



Getting Started Media Guide

Jersey Evening Post



Welcome to All Island Media

Welcome to All Island Media, your trusted source of news and information for the Channel Islands.

All Island Media proudly brings together Jersey's two biggest news organisations, the **Jersey Evening Post** and **Bailiwick Express**, matching up over 130 years of heritage and authority with a punchy digital-only challenger brand.

We offer advertisers the best of both worlds, enabling you to reach more potential customers than any other media in Jersey.

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 in Jersey

All Island Media gives your organisation **unrivalled reach** and access to the **biggest media marketplace** in Jersey.



135k+
Jersey Evening Post readers per week

2.5m+
Website views per month

31k+
Daily email subscribers

50k+
Monthly radio listeners [pan-Island]

150k+
Social followers

Age

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

58%

Professional or public sector

82%

Homeowners or rent privately

52%

Income £50k+

51:49

Gender F/M %

[4Insight](#) research Jan 2023, income adjusted for inflation 2023-2025

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 products



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, satirize, explain and campaign – reflecting the diverse community we serve.



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.



Jersey Evening Post



Connect



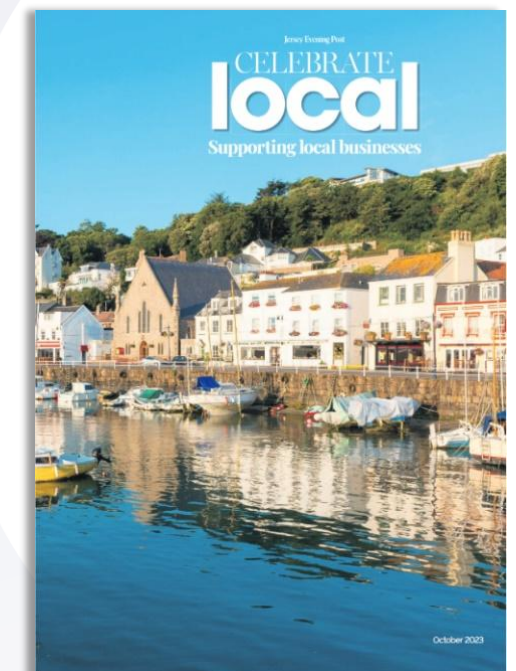
Homelife



Quarters



Lifestyle



Celebrate Local

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 news emails

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 reach over 30,000 daily subscribers,

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 emails 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.

Event partnership



We're at the heart of Island life and committed to supporting the local community. 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.

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 ready-made options that can help jump-start your advertising journey:

The AIM Media Solutions programme

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

Over 100 local businesses are already benefiting from Media Solutions membership. Please ask your account manager for more information.

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 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 specialises 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.

-

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

-



Let's Connect



01534 611711



advertising@allisland.media



1st Floor of Le Gallais Chambers, 54 Bath St, JE4 8XQ

Jersey Evening Post

