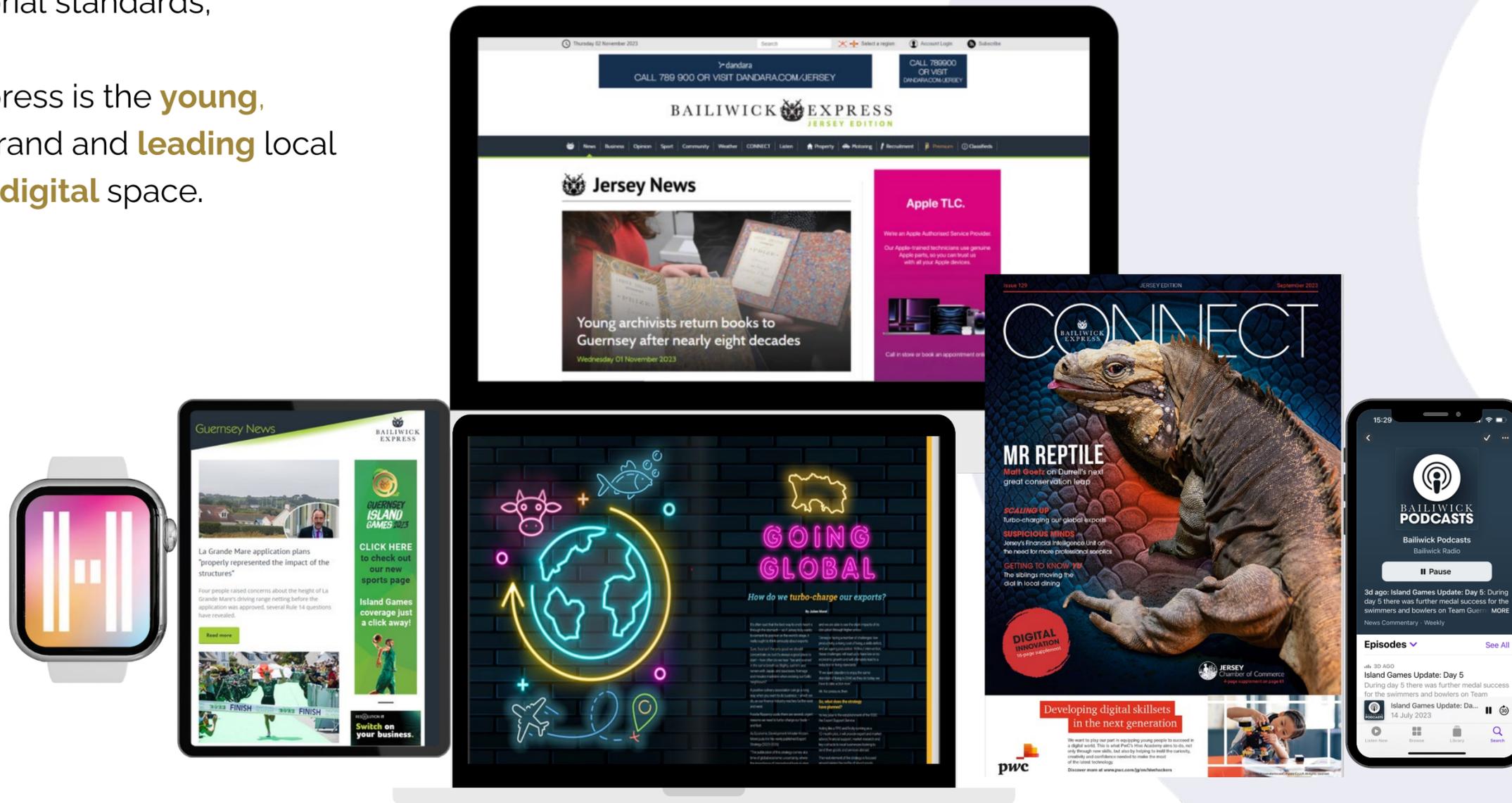
Advertising in the Jersey Evening Post will help you reach browsing readers who are **engaged** with our content.



# Bailiwick Express

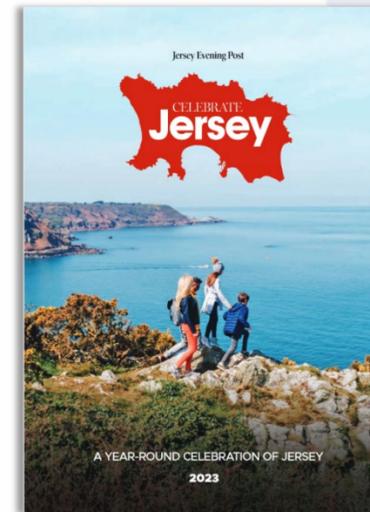
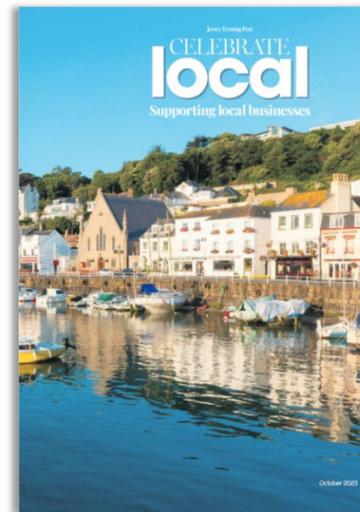
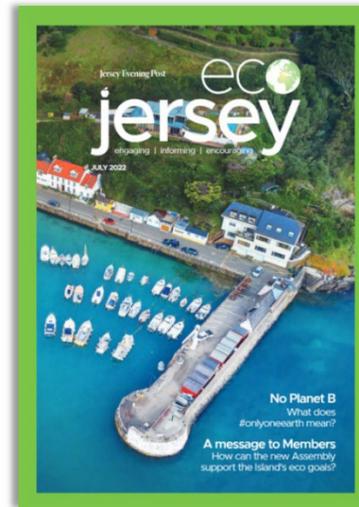
Irreverent, provocative, punchy, pun-loving, fun, self-confident, challenging and **insightful** while adhering to the highest editorial standards,

Bailiwick Express is the **young**, challenger brand and **leading** local media in the **digital** space.



# Other publications

In addition to the Jersey Evening Post, we produce a range of **targeted publications** and in-paper supplements, all with complementary e-editions.

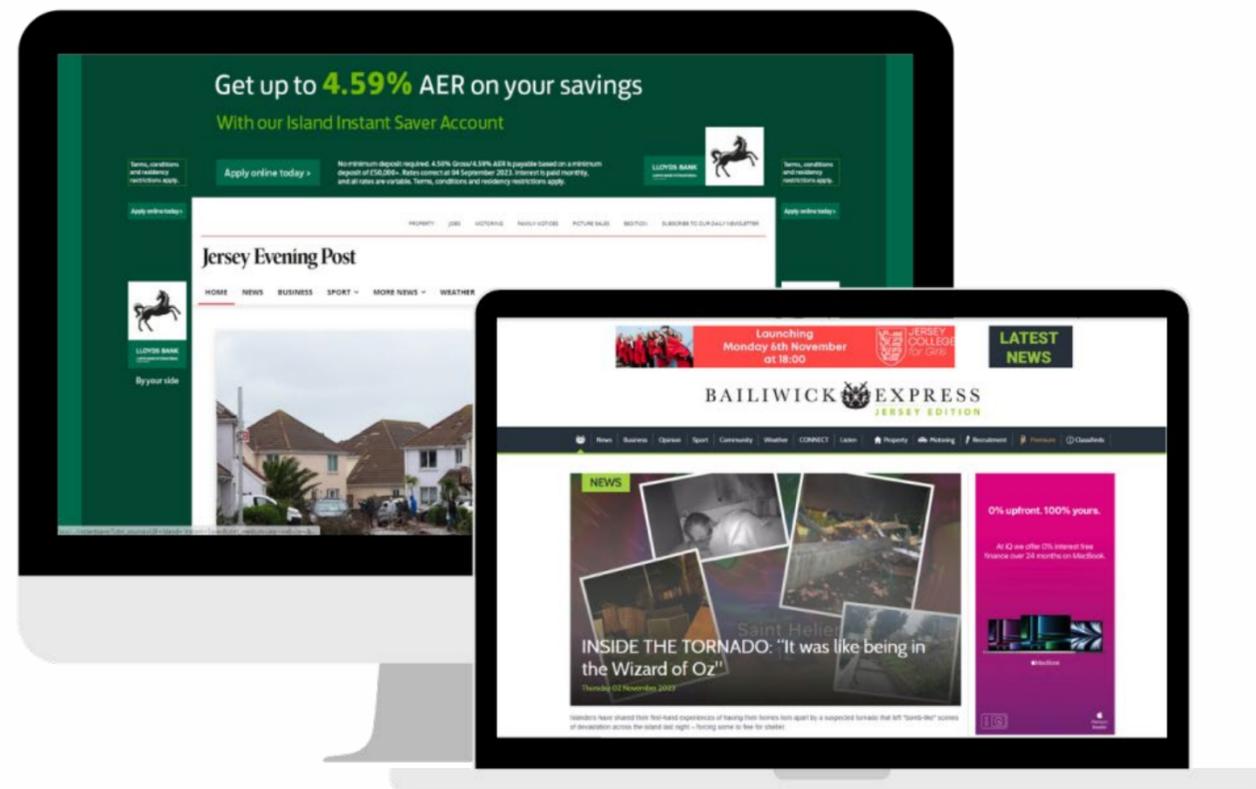


# Digital advertising

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

With over 1.5 million monthly page views on the JEP website and 1 million+ views per month on Bailiwick Express, your message will enjoy **incredible coverage**.

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



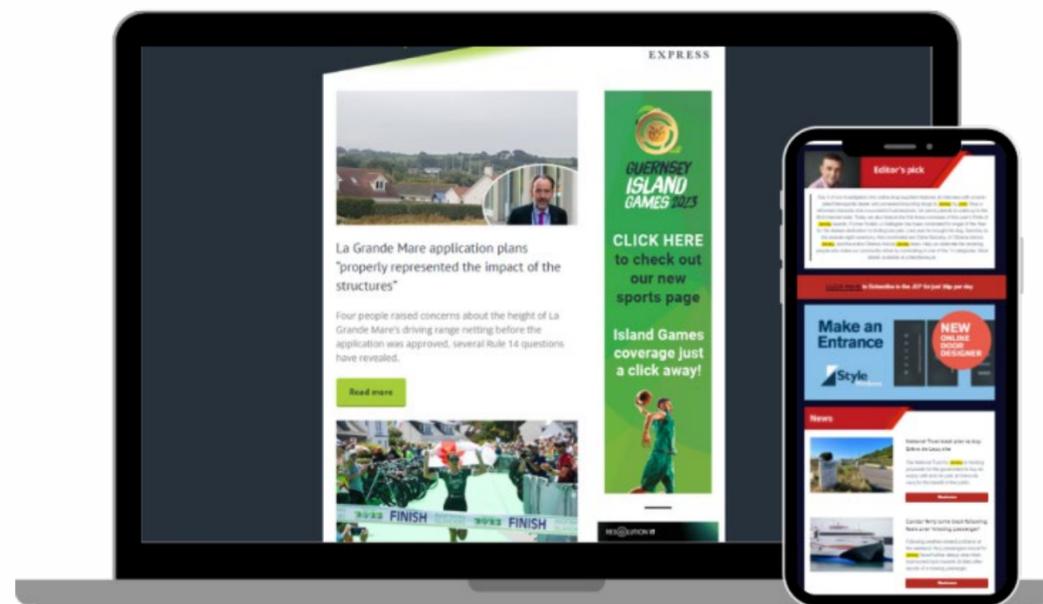
# Daily newsletters

We send out two different daily news emails, 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

If you're still building your social media following, fret not!

We have a **huge** presence on Facebook and Instagram and enjoy some of the most **engaged** users in Jersey, with an engagement rate which is around **double** the national average\*

Your business can appear alongside our top headlines and breaking news, driving traffic to your website.

We can also create paid or organic campaigns based on your objectives, boosting **brand awareness** or showcasing your latest products/services.



\*Average engagement rate for combined social platforms – 3% vs combined industry average of 0.5-1.5% excludes TikTok [Social Insider]

# Audio advertising

Expand your reach beyond print and digital platforms with **Bailiwick Radio** and **Bailiwick Podcasts**.

Bailiwick Podcast sponsorship and/or tailored interviews allow you to **engage** with our audience in **different** ways, while giving you the opportunity to share content on your digital & social channels.

Bailiwick Radio has a diverse pan-Island listenership of over 15,000. It also offers sponsorship opportunities and ad slots.

Our daily newsletters, social media posts, and core websites work together to promote our audio channels and amplify your marketing message across multiple platforms.

Both platforms can be combined with print & digital advertising to create the **perfect campaign**.



# Partnership & event opportunities

We're committed to supporting the local **community**.

You can join us by partnering an event or initiative.

## **Pride of Jersey**

The biggest community awards event in Jersey, with around **30,000 votes** cast annually. You can sponsor an award or offer something special to event attendees.

## **Eco Jersey Parish Clean-up**

As part of our Eco-Jersey initiative, we organise a spring clean-up event that brings together local organisations and the public. It's a fantastic opportunity for **team building** and making a positive impact.

## **Leadership Jersey**

We've partnered with Leadership Jersey to host themed leadership events throughout the year, featuring local and international speakers whilst raising money for local charities. By sponsoring an event or recommending a speaker, you can contribute to a **great cause**.



# Where to start?

If you're not sure where to start, we have two ready-made options that can help jump-start your advertising journey:

## **Start-up bundle**

Our specially designed starter bundle includes a website and complementary six-month promotional campaign.

## **Media Solutions**

This special SME marketing programme combines our platforms as part of an easy-to-manage, cost-effective annual marketing plan.

Over **90 local businesses** are already benefiting from JEP Media Solutions. Talk to your account manager to learn how it works and what it can do for you.

Don't worry if these options aren't quite right, **talk to us** and we can help you devise the right approach for your budget & objectives...



# Bailiwick Express Guernsey

## Interested in pan-Island advertising?

Bailiwick Express Guernsey offers its growing audience a **fresh, dynamic** and **professional** alternative to the Island's traditional media.

Our Guernsey portfolio includes the **Bailiwick Express website**, **Bailiwick email newsletter**, premium business magazine, **Connect**, **Bailiwick Radio** and **Bailiwick Podcasts**.

Across the portfolio, we reach an impressive **55%** of Islanders in Guernsey **every week\***

# Our Guernsey audience

Bailiwick Express gives advertisers access to a relatively **young, high calibre** and **affluent** audience in Guernsey.

## 55%

Weekly adult reach

## 300,000+

Monthly BX site views

## 18,000+

Weekly email circulation

## 16,000+

Social followers

## Age

17-34	26%
35-64	49%
65+	25%

## 51%

Professional or public sector

## 74%

Homeowners or rent privately

## 60%

Household income above £35K

# Our team is your team!

Our dedicated account managers are here to **support** you every step of the way.

They'll help you with ideas, define campaign objectives, and ensure you get the **best return** on your advertising investment.

We provide comprehensive campaign **reporting** to measure your response and optimise future activities.



# Additional services

## Creative design & print

Our design team specializes in creating **compelling artwork** for campaigns, branding, web development and digital marketing assets. We can also work with your existing advertising agency to ensure the best execution of your campaign.

## Social media management

Don't have the time or expertise to handle your social media? Our digital account managers can assist with content creation, planning, and advertising. We also offer social media management and **training** to help you **upskill** yourself or your team.

## Search and pay-per-click

Boost your online presence by appearing prominently in local search engine listings. We'll help you set up Google My Business, Apple Maps, and create custom pay-per-click campaigns **tailored** to your business goals.

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## Copywriting

Need help with crafting engaging sales literature, blog posts, or thought-leadership pieces? Our copywriters can deliver **high-quality content** within tight deadlines, ensuring your messaging hits the mark.

## Photography

Capture the essence of your business with **professional** photoshoots of people, places, and products. Our talented photographers will work with you to create **stunning** visuals for your marketing materials

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# Let's Connect



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**Jersey Evening Post**

