

Advertising Rate Card

Contents and links

Our brands	4
Our reach in Jersey	5
Jersey Evening Post – Run of paper.....	6
Jersey Evening Post – Impact positions.....	7
Jersey Evening Post – Classified	8
Jersey Evening Post – Features and supplements	9
Jersey Evening Post – HomeLife	10
Jersey Evening Post – LifeStyle	11
Jersey Evening Post – WorkLife	12
Jersey Evening Post – The Business	13
Jersey Evening Post – Business Focus	14
Jersey Evening Post – Quarters	15
Jersey Evening Post – Annual publications	16
Jersey Evening Post – jerseyeveningpost.com.....	17
Jersey Evening Post – Email newsletter	18
Jersey Evening Post – Social Media	19
All Island Media – Events	20
Bailiwick Express – bailiwickexpress.com - Jersey	21
Bailiwick Express – Email newsletter - Jersey.....	22
Bailiwick Express – Connect Jersey	23
Our reach in Guernsey	24
Bailiwick Express – bailiwickexpress.com - Guernsey	25
Bailiwick Express – Email newsletter - Guernsey	26
Bailiwick Express – Connect Guernsey	27
Pan-Island media solutions.....	28
Bailiwick Express – Bailiwick podcasts and vodcasts	29
Bailiwick Express – Radio	30
Our media services.....	31
Terms and Conditions	32

CLICK OR SCAN TO VISIT OUR WEBSITES

Jersey Evening Post

jerseyeveningpost.com



BAILIWICK EXPRESS

bailiwickexpress.com



allisland.media



BAILIWICK EXPRESS

gsy.bailiwickexpress.com



OUR SOCIAL CHANNELS

-  @Jersey Evening Post, @JEP Sport, @JEP Community, @Bailiwick Express, @Bailiwick Express Guernsey
-  @jepnews, @bailiwick_express
-  @JEPnews, @JEPsport, @bailiwickexpress, @BailiwickGSY
-  @Jersey Evening Post, @Bailiwick Express, @All Island Media
-  @Jersey Evening Post, @Bailiwick Express

Welcome to All Island Media

All Island Media proudly brings together two of the most prominent Channel Islands news brands, the Jersey Evening Post and Bailiwick Express, matching up 130 years of heritage and authority with a punchy digital-only news brand.

This comprehensive rate card provides detailed information on every element of the All Island Media portfolio, which provides market-leading coverage across Jersey and Guernsey.

Discover the most effective ways to connect with your target audience, from print publications and radio to dynamic online platforms and podcasts.

Explore our advertising options across all media channels and unlock the power of a truly integrated marketing campaign.

CLICK OR SCAN TO
FIND OUT MORE



Our brands

Jersey Evening Post

The award-winning JEP is one of Jersey's best-known brands, an institution which has been part of the fabric of Jersey for more than 130 years.

We are national, local and everything in between, reflecting every aspect of Island life.

We inform, entertain, challenge, satirise, explain and campaign – reflecting the diverse community we serve.

The Jersey Evening Post offers an incredible platform for advertisers, generating high levels of engagement and an average read time of over 10 minutes, around five times that of online news sites – meaning great visibility for your advertising!



CLICK OR SCAN TO VISIT
jerseyeveningpost.com

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.

But Bailiwick Express is also much more than a digital news brand, it's a pan-island radio station and the publisher of the premium business magazine for the Channel Islands, Connect, which is the official partner of the Chamber of Commerce in the islands.

Bailiwick platforms enjoy huge levels of interest and engagement across Jersey and Guernsey, generating over 1.3 million views per month for its websites, and reaching almost 18,000 daily subscribers with its best-in-class email newsletter, which enjoys an extraordinary open rate of over 50%.

JERSEY



CLICK OR SCAN TO VISIT
bailiwickexpress.com



GUERNSEY



CLICK OR SCAN TO VISIT
gsy.bailiwickexpress.com

Our reach in Jersey

All Island Media reaches 73% of Island adults weekly - that's over 62,000 potential customers for your business each and every week!

Our audience is more affluent than the Island average and we reach a well-balanced age profile, with the majority of our readers economically active and between the ages of 35-64.



CLICK OR SCAN TO
DOWNLOAD OUR
MEDIA GUIDE [HERE](#)



DOWNLOAD OUR
GETTING STARTED
GUIDE [HERE](#)

20%

17-34 YEAR OLDS

55%

35-64 YEAR OLDS

25%

65+

58%

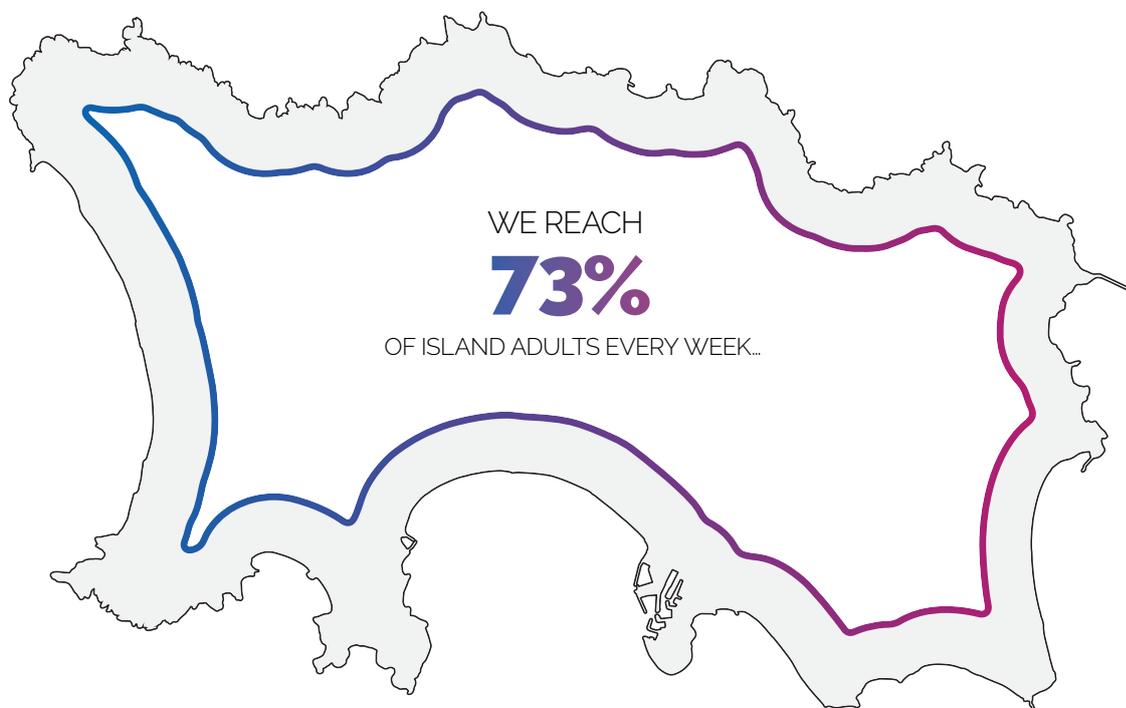
PROFESSIONAL
OR PUBLIC
SECTOR

62%

HOMEOWNERS

52%

HOUSEHOLD
INCOME
ABOVE £50K



FIGURES FROM MEDIA CONSUMPTION RESEARCH BY 4 INSIGHT, 2023

Run of paper

Run of Paper (ROP) positions are spaces in and around editorial, used to showcase a huge and diverse range of products and services.

This variety creates a great opportunity for advertisers to reach the browsing public, creating a need and fulfilling it.

ROP lends itself to the launch of new products, events and openings because such ads require a very broad appeal, as well as brand-awareness advertising.

Deadlines:

Bookings should be confirmed by 11am two working days prior to publication. Bookings for Monday publication should be confirmed by 10am on Friday. ROP complete artwork must be received by 10am the day before.



Rates and shapes All prices exclusive of GST



Page	Banner	Quarter-page	Half-page	Full-page
Front-page	£900	n/a	n/a	n/a
Page 2	£395	n/a	n/a	n/a
Page 3	n/a	£795	£1,295	£1,995
Page 5	n/a	£745	£1,095	£1,795
Page 7	n/a	£695	£1,045	£1,695
Page 9	n/a	£675	£1,025	£1,625
Page 11	n/a	£595	£995	£1,595
Back page	n/a	£645	£995	£1,595
Right hand	£395	£575	£945	£1,495
Standard	£345	£525	£795	£1,395
Specifications <i>w x h (mm)</i>	262 x 70	129 x 200	262 x 200	262 x 400

Multiple page combinations	Price	Bespoke sizes
Double page spread	£1,995	£8.45 per single column cm
Centre spread (facing pages)	£2,495	£8.45 per single column cm
Four page centre pull-out	£3,495	£8.45 per single column cm
Eight page centre pull-out	£4,995	£8.45 per single column cm

If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

Impact positions

Impact positions deliver maximum visibility and reader engagement, enhancing brand awareness and ensuring that your messages stand out from the crowd.

Get creative and make a great first impression on your potential customers!

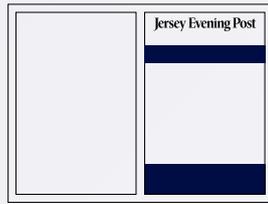
Rates and shapes All prices exclusive of GST

Wrap



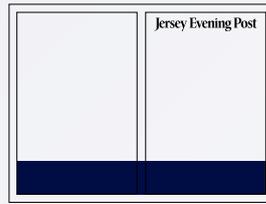
4 pages £5,995

Front banner & topbox



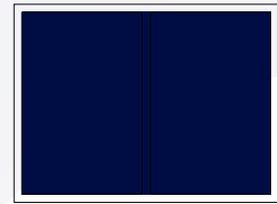
Front £1,295
Standard £995

Banner (7 x 16)



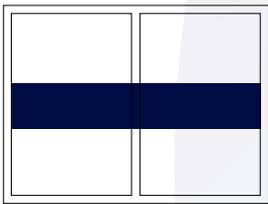
Front £1,595
Early £1,195
Standard £895

Page 2 & 3 spread



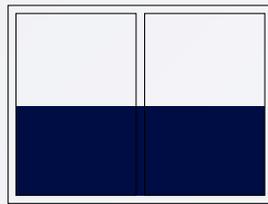
Front £2,995
Early £2,595
Standard £1,995

Mid banner (10 x 16)



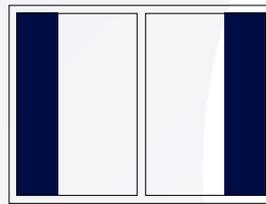
Early £1,295
Standard £995

Half Banner (20 x 16)



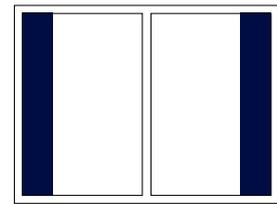
Early £1,925
Standard £1,545

Premium pillars



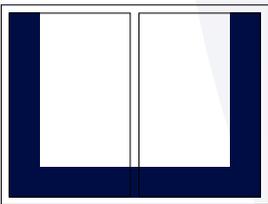
Early £1,795
Standard £1,445

Standard pillars



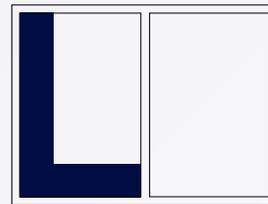
Early £1,395
Standard £1,195

U shape or fireplace



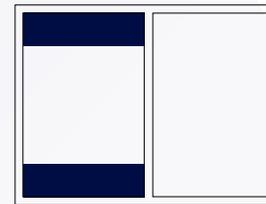
Early £1,895
Standard £1,595

L shape



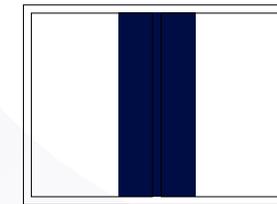
Front £2,995
Early £2,595
Standard £1,995

Top & Tail



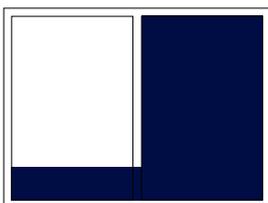
Early £1,295
Standard £955

Central pillar



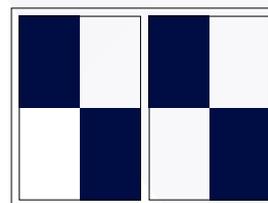
Early £1,495
Standard £1,195

Banner / full page



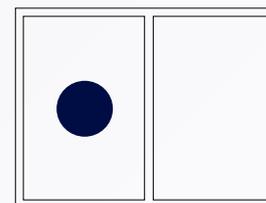
Front £2,195
Early £1,895
Standard £1,595

Chequer DPS



Standard £1,995

Burst through



Early £1,675
Standard £1,995

Speak to your account manager for detailed specification and sizes

Classified

The Jersey Evening Post's Classified section is an easy-to-navigate directory and marketplace, with property, motoring, recruitment and general advertising appearing six days a week in paper and online at jerseyeveningpost.com.

Classified deadline

Bookings should be confirmed by 10am, day prior to publication. Bookings for Saturday publication should be confirmed by 5pm on Thursday. Bookings for Monday publication should be confirmed by 10am on Friday.

Private Notice deadline

Bookings should be confirmed by 3pm, day prior to publication. Bookings for Saturday publication should be confirmed by 11am on Friday. Bookings for Monday publication should be confirmed by 3pm on Friday.



Rates and shapes All prices exclusive of GST

Recruitment	Price
Eighth-page + JEP jobs board	£750
Quarter-page + JEP jobs board	£1,400
Half-page + JEP jobs board	£2,000
Full-page + JEP jobs board	£2,995
Bespoke sizes: Mono	£13.18 per column cm
Bespoke sizes: Colour	£16.87 per column cm
General Classified - Property, Motoring, Sales and Services	
Eighth-page	£595
Quarter-page	£995
Half-page	£1,295
Full-page	£1,995
Bespoke sizes	From £9.20 per column cm
Legal Notices	
Colour	£14.66 per column cm
Mono	£10.93 per column cm
Family Notices - £3.83 per line (minimum 3 lines)	
One illustration	£10
Two illustrations	£15
Classified box replies	
Collect	£15
Post	£22

Special discounts and packages are available for multi-insert bookings, please speak to your account manager for more information

If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

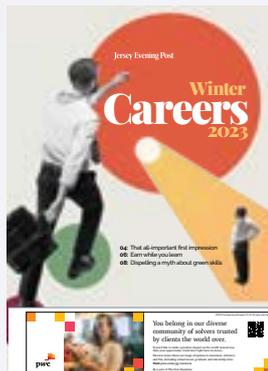
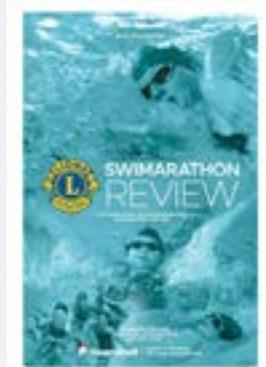
Features and supplements

The Jersey Evening Post produces a diverse array of special supplements and features over the course of the year, to help advertisers specifically target their audience.

New features and platforms are added regularly to ensure topicality and pertinence.

To assist in your campaign planning, the annual schedule is summarised below in our live publication calendar.

Special feature and supplement package rates are available separately; please ask your account manager for details.



Click or scan to view our live publication calendar

HomeLife

HomeLife is a superb, high-quality publication distributed free with the Jersey Evening Post every month.

The magazine offers ideas and guidance for home-improvement projects and creating a beautiful living space, as well as connecting readers with relevant property-related products, services, and professionals in Jersey.

HomeLife also provides valuable insights on the Jersey property market, including transactions and mortgage rates.



Rates and shapes All prices exclusive of GST

Size	10x2	10x4	Front- page banner	Quarter-page
Cost	£195	£345	£550	£545
Specifications <i>w x h (mm)</i>	63 x 100	129 x 100	262 x 70	129 x 200

Size	Half-page	Full-page	Double-page
Cost	£795	£1,295	£1,950
Specifications <i>w x h (mm)</i>	262 x 200	240 x 340 (+3mm bleed and crop marks)	480 x 340 (+3mm bleed and crop marks)

Special discounts are available for consecutive edition advertising:

- 4+
15%
- 6+
20%
- 8+
30%
- 12+
45%

HomeLife not only benefits from circulation in the Jersey Evening Post, but also as an e-publication widely promoted across all AIM social channels, which enjoy a combined 155,000+ followers. HomeLife is published on the last Wednesday of every month.

If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

LifeStyle

HomeLife's sister publication, LifeStyle, offers a curated blend of content that is informative, inspiring and engaging.

You'll find local success stories mingling with fashion, beauty & wellness, travel & leisure, food & entertaining and culture. LifeStyle caters to a broad range of demographics and showcases content in an attractive and informed way.

This in-paper publication offers readers a welcome escape from the daily grind!



Rates and shapes All prices exclusive of GST

Size	10x4	Front- page banner	Quarter-page
Cost	£250	£550	£375
Specifications <i>wxh (mm)</i>	129x100	262 x 70	129 x 200

Size	Half-page	Full-page	Double-page
Cost	£550	£995	£1,450
Specifications <i>wxh (mm)</i>	262 x 200	262 x 400	561 x 400

Special discounts are available for consecutive edition advertising:

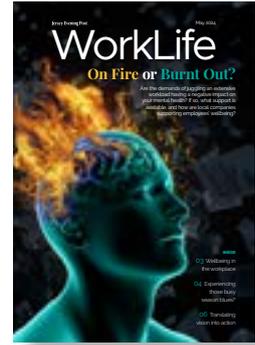
- 4+
15%
- 6+
20%
- 8+
30%
- 12+
45%

LifeStyle not only benefits from circulation in the Jersey Evening Post, but also as an e-publication widely promoted across all AIM social channels, which enjoy a combined 155,000+ followers. LifeStyle is published on the second Friday of every month.

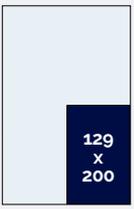
If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

WorkLife

WorkLife is a monthly publication that focuses on the world of work. As well as profiling the latest industry news and appointments, it gives organisations the opportunity to tell their story, share their values and profile team members. In a fast-moving recruitment marketplace, WorkLife gives advertisers a fantastic platform to speak directly to stakeholders and prospective employees. WorkLife features in every copy of the Jersey Evening Post as well as benefiting from broad digital and social e-edition promotion.



Rates and shapes All prices exclusive of GST

			
Size	10x4	Banner	Quarter-page
Cost	£250	£550	£375
Specifications <i>w x h (mm)</i>	129 x 100	262 x 70	129 x 200

			
Size	Half-page	Full-page	Double-page
Cost	£550	£995	£1,450
Specifications <i>w x h (mm)</i>	262 x 200	262 x 400	561 x 400

Special discounts are available for consecutive edition advertising:

- 4+
15%
- 6+
20%
- 8+
30%
- 12+
45%

WorkLife is distributed within the Jersey Evening Post in print as well as an e-edition, which is promoted and circulated across AIM digital and social channels.

If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

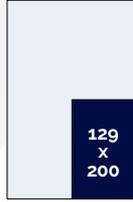
The Business

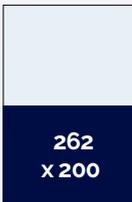
The Business is a special weekly supplement published by the Jersey Evening Post. Appearing every Wednesday, The Business offers an engaging variety of evergreen business content, including thought leadership pieces from industry experts, case studies and business profiles, technical & regulatory insights, expert comment pieces, market analysis, local appointments and much more.

Advertisers benefit from targeted reach and an influential and affluent audience of decision makers. Both contributed content and display advertising are welcomed.



Rates and shapes All prices exclusive of GST

			
Size	10x4	Banner	Quarter-page
Cost	£250	£550	£375
Specifications wxh (mm)	129 x 100	262 x 70	129 x 200

			
Size	Half-page	Full-page	Double-page
Cost	£550	£995	£1,450
Specifications wxh (mm)	262 x 200	262 x 400	561 x 400

Special discounts are available for consecutive edition advertising:

- 4+
15%
- 6+
20%
- 8+
30%
- 12+
45%

The Business is distributed within the Jersey Evening Post in print as well as via an e-edition which is promoted and circulated across AIM digital and social channels.

If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

The Business Focus

The Business Focus is a monthly feature that delves into a specific, timely theme relevant to contemporary business challenges and opportunities.

Each issue offers in-depth analysis, expert advice, and practical strategies to help businesses stay ahead of the curve.



Rates and shapes All prices exclusive of GST

Size	10x4	Front- page banner	Quarter-page
Cost	£250	£550	£375
Specifications wxh (mm)	129x100	262 x 70	129 x 200

Size	Half-page	Full-page	Double-page
Cost	£550	£995	£1,450
Specifications wxh (mm)	262 x 200	262 x 400	561 x 400

Special discounts are available for consecutive edition advertising:

- 4+
15%
- 6+
20%
- 8+
30%
- 12+
45%

The Business Focus is distributed within the Jersey Evening Post in print as well as an e-edition, which is promoted and circulated across AIM digital and social channels.

If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

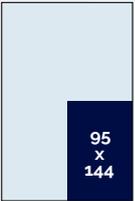
Quarters

Quarters is Jersey's newest property and lifestyle publication, published four times a year. Quarters is about the splendid, the sumptuous, and the spectacular. It showcases some of the Island's most desirable properties and lifestyle brands.

Supported by the Jersey Evening Post and Bailiwick Express, Quarters enjoys a specially curated distribution network, complementary e-edition and compelling year-round promotion.



Rates and shapes All prices exclusive of GST

			
Size	Directory	Quarter-page	Half-page
Cost	£275	£495	£850
Specifications <i>wxh (mm)</i>	129x100	95 x 144	235 x 144

		
Size	Full-page	Double-page
Cost	£1,295	£1,995
Specifications <i>wxh (mm)</i>	235 x 335 (+3mm bleed and crop marks)	470 x 335 (+3mm bleed and crop marks)



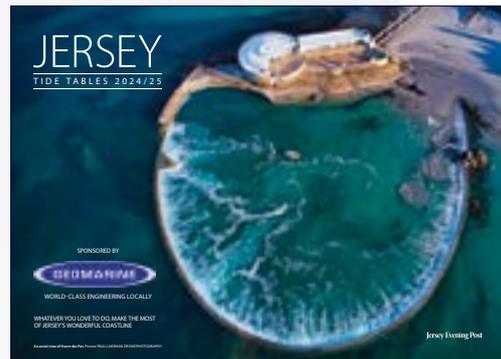
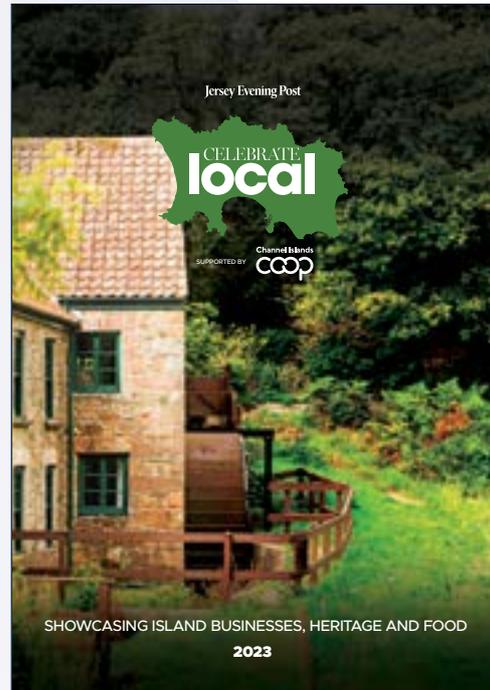
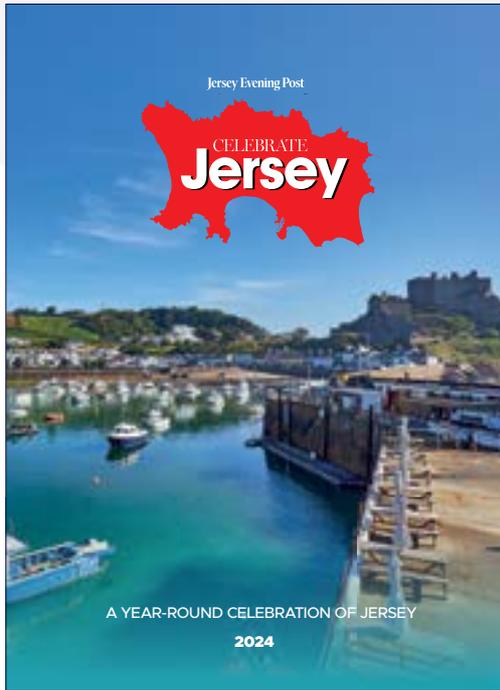
If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

Annual publications

We publish a range of outstanding local publications throughout the year.

Click on the covers below to see the latest e-editions and ask your account manager for further information on advertising rates and offers.

Alternatively, call us on 01534 611711 or email advertising@allisland.media.



Click or scan to view our annual publications

jerseyeveningpost.com

Jerseyeveningpost.com offers a highly flexible advertising platform with two purchasing options. As the most viewed local media site, it boasts over 1.5 million monthly views, offering unparalleled exposure to a diverse audience. Advertisers can choose from run-of-site ads, which appear across various pages, or tenancy ads for more targeted positioning.

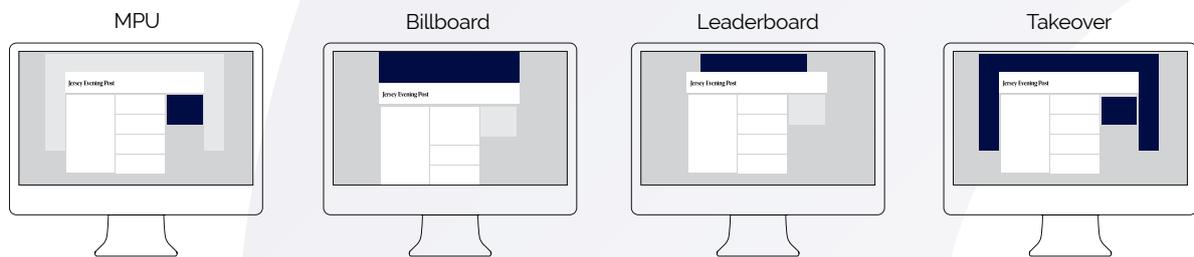
Rates and shapes All prices exclusive of GST

1. Cost per thousand (cpm)

This guarantees your advertising a defined number of views and can be used over a short period for a high intensity campaign (such as a new product or service launch), or a longer period for brand building and awareness.

2. Tenancy

This gives your advertising an exclusive position on our website for a fixed period (usually 24 hours). Your ad will always be visible and will not share the position with other advertisers. Tenancies are useful for high impact bursts.



Bespoke - You set the number of views you want and the time scale over which you want them!	Price	Specifications wxh (px)
Standard MPU	£5 per thousand views	300 x 250
Double MPU / Billboard	£7 per thousand views	300 x 250/970 x 250
In article video	£10 per thousand views	
Guaranteed view packages		
High impact		
50,000 views / month	£360	
75,000 views / month	£425	
100,000 views / month	£495	
Standard		
50,000 views / month	£225	
75,000 views / month	£300	
100,000 views / month	£365	
Tenancy		
24-hour exclusive positions – subject to availability		
Daily costs		
MPU	£110	300 x 250
Leaderboard	£175	728 x 90
Double MPU	£190	300 x 600
Billboard	£295	970 x 250
Rotating takeover	£250	Pillars 300 x 1400
Takeover	£495	Mantlepiece 1000 x 100

Campaign discounts

3 months
10%

6 months
15%

12 months
20%

CLICK OR
SCAN TO
DISCOVER
MORE



If you require further information please call Gavin Cadwallader on 01534 6116770 or email gavin@allisland.media

Email newsletter

The Jersey Evening Post's daily email newsletter is sent to almost over 16,000 subscribers every day, Monday-Friday. It enjoys an exceptional open rate of over 50% and is circulated at around 11am. The newsletter features links to the day's top stories along with breaking news.

For advertisers it can be a great way to get your business in front of a large number of potential customers who are already interested in local news and information, enhanced by the trust and credibility the JEP enjoys.

Rates and shapes All prices exclusive of GST

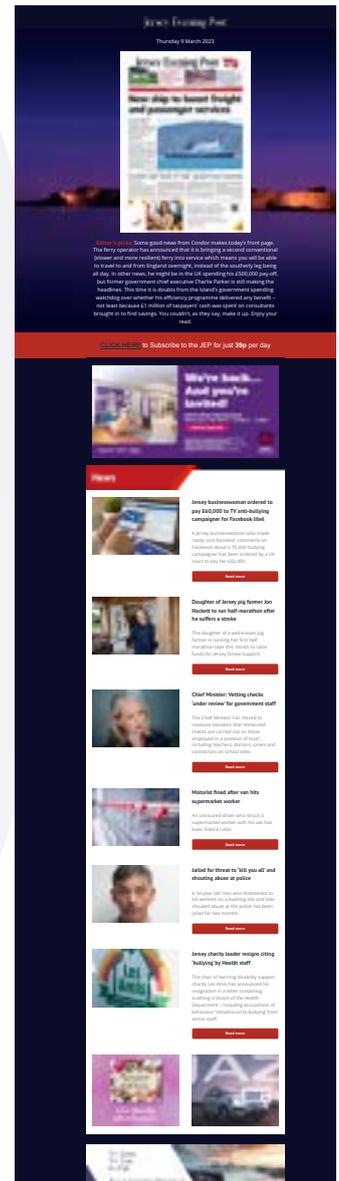
Top banner



Section takeover



Email example



Advertising space	Price per week	Specifications w x h (px)
Banner 2	£395	600 x 300
Banner 3	£295	600 x 300
Banner 4	£195	600 x 300
MPU 1	£350	300 x 250
MPU 2	£250	300 x 250
MPU 3	£150	300 x 250

Premium slots

Section takeover	£500
Top banner	£495
Skyscraper	£495

Skyscraper



Discounts

4 weeks
15%

6 weeks
20%

8 weeks
25%

13 weeks
30%

26 weeks
50%

52 weeks
65%

CLICK OR
SCAN TO
SIGN UP



If you require further information please call Gavin Cadwallader on 01534 6116770 or email gavin@allisland.media

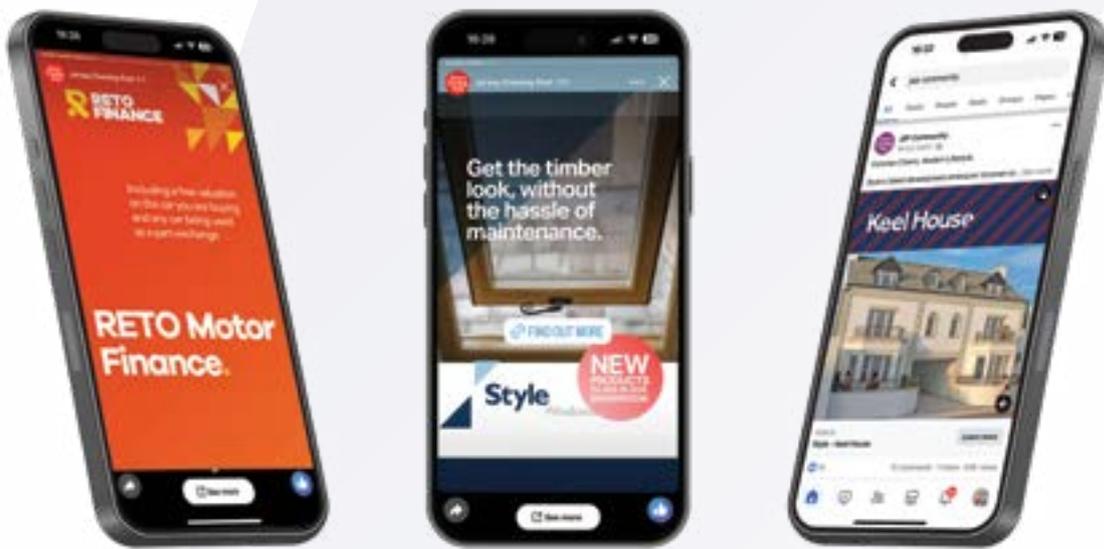
Social media

The Jersey Evening Post's social channels attract over 100,000 fans and followers, encompassing Facebook, Instagram, X and LinkedIn.

The JEP is the most engaged-with news media in the Island, with its posts stimulating Island-wide conversations on a daily basis.

Advertisers can benefit from the organic reach of our animated social stories, which feature within the JEP's newsfeed on Facebook and Instagram, as well as traditional paid campaigns across the social portfolio, including reels. We also offer full social media management services, from design to flighting.

Rates and shapes All prices exclusive of GST



Social Media Set Up	Per platform	3 or more platforms	Social Media management
Price	£200	£450	£75 per hour

Adverts	Facebook	LinkedIn
Price	From £90	From £100

Stories	Facebook story	Instagram story
Price	£75 per insert	£75 per insert

Reels	Instagram
Price	From £100

FOLLOW US

- @Jersey Evening Post
- @JEP Sport
- @JEP Community
- @JEPnews
- @JEPsport
- @jepnews
- @Jersey Evening Post
- @Jersey Evening Post

If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

Events

Our team can handle all aspects of planning and executing events. This includes venue sourcing, vendor management, marketing, logistics, and on-site co-ordination.

We also run successful events of our own, including Pride of Jersey, the Island's biggest community awards event and Leadership Jersey, focusing on the important matter of fostering great leadership in the Island.

So, whether you're looking for support, guidance or inspiration for your own event, or wish to support or sponsor an existing All Island Media event, talk to our team!



Jersey Evening Post



Pride of Jersey
CLICK OR SCAN TO
DISCOVER MORE



Leadership Jersey
CLICK OR SCAN TO
DISCOVER MORE



If you require further information please call Giorgina Lister on 01534 61170 or email giorgina@allisland.media

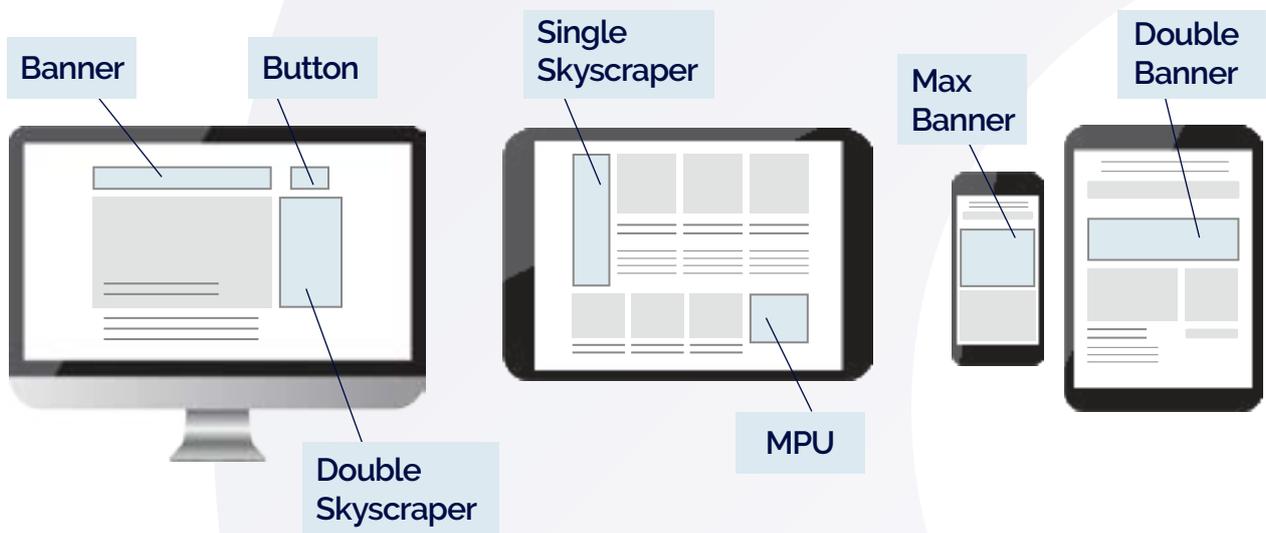
bailiwickexpress.com – Jersey

Irreverent, provocative, challenging and insightful, Bailiwick Express is the young, challenger brand and leading local media in the digital space.

The Bailiwick Express website enjoys around 1 million views per month in Jersey and is a popular choice for advertisers looking to take advantage of high-visibility advertising at an affordable price. The site enjoys a professional and aspirational audience profile which is reflected in its polished look and feel.

Advertisers can take advantage of a variety of high-impact tenancy shapes, which are available to purchase in weekly allocations.

Rates and shapes All prices exclusive of GST



Advertising space	Price per week	Specification w x h (px)
Banner	£495	728 x 90
Button	£110	180 x 90
Double Skyscraper	£440	320 x 600
Single Skyscraper	£330	160 x 600
MPU	£385	300 x 250
Max Banner	£1,000	728 x 360
Double Banner	£550	728 x 180

If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

Email newsletter – Jersey

The Bailiwick Express daily news email features the top stories of the day and offers advertisers sought-after positions to place their brand directly in front of a targeted audience of almost 13,000 daily subscribers, making this the largest service of its type in Jersey.

With weekly slots available, this platform boasts a very high open rate of over 50%, underlining the quality and relevance of its content.

The Bailiwick Express and Jersey Evening Post email newsletters work very well in tandem and have a high unique-user reach, with only 2,500 subscribers using both services.



Rates and shapes All prices exclusive of GST

Advertising space	Price per week	Specification <i>wxh (px)</i>
Top banner	£550	728 x 90
Content banner	£385	728 x 90
Double banner	£595	728 x 180
Max banner	£1,100	728 x 360
Skyscraper	£495	160 x 600
Classified Top Banner	£385	728 x 90

Bailiwick Express also offers special email editions through the week:

Motoring email - every Tuesday

Latest cars, bikes and vans for sale - featured cars from select local dealers.

Connect Insider email - every Tuesday

Essential local business reading, with special interviews and podcast links. Takeover sponsorship options available.

Recruitment email - every Wednesday

Latest local jobs from selected recruitment agencies, links to Bailiwick Express Jobs Board.

Property email - every Friday

Featuring open viewings and selected properties from local agents, links to Bailiwick Property site.

Please ask your account managers for the latest deals and offers.

CLICK OR
SCAN TO
SIGN UP



If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

Connect Jersey

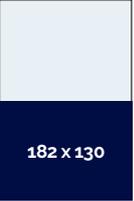
Connect Jersey is the leading business publication in the Island and the official partner of the Jersey Chamber of Commerce; the magazine is known for its quality storytelling and insightful features.

Each month, there is a vibrant mix of content that goes beyond just business – encompassing lifestyle, culture, environmental topics, and captivating local-interest stories.

8k+
READERS
PER ISSUE



Rates and shapes All prices exclusive of GST

				
Size	Text banner	Front cover banner	Half-page	Full-page
Cost	£365	£825	£765	£1,320 – standard £1,540 – prime
Specifications <i>wxh (mm)</i>	182 x 40	210 x 50	182 x 130	210 x 297 (+3mm bleed and crops marks)

ADVERTORIAL

Advertorial coverage provides an excellent vehicle for promotion of your business.

Size	Single Page	Double Page
Cost	£715	£1,210

INTERVIEW OPPORTUNITIES

We only feature one of each of the below in each edition.

Type	So, Who Is...	Time Out with...	In Conversation With...	Working Lunch
Cost	£1,320	£1,320	£1,650	£1,650
Specifications	2pp spread	2pp spread	4pp spread	4pp spread

Special discounts are available for consecutive edition advertising:



CLICK OR SCAN
TO VIEW
THE LATEST
EDITION



If you require further information please call Kirsty Wilson-Seabrook on 01534 611722 or email kirsty@allisland.media

Our reach in Guernsey



CLICK OR SCAN TO
DOWNLOAD OUR
MEDIA GUIDE [HERE](#)

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 every week.

26%

17-34 YEAR OLDS

49%

35-64 YEAR OLDS

25%

65+

51%

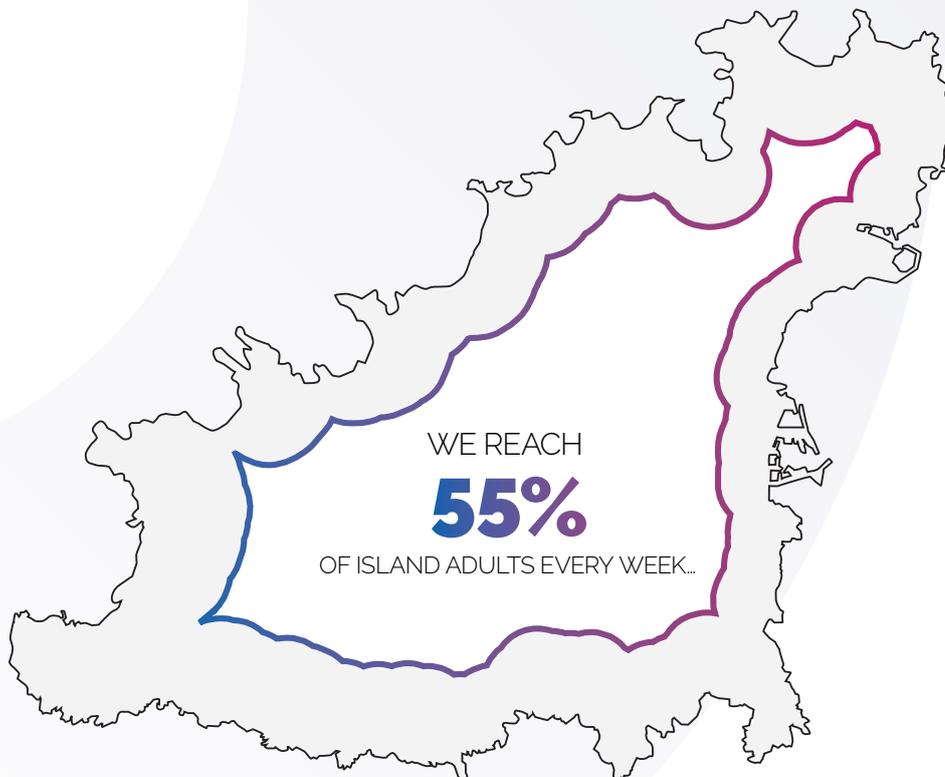
PROFESSIONAL
OR PUBLIC
SECTOR

74%

HOMEOWNERS

60%

HOUSEHOLD
INCOME
ABOVE £35K



FIGURES FROM MEDIA CONSUMPTION RESEARCH BY 4 INSIGHT, 2023

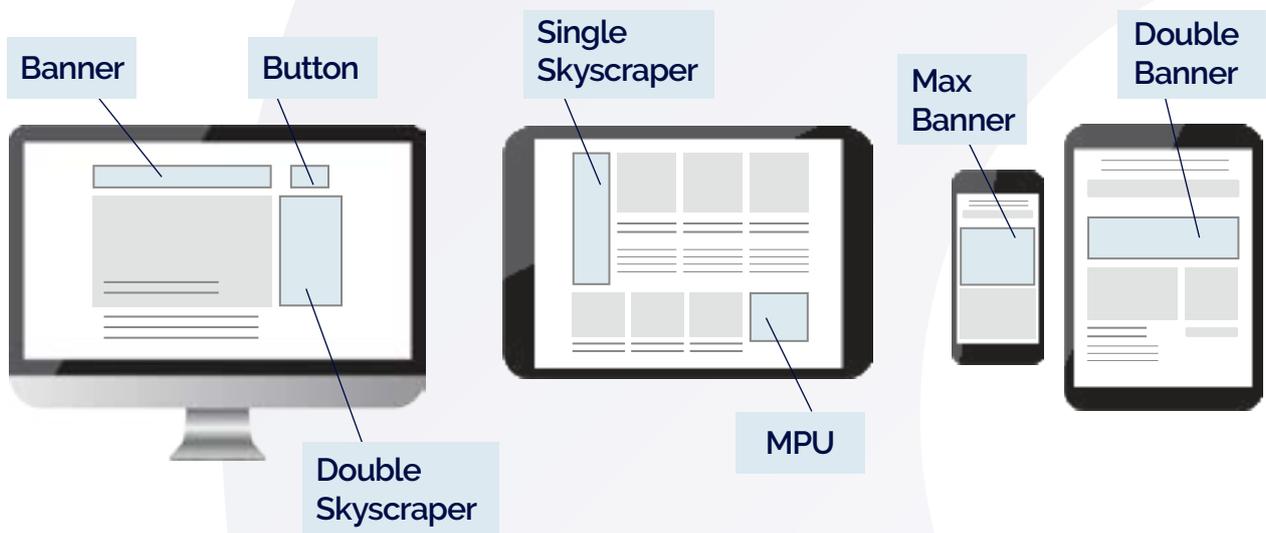
bailiwickexpress.com – Guernsey

Irreverent, provocative, challenging and insightful, Bailiwick Express is the young, challenger brand and leading local media in the digital space.

The Bailiwick Express website enjoys around 350,000 views per month in Guernsey and is a popular choice for advertisers looking to take advantage of high-visibility advertising at an affordable price. The site enjoys a professional and aspirational audience profile which is reflected in its polished look and feel.

Advertisers can take advantage of a variety of high-impact tenancy shapes, which are available to purchase in weekly allocations.

Rates and shapes All prices exclusive of GST



Advertising space	Price per week	Specification <i>w x h (px)</i>
Banner	£495	728 x 90
Button	£110	180 x 90
Double Skyscraper	£440	320 x 600
Single Skyscraper	£330	160 x 600
MPU	£385	300 x 250
Max Banner	£1,000	728 x 360
Double Banner	£550	728 x 180

If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

Email newsletter - Guernsey

The Bailiwick Express daily news email features the top stories of the day and offers advertisers sought-after positions to place their brand directly in front of a targeted audience of over 5,000 daily subscribers, making this the largest service of its type in Guernsey.

With weekly slots available, this platform boasts a very high open rate of over 50%, underlining the quality and relevance of its content.



Rates and shapes All prices exclusive of GST

Advertising space	Price per week	Specification <i>w x h (px)</i>
Top banner	£550	728 x 90
Content banner	£385	728 x 90
Double banner	£595	728 x 180
Max banner	£1,100	728 x 360
Skyscraper	£495	160 x 600
Classified Top Banner	£385	728 x 90

Bailiwick Express also offers special email editions through the week:

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Latest cars, bikes and vans for sale - featured cars from select local dealers.

Connect Insider email - every Tuesday

Essential local business reading, with special interviews and podcast links. Takeover sponsorship options available.

Recruitment email - every Wednesday

Latest local jobs from selected recruitment agencies, links to Bailiwick Express Jobs Board.

Property email - every Friday

Featuring open viewings and selected properties from local agents, links to Bailiwick Property site.

Please ask your account managers for the latest deals and offers.

**CLICK OR
SCAN TO
SIGN UP**



If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

Connect Guernsey

Connect Guernsey is the leading business publication in the Island and the official partner of the Guernsey Chamber of Commerce; the magazine is known for its quality storytelling and insightful features.

Each edition, there is a vibrant mix of content that goes beyond just business – encompassing lifestyle, culture, environmental topics, and captivating local interest stories.

5.5k+

READERS
PER ISSUE



Rates and shapes All prices exclusive of GST

Size	Text banner	Front cover banner	Half-page	Full-page
Cost	£340	£750	£720	£1,095 – standard £1,265 – prime
Specifications <i>w x h (mm)</i>	182 x 40	210 x 50	182 x 130	210 x 297 (+3mm bleed and crops marks)

ADVERTORIAL

Advertorial coverage provides an excellent vehicle for promotion of your business.

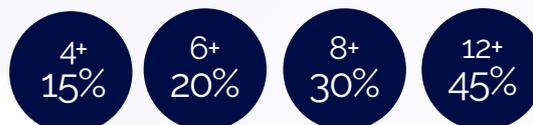
Size	Single Page	Double Page
Cost	£655	£1,095

INTERVIEW OPPORTUNITIES

We only feature one of each of the below in each edition.

Type	So, Who Is...	Time Out with...	In Conversation With...	Working Lunch
Cost	£1,320	£1,320	£1,650	£1,650
Specifications	2pp spread	2pp spread	4pp spread	4pp spread

Special discounts are available for consecutive edition advertising:



CLICK OR SCAN
TO VIEW
THE LATEST
EDITION



If you require further information please call Kirsty Wilson-Seabrook on 01534 611722 or email kirsty@allisland.media

Pan-Island media solutions

We provide unparalleled pan-island solutions designed to connect your brand with audiences across the Channel Islands. Our comprehensive media offerings open up new opportunities to engage, influence, and expand your reach.

With our pan-island media services, you can:

Connect across Islands: Our immersive digital audio services, including podcasts and vodcasts, are trusted sources of information and entertainment for listeners across the Channel Islands. This gives your brand a unique opportunity to engage diverse communities through compelling and relevant content.

Maximise multi-channel engagement:

By incorporating the power of audio and video into your advertising, you can create a cohesive, multi-channel campaign that ensures your message is both heard and seen across the islands, amplifying your brand's impact.

Leverage expert media support: From content creation to strategic media placement, our team of experts can act as an extension of your own, helping you enhance your pan-island presence and influence with tailored strategies and executions.



Bailiwick podcasts and vodcasts

Bailiwick Express podcasts and vodcasts present a comprehensive suite of opportunities for immersive audio and video storytelling. With locations in both Jersey and Guernsey, our dedicated recording studios are an ideal setting for creating high-quality podcasts. Whether you're looking to sponsor a message or craft

a tailor-made interview, our team collaborates closely to bring your vision to life. These podcasts aren't just limited to audio platforms; they gain extensive reach through sharing across our multiple digital channels. This multi-platform approach makes Bailiwick Podcasts a powerful tool in modern digital marketing.

Rates All prices exclusive of GST

	PODCASTS	VODCASTS	
GOLD £1,950	<ul style="list-style-type: none"> • BX newsletter • JEP newsletter • BX Podcast thumbnail • JEP website – 100,000 view campaign • Connect Insider newsletter • QR code access via Connect & The Business • 6 LinkedIn posts across BX and JEP channels • 2 social stories 	<ul style="list-style-type: none"> • BX newsletter • JEP newsletter • BX Podcast thumbnail • JEP website – 100,000 view campaign • Connect Insider newsletter • QR code access via Connect & The Business • 6 LinkedIn posts across BX and JEP channels • Vod upload to BE YouTube channel • 2 social stories 	GOLD £2,750
SILVER £1,350	<ul style="list-style-type: none"> • BX newsletter • JEP newsletter • BX Podcast thumbnail • JEP website – 60,000 view campaign • Connect Insider newsletter • QR code access via Connect & The Business • 3 LinkedIn posts across BX and JEP channels 	<ul style="list-style-type: none"> • BX newsletter • JEP newsletter • BX Podcast thumbnail • JEP website – 60,000 view campaign • Connect Insider newsletter • QR code access via Connect & The Business • 3 LinkedIn posts across BX and JEP channels • Vod upload to BE YouTube channel 	SILVER £2,350
BRONZE £950	<ul style="list-style-type: none"> • BX newsletter • JEP newsletter • BX Podcast thumbnail • JEP website – 30,000 view campaign • Connect Insider newsletter • QR code access via Connect & The Business • 2 LinkedIn posts across BX and JEP channels 	<ul style="list-style-type: none"> • BX newsletter • JEP newsletter • BX Podcast thumbnail • JEP website – 30,000 view campaign • Connect Insider newsletter • QR code access via Connect & The Business • Vod upload to BE YouTube channel • 2 LinkedIn posts across BX and JEP channels 	BRONZE £1,950

Basic audio Podcasts without promotion are available from £500.
Sponsorship - sponsor an existing episode or series.
 • Episode sponsorship from £250
 • Series sponsorship [two or more episodes] from £350



If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

Bailiwick Radio

Just the hits and the headlines!

Bailiwick Radio is the new and fast-growing DAB and online radio station for the Channel Islands, bringing listeners two radio stations for the price of one.

Choose between the Hits (great hits from the noughties to contemporary Top 40) and Classics (timeless gems from the 70s, 80s and 90s) – there’s no chatter, no filler and no ad overload!

Bailiwick Radio reaches over 20,000 pan-island listeners per month and offers incredibly cost-effective spot rates to advertisers.

Rates All prices exclusive of GST

Station sponsorship

High-impact, prime-time sponsorship messages – no clutter, no competition!

Minimum 24 taglines per day part

Day part	Cost
6.00 am – 12.00 pm	£2,000 per month
12.00 pm – 6.00 pm	£2,000 per month

Spot packages

Advertise from as little as £5.96 per spot!

15- to 20-second spots

Monday-Sunday

28 spots	£295 per week
56 spots	£445 per week

Production

We'll produce your fully licensed advertisement from as little as £300, creating the perfect script, sourcing great-quality voices, choosing the right music and finalising the signed-off files for broadcast to the highest audio standards.



Unlock further discounts by booking multiple weeks



JERSEY RADIO

CLICK OR SCAN TO LISTEN

GUERNSEY RADIO



If you require further information please call Gavin Cadwallader on 01534 611770 or email gavin@allisland.media

Our media services



Think of us as an extension of your team, here to help you work out the most effective way to spend your marketing budget and maximise your return on investment.

Your All Island Media account manager will help you to shape your campaign objectives and then work with you every step of the way to achieve them – from conception to design to execution.

We can offer a range of services including photographic, copywriting, creating artwork, web design and other digital support.



Terms and conditions

Acceptance of advertisements with All Island Media Ltd ("AIM"), the parent company of the Jersey Evening Post Ltd, and Lighthouse Media (CI) Ltd. This includes Bailiwick Express, and its related brands which are provided by Lighthouse Media (CI) Ltd, trading as Bailiwick Publishing (BP) and the Jersey Evening Post, and its related brands, which are provided by Jersey Evening Post Ltd (JEP).

- (1) The placing of an order constitutes a warranty from the advertiser and/or advertising agency to the publisher:
 - i) that the advertisement is legal, decent, honest, and truthful complying with the British Codes of Advertising and Sales Promotion, with any relevant codes of practice and with the requirements of current legislation; and
 - ii) that the advertisement is not defamatory and does not infringe the copyright moral rights or any other rights of any third party.
- (2) The advertiser and/or advertising agency agrees to indemnify the publisher in respect of all costs, claims, damages, or other charges arising directly or indirectly as a result of the publication of the advertisement(s).
- (3) While every endeavour will be made to meet the wishes of advertisers, the publisher does not guarantee the publication of any particular advertisement or its publication on any particular date.
- (4)
 - (i) In the event of any publisher originated error, misprint, or omission in the publication of an advertisement or part of an advertisement (however caused) the publisher will either re-publish the advertisement or relevant part of the advertisement as the case may be or make a reasonable refund of or adjustment to the cost. No re-publication, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement.
 - (ii) In no circumstances shall the total liability of the publisher for any error, misprint or omission exceed
 - (a) the amount of a full refund of any price paid to the publisher for the advertisement in connection with which liability arose or
 - (b) the cost of a further or corrective advertisement of a type and standard reasonably comparable to that in connection with which liability arose.
 - (iii) It is the responsibility of the advertiser/advertising agency to check the first appearance of any series of advertisements and notify the publisher immediately of any errors. The publisher assumes no responsibility for the repetition of errors unless notified by the advertiser.
 - (iv) Save as set out above, the publisher accepts no liability in respect of any loss or damage occasioned directly or indirectly as a result of publication of any advertisement or any loss or damage occasioned directly or indirectly by any total or partial failure (however caused) of publication of any advertisement or of any title or website in which any advertisement is scheduled to appear.
- (5) Without prejudice to the foregoing, the publisher accepts no liability in respect of any loss or damage alleged to have arisen through delay in forwarding or omitting to forward replies to box numbers to the advertiser (however caused). The advertiser hereby authorises the publisher to return to its originator or destroy any communication which, in the reasonable opinion of the publisher, should not be delivered to the advertiser.
- (6) The publisher reserves the right to:
 - (i) Refuse any advertisement or if already accepted to cancel the order at any time by giving reasonable notice before the next insertion, but in that event the advertiser/advertising agency shall not be liable for payment of the difference (if any) between the rates for the series specified in the order and the usual price for the series of insertions which has appeared when the order is stopped;
 - (ii) Require any alteration it considers necessary or desirable in any advertisement.
- (7) An advertising agency may cancel any unexpired part of an order without penalty in the event of the death or failure of its client.

Terms and conditions

- (8) The copyright for all purposes in all artwork, copy and other material which the publisher or his employees have originated, contributed to or reworked shall vest in the publisher.
- (9) The placing of an order by an advertiser, or an advertising agency on behalf of a client, constitutes an assurance that all necessary authority and consents have been secured in respect of the use in the advertisement(s)
 - (a) of pictorial or other representations of (or purporting to be of) living persons, and of references to any words attributed to living persons and
 - (b) any material the copyright in which vests in a third party.
- (10) Any material submitted by the advertiser is held by the publisher at the advertiser's risk and should be insured by the advertiser against loss or damage from whatever cause. The publisher reserves the right to destroy without notice all such property after the date of its last appearance in an advertisement unless the advertiser has given instructions to the contrary.
- (11) Orders cannot be cancelled once the publisher has commenced to carry out the order in accordance with the first publication date requested by the advertiser. In other cases, the publisher will require two clear working days' notice of cancellation of any order or unexpired part of an order, or in the case of an advertisement which by reason of its position is chargeable at a premium rate, not less than seven clear working days' notice. All cancellations must be notified in writing.
Email notification of cancellation is acceptable.
- (12) Unless credit terms have been agreed, pre-payment must be received in full. Payment may be made by cheque (cleared funds), Barclay card, VISA, Switch, Mastercard.

When credit is allowed:

- (i) The due date for payment is stipulated on invoices issued.
- (ii) When the full sum owing has not been paid to the publisher by the due date above, interest on the amount owing shall be payable, at the rate of 2% above the base rate of Barclays Bank PLC accruing from day to day including the day on which payment was due)
- (iii) The existence of a query on any individual item in an account shall not affect the due date of payment of the balance of the account.
- (13) The publisher reserves the right to disclose the name and address of advertisers and/or agencies to the police, trading standards officials, or any other relevant authority and, where the publisher in its sole discretion deems it reasonable, to other third parties.
- (14) Advertising orders are issued by an advertising agency as a principal and must be on the agency's official form.
- (15) The terms of the Recognition agreement between the Newspaper Society, or between the Newspaper Society and the Newspaper Publishers Association and recognised advertising agencies are deemed to be incorporated in these conditions of acceptance of advertisement orders for the publication and transmission of all advertisements accepted from the recognition advertising agency. Without prejudice to the generality of these terms, these conditions of acceptance specifically extend to any personal guarantee given by the Directors or any other person on behalf of a recognised agency at the time of recognition in respect of any unsatisfied liabilities of the agency in the event of the agency's liquidation or insolvency. Such guarantee is part of these conditions of acceptance.
- (16) The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and any conditions stipulated on an agency's or advertiser's order form or elsewhere by an agency or an advertiser shall be void insofar as they are in conflict with them.
- (17) These terms and conditions shall be governed by and construed in accordance with the laws of The Royal Court of Jersey.



Jersey Evening Post

