



# Media Guide

## JERSEY

Jersey Evening Post



# Introduction

Thank you for taking the time to read this media guide.

In it we'll introduce you to **All Island Media**, the name behind the Jersey Evening Post and Bailiwick Express.

The guide provides information for advertisers on the combined audience profile and reach of All Island Media.

This is important for advertisers because the greater the size and quality of the audience, the better the response.

We hope this information will prove useful when you're planning your next marketing campaign in Jersey.

**We look forward to working with you!**



# 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**



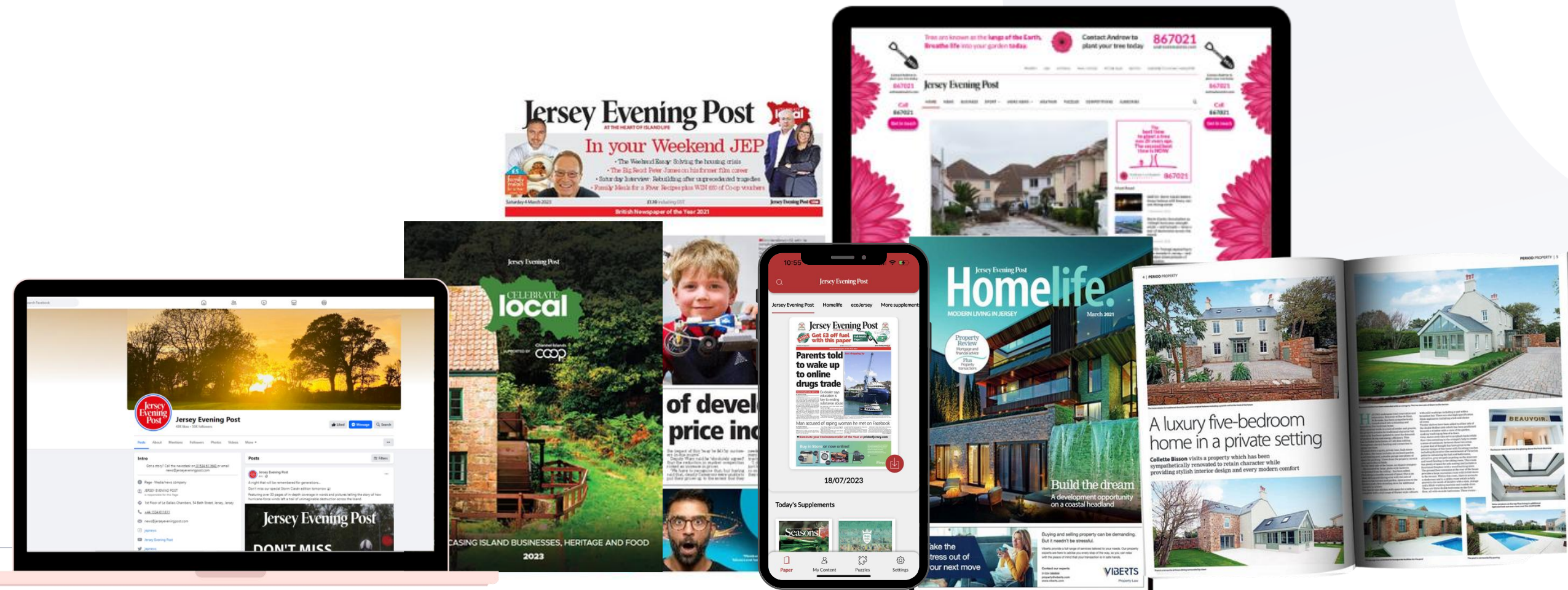
# Jersey Evening Post



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,

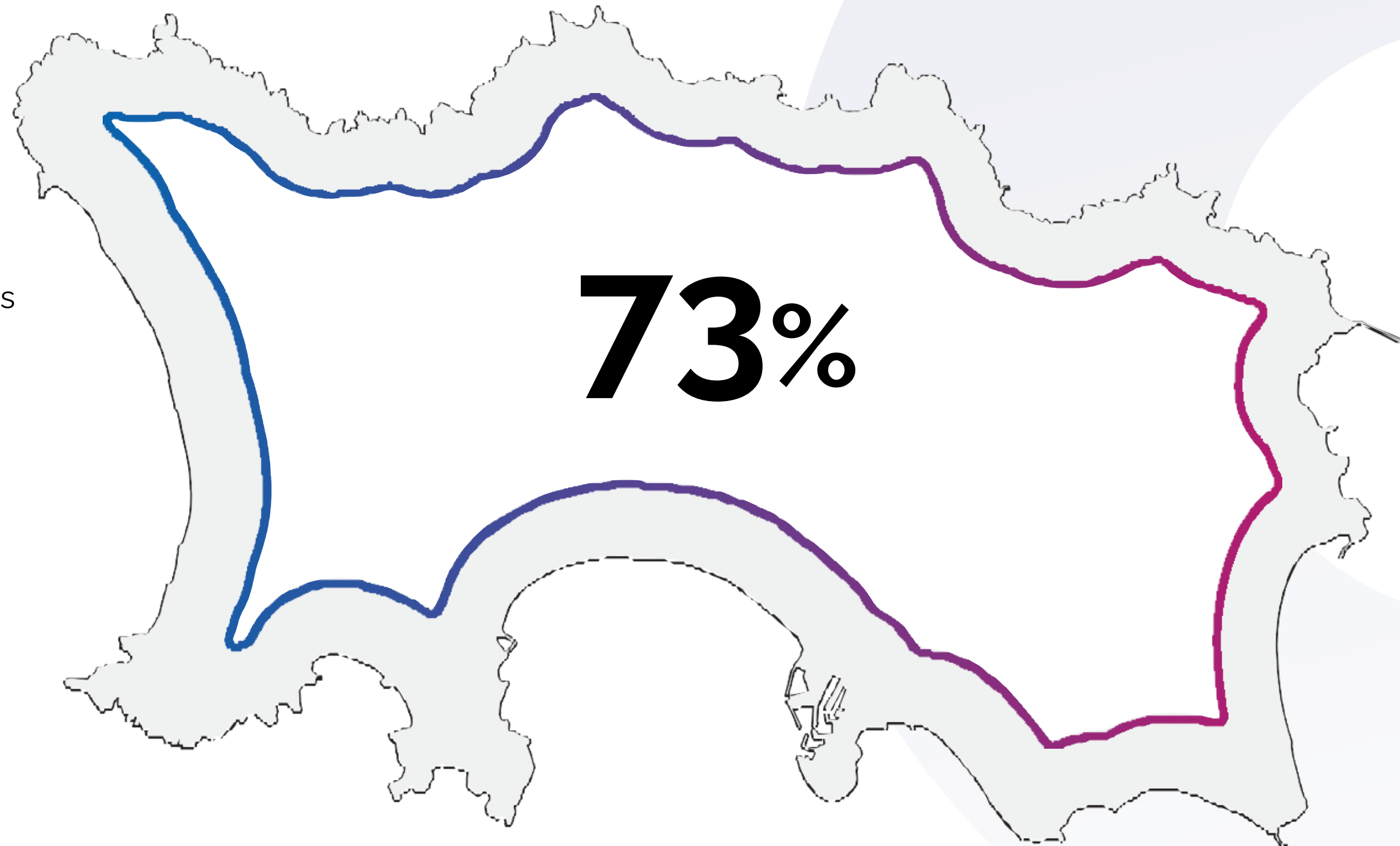
Bailiwick Express is the young, challenger brand and **leading local media in the digital space.**



# What's your message for Jersey?

All Island Media reaches an incredible 73% of Jersey adults every week.

That's an audience of **over 62,000 people** for your advertising message!



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

**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

# Our products





# Meet the team

Our superb **account management 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.



Luke Heynes  
Commercial Director



Gavin Cadwallader  
Head of Advertising



Kirsty Wilson-Seabrook  
Business Development Manager



Melinda Tidy  
Business Development Manager



Fern Phaphirom  
Business Development Manager



Philippa Cooper  
Senior Account Manager



John De Gruchy  
Account Manager



Sam Mileti  
Account Manager



Aimee Wilson  
Account Manager

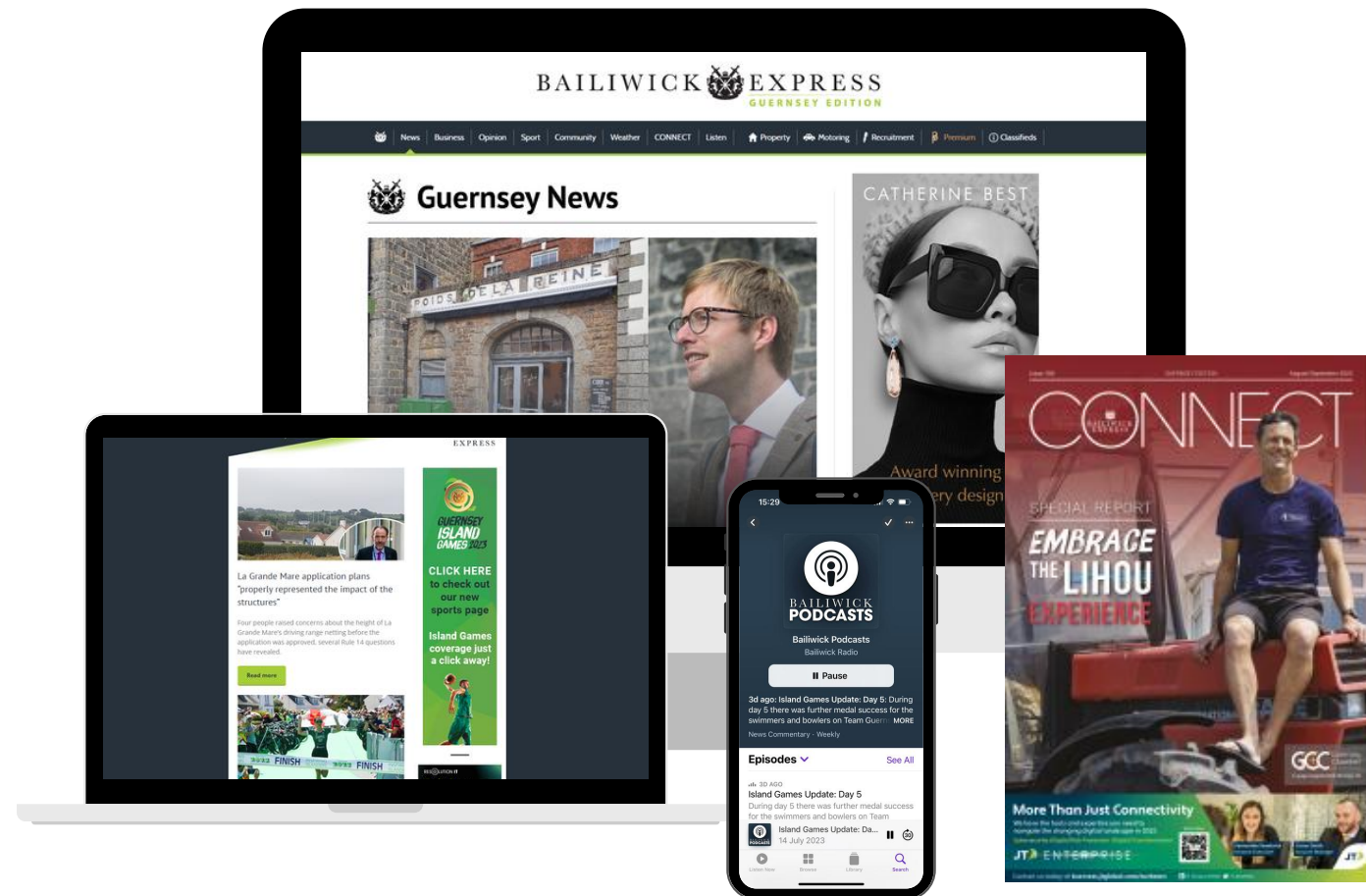


Amber Sahai  
Business Development Executive

# Pan-Island advertising

The All Island Media portfolio includes **market-leading** print and digital publications in **Guernsey** which reach an impressive **55%** of Island adults every week\*.

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



# 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.

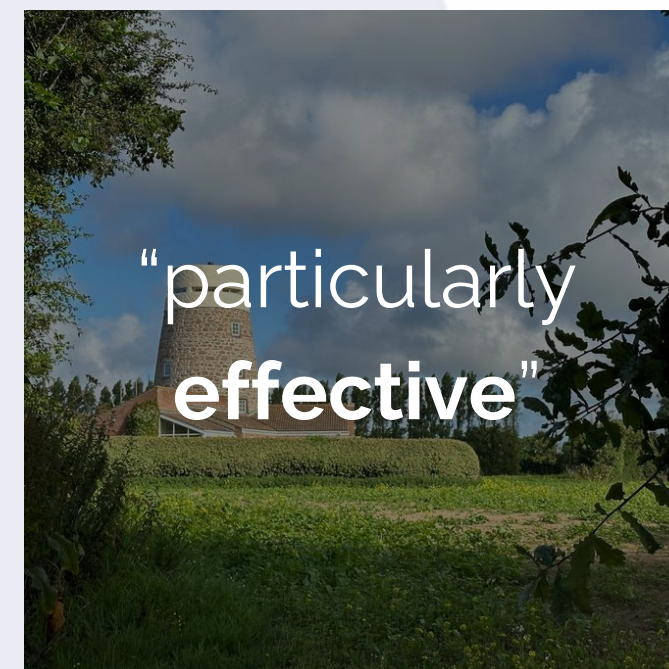
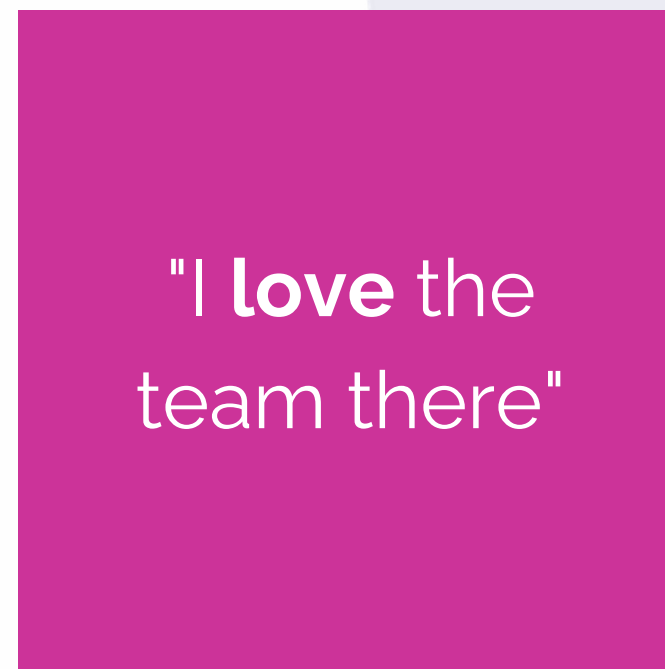
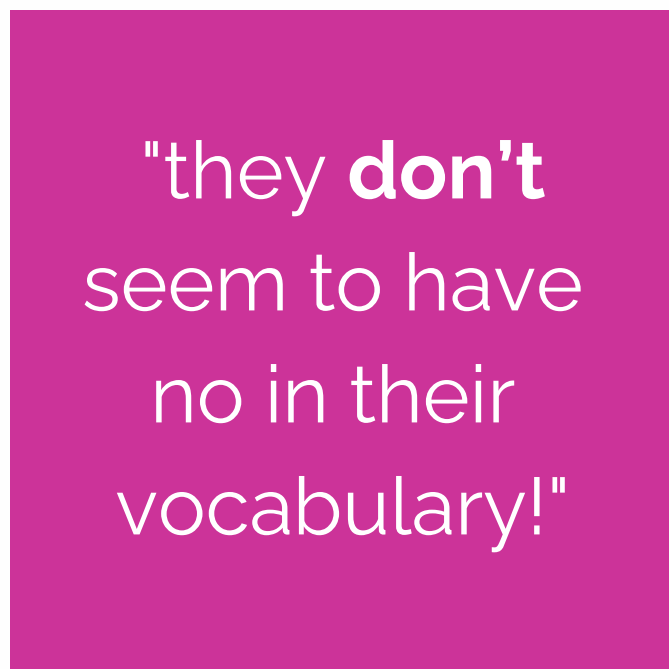
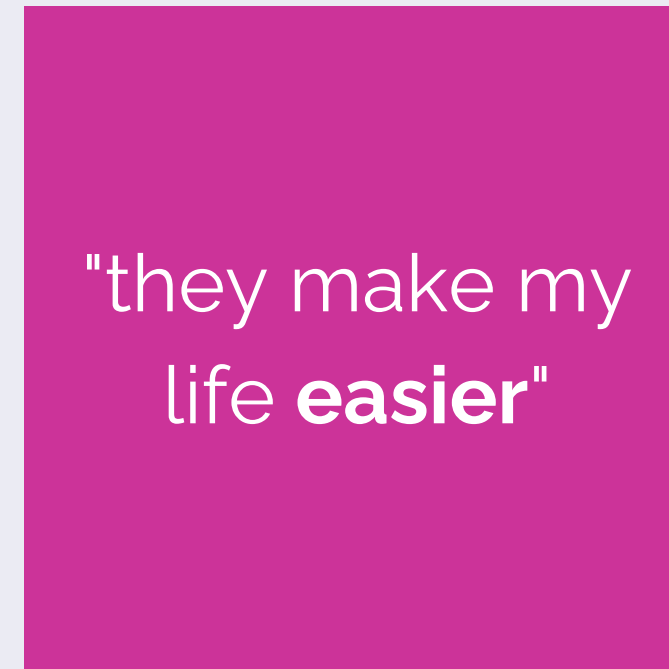
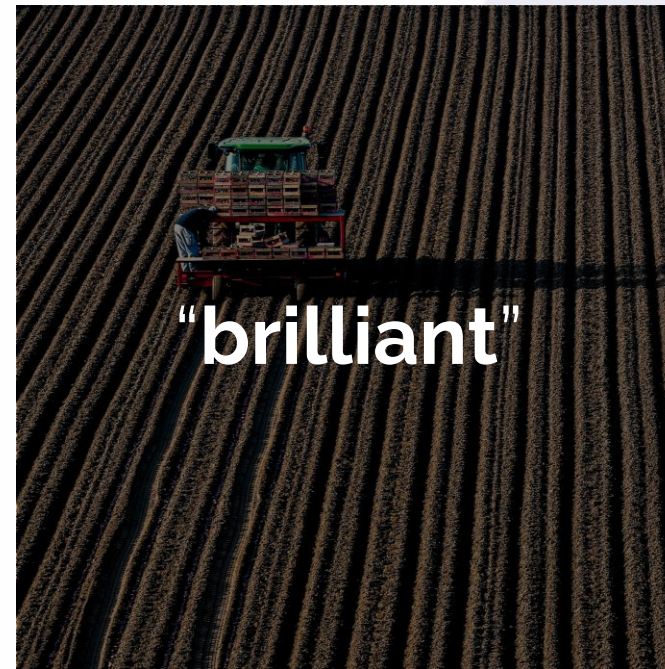
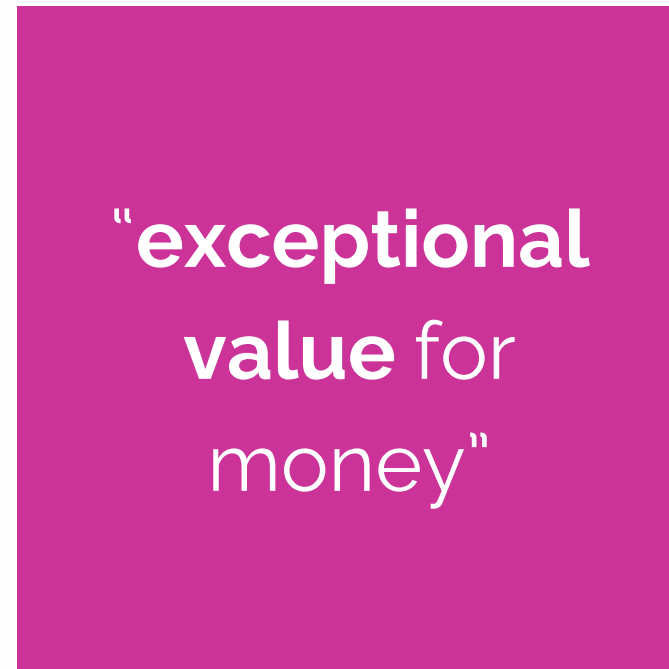
We will then help you to hone your schedule to **focus** on what works best.



# Tried and trusted by big brands



# Don't just take our word for it...



# Let's talk



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