

Media Guide

GUERNSEY



Who we are

Part of the All Island Media Group, 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.

Through these platforms we reach an impressive 55% of Islanders every week*

Our products



Jersey Evening Post -
Email newsletter

Jersey Evening Post - Website

Jersey Evening Post -
Magazines & special supplements

Jersey Evening Post - Social media

Connect magazine - Jersey and
Guernsey - print & digital replica edition

Bailiwick - Podcasts and Radio
Jersey and Guernsey

Bailiwick Express -
Email newsletter - Jersey and Guernsey

Bailiwick Express - Website
Jersey and Guernsey

Bailiwick Express Guernsey



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

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



Our audience in Guernsey

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



300k+
Website views per month

5k+
Daily email subscribers

35k+
Social followers

50k+
Monthly radio listeners [pan-Island]

Age

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

51%
Professional or public sector

74%
Homeowners or rent privately

60%
Income £40k+

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

Meet the team

Our superb team is here to support your marketing goals and strategy. We know what it takes to meet your objectives and get your message seen. Your account manager is a one stop shop to all the products and services that All Island Media has to offer.



Fern Phaphirom
Business
Development
Manager



Gavin Cadwallader
Head of Advertising



Nick Mann
Senior Reporter



Laura Clayton
Connect Editor



Luke Heynes
Commercial Director

Our team is your team

We have everything you need for a successful advertising campaign!

Our skilled team will ensure your campaign achieves the maximum response and the best return on investment possible.

We will work with you every step of the way, from creating your artwork to providing regular response reporting once the campaign is underway.

We will then help you to hone your schedule to focus on what works best.



Tried and trusted by big brands



Channel Island reach

The All Island Media portfolio includes market-leading print and digital publications in Jersey which reach an incredible 73% of Island adults every week*.

So, if you're looking for cost-effective pan-island advertising, talk to us!



Switch on to Bailiwick Express!



"**easy** to read"



"they tend to be **ahead** of the news"

"a breath of **fresh** air"



"News is reported **all day**"

Let's talk



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