

# Island Business

## MEDIA PACK RATE CARD

Advertise to the  
Island's business  
community



# Island Business magazine: PUBLISHED BY THE IW CHAMBER

- Island Business magazine is a highly effective way of reaching businesses like yours.
- Published by the Isle of Wight Chamber of Commerce, a physical printed edition of the magazine is mailed out to every IW Chamber member and is available at pick-up locations across the Island.

You can also sign up to receive the magazine digitally, straight to your inbox.

- Island Business magazine is trusted, authoritative and upbeat, with a high value readership.
- Read by business owners, CEOs, decision makers, managers and high net worth individuals, Island Business is a very cost-effective way of reaching the people you'll want to do business with.



# BOOK AN ADVERTORIAL

- If you've got an announcement, a product, service or a message that would be best delivered as a feature, why not book an Advertorial page?
- You supply the text and a selection of images - typically 550 words for a full page; 900 words for a double page feature. Our designers will lay out your page, in Island Business style, for your approval.
- Prices from £500 per page.
- To discuss – please email: [amber.beard@iwchamber.co.uk](mailto:amber.beard@iwchamber.co.uk)



# Island Business magazine: **SCHEDULE**

**JANUARY / FEBRUARY 2025 edition**

Advertising copy received by 11 December  
Street date / delivered circa 6 January

**MARCH / APRIL 2025 edition**

Advertising copy received by 6 February  
Street date / delivered circa 26 February

**MAY / JUNE 2025 edition**

Advertising copy received by 7 April  
Street date / delivered circa 28 April

**JULY / AUGUST 2025 edition**

Advertising copy received by 6 June  
Street date / delivered circa 26 June

**SEPTEMBER / OCTOBER 2025 edition**

Advertising copy received by 7 August  
Street date / delivered circa 27 August

**NOVEMBER / DECEMBER 2025 edition**

Advertising copy received by 9 October  
Street date / delivered circa 29 October

**JANUARY / FEBRUARY 2026 edition**

Advertising copy received by 11 December  
Street date / delivered circa 5 January

For advertorial features or for adverts that require design work we would require materials ahead of the copy deadlines in order to allow time for production and proofing

*It's good to know...*

Island Business magazine  
**HELPS SUPPORT A  
SUSTAINABLE  
ECOSYSTEM**



# Advertise in Island Business magazine: **OUR RATE CARD**

	Non-member rate	Member discount
Double Page Spread	£1430	£1075
Full Page	£750	£565
Half Page	£465	£350
Quarter Page	£275	£205

Series Booking Discount
3 issues 5%
5 issues 7.5%
10 issues 10%

All rates are per issue and do not include VAT

# ADVERTISEMENT SPECIFICATIONS

Advert Size	Width in mm	Height in mm
<b>DOUBLE PAGE SPREAD</b> (allow 3mm bleed) Overall type area 396 x 259mm. Top border 18mm. Bottom border 20mm. Side border 12mm	420	297
<b>FULL PAGE</b> (allow 3mm bleed) Overall type area 185 x 259mm. Top border 18mm. Bottom border 20mm. Side border 12mm	210	297
<b>FULL PAGE</b> within type area (boxed)	186	259
<b>HALF PAGE</b> (horizontal)	186	125
<b>HALF PAGE</b> (vertical)	89	259
<b>QUARTER PAGE</b> (vertical)	89	125

Print ready artwork must be supplied as a PDF in CMYK colour format. 300dpi at 100% finished advert size.

Full page and double page spread adverts should have 3mm bleed and cropmarks.  
Adverts that do not bleed off the page can be supplied without bleed and cropmarks.

# SEND US YOUR STORY

- Island Business magazine thrives on news stories about businesses celebrating success. Make sure you send us your press releases! Tell us what's going on with your business.
- Are you celebrating a milestone or marking an anniversary? Launching a new product?
- Have you made a new appointment or promoted a staff member? Moved to new premises?
- Email the editor with around 200 words and a photo.  
**Email: [amber.beard@iwchamber.co.uk](mailto:amber.beard@iwchamber.co.uk)**







# IWChamber

THE ISLAND'S BUSINESS NETWORK

[iwchamber.co.uk](http://iwchamber.co.uk)

Talk to us today about Island Business magazine and sharing your message with the Island's business community

Contact the editor:

[amber.beard@iwchamber.co.uk](mailto:amber.beard@iwchamber.co.uk)

Advertising and sales:

[amber.beard@iwchamber.co.uk](mailto:amber.beard@iwchamber.co.uk)

[www.iwchamber.co.uk](http://www.iwchamber.co.uk)

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