

# Advertise with us

## *Advertising Pack*



ISLES OF SCILLY  
**Travel**

A graphic element of the logo consisting of three overlapping, stylized shapes in blue and red, resembling a flag or a wave.

# Welcome

We are **Isles of Scilly Travel**, providers of air and sea transport services to the Isles of Scilly. We can help to **promote your brand** with exposure across our digital channels and at multiple locations across our services in Devon, Cornwall and on the Isles of Scilly. Our audiences are excited to learn about **products and services that will enhance their experience** whilst visiting the Isles of Scilly.

'**S Magazine**' is our main publication and is a fantastic tool for those visiting the Isles of Scilly. Combining guest features, celebrations, handy guides and tips; 'S Magazine' is designed to **connect with its reader** with **inspiring** and **engaging** content. It's **growing in popularity** and offers a range of advertising **options to suit all budgets**.

We have several other unique opportunities available to promote your business. Our **digital screens** are a great way to promote your business to a **captive audience** and our very popular **digital spaces** that can be booked at any point over the year.



**ANNUAL PASSENGERS**  
**190,000+**



**EMAIL DATABASE**  
**150,000+**

**SOCIAL FOLLOWING**  
**56,000+**

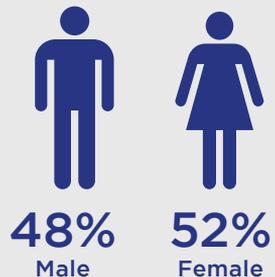


**MONTHLY WEB SESSIONS**  
**130,000+**

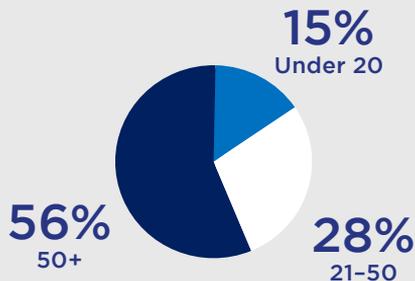
**MAGAZINE CIRCULATION**  
**ALL DEPARTURE POINTS, FREE FOR PASSENGERS**

# Discover Our Passengers

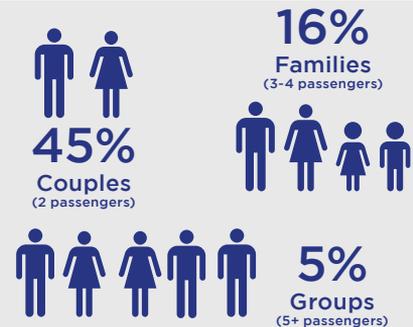
## GENDER SPLIT



## PASSENGER AGE



## PARTY COMPOSITION



We target our travel to these three audience groups.



# Passenger Interests



# S-Magazine

S Magazine



Print circulation

Digital circulation

Our magazine is available for everyone to read online for free and will be available in print to both our air and sea passengers at all of our travel departure points.

S Magazine has a variety of features from travel information, things to see and do on the islands to where to dine, accommodation options and activities to keep children entertained during the crossing on board Scillonian III or whilst waiting at the airport.

If you would like to undertake larger advertorial spaces, sponsor articles or have ideas on brand partnership opportunities please get in touch to discuss.

# S-Magazine | Full page advert



## FULL PAGE ADVERT

**Bleed:** 176x246mm

**Trim:** 170x240 mm

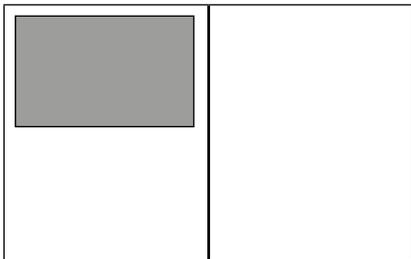
### Advert Specification

All colours must be CMYK |  
All fonts must be embedded  
or outlined | Images should  
be at least 300dpi | Accept-  
able formats: PDF, JPEG, PNG



# S-Magazine | Half page advert

2024 Edition - Issue 10 | Publication Date: March 2024



## HALF PAGE ADVERT

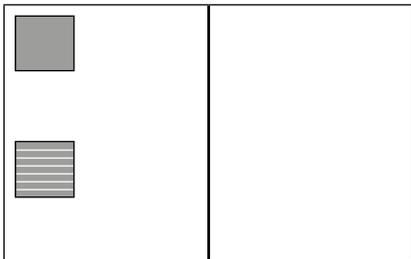
Trim: 140x103 mm

### Advert Specification

All colours must be CMYK |  
All fonts must be embedded  
or outlined | Images should  
be at least 300dpi | Accept-  
able formats: PDF, JPEG, PNG



# S-Magazine | Product listing



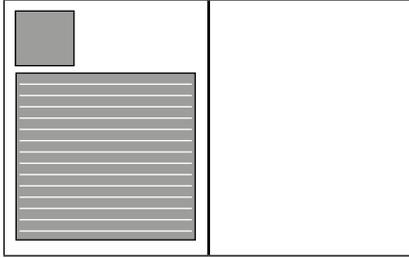
## PRODUCT LISTING

### Includes:

- 1 high res image
- Aspect ratio 1:1
- Business name
- Product description
- Website URL



# S-Magazine | Advertorial **NEW**



## ADVERTORIAL

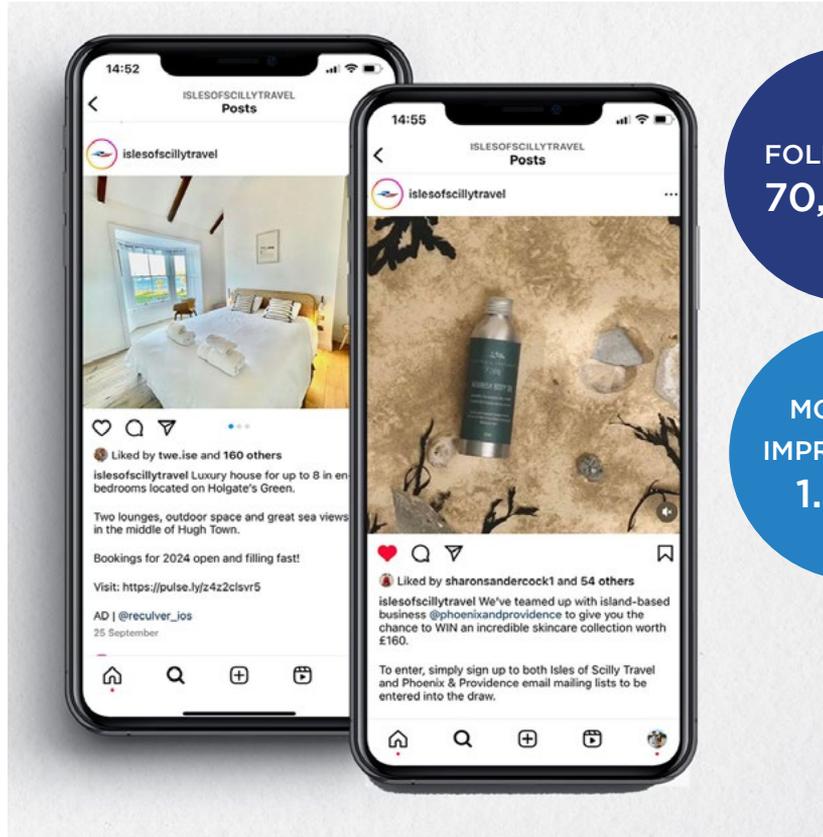
### Includes:

- Single page article
- 1-3 images
- 300-400 words
- Website URL
- Company logo



# Social media posts

Digital



FOLLOWING  
70,000+

MONTHLY  
IMPRESSIONS  
1.5M +

## SOCIAL MEDIA POST

### What's included:

- A post on Instagram, Facebook and Twitter.
- Up to 280 characters
- Up to 3 images or one 30 second video (max. 4GB)
- 1 hyperlink
- Your handle included



“Scilly Chilli is a relatively new business located on Bryher. Advertising is important to us but we have a very small budget which we must spend wisely.

When we were asked if we'd like to take part in the Isles of Scilly Steamship Company's Christmas marketing promotion we soon realised that this was a great opportunity.

They have a lot of followers on social media who have a real love for the islands and they want to support the islands.

The return on investment was truly incredible and resulted in our busiest 24 hours of the entire Christmas period.

For us it was very easy this year to decide if we wanted to take part again. It is a huge yes. ”

# Competition package

Digital

“ The majority of my sales are online and I find my email list my most engaged customers.

The competition email opt-in seemed a good way to grow my list, and paired with an e-news slot it maximised the number of people who would find out about the competition.

I am really happy with the results, with over 1200 email sign ups.

Not only was the campaign successful but it was really well organised and communicated by Jade.”



Avg. monthly  
web sessions  
130,000+

Social  
followers  
56,000+

E-newsletter  
subscribers  
167,000+

## COMPETITION PACKAGE

### What's included:

- **Blog post hosted on IOST website**

Write up to include business bio, prize offering and competition terms and conditions.

- **Data capture (email)**

Data capture sign-up form embedded within the blog (form created and provided by IOST). All opt-in data shared at end of campaign.

- **Social post promotion**

Social post across all IOST channels (Instagram, Facebook and Twitter) promoting the competition.

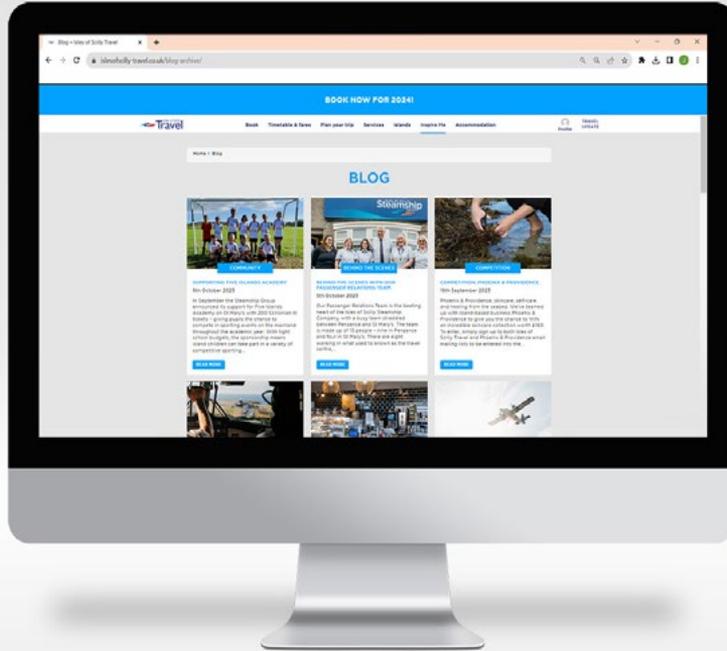
- **Email newsletter feature**

Feature within an IOST email newsletter promoting the competition.

***Advertiser to provide prize offering.***

# Blog post on IOST website

Digital



Avg. monthly  
web sessions  
130,000+

## BLOG POST

What's included:

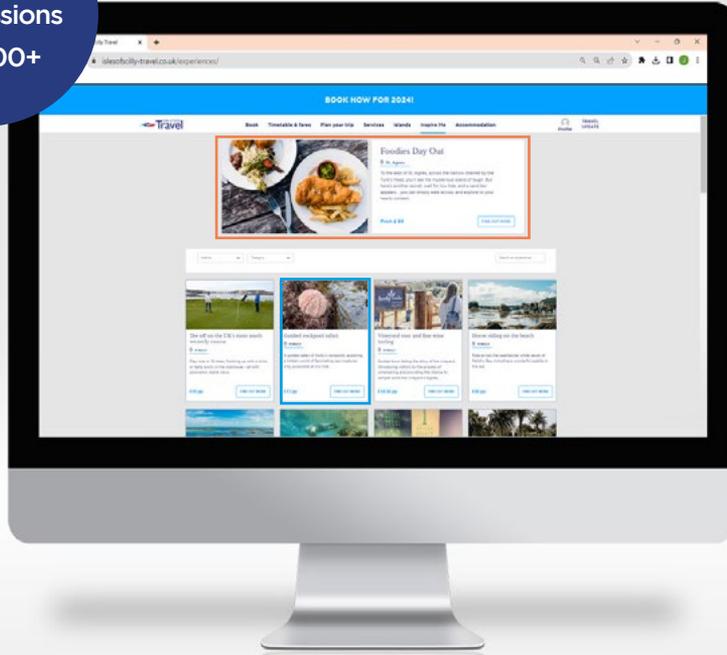
- Up to 500 words of copy
- 5 images
- 1 hyperlink

***TIP: Why not combine with a social post or email newsletter feature to reach a wider audience?***

# Listing on experience portal **NEW**

Digital

Avg. monthly  
web sessions  
130,000+



**FREE**

## EXPERIENCE LISTING

### What's included:

- Lead image, title, short description and price range included on relevant search results pages.
- Search results page listing links through to dedicated landing page with full business details.
- Landing page includes multiple images, full details and web URL/link.

**COST: FREE**

## FEATURED LISTING

### What's included:

- Featured listing on our new experiences portal for a 1 month duration.
- Premium position at the top of the page.

# Email newsletter advert

Digital



accommodation with us online for our very own self-catering Steamship Flat situated in the heart of Hugh Town, St Mary's. Availability this autumn, and now taking bookings for 2024.

[CHECK AVAILABILITY](#)

**YOUR CHANCE TO WIN!**

We've teamed up with island-based business Phoenix & Providence to give you the chance to WIN an incredible skincare collection worth £160.

Sign up to our email mailing lists to be entered into the draw.

[ENTER NOW](#)



**NEW VESSELS UPDATE**

We have now announced Piriou as our preferred shipbuilder to build and deliver two new vessels following months of thorough evaluation. Both the new passenger and freight vessels will be delivered ahead



**SUBSCRIBERS**  
**167,000+**

**AVG. OPEN RATE**  
**37.9%**

**AVG. CLICK THROUGH RATE**  
**3.2%**

## E-NEWSLETTER

Premium feature includes:

- 1 image (portrait)
- Title: 20 Characters
- Body: 250 Characters
- Button: 15 Characters
- 1 hyperlink

# Digital screens | Scillonian III

Seasonal | March - November

STILL  
IMAGE

SHORT  
VIDEO

## STILL IMAGE ADVERT

- **Size:** 1920x1000px
- **Format:** JPEG
- **File size:** Max. 500kb

## VIDEO ADVERT

- **Size:** 1920x1000px
- **Format:** JPEG
- **File size:** Max. 500kb
- **Max duration:** 1 min

SCREENS  
ON BOARD  
**5**

AVG. TIME  
ON BOARD  
**3 HRS**

SAILINGS  
PER SEASON  
**400**

PASSENGERS  
PER SEASON  
**114K+**



# Digital screens | Land's End Airport

Annual | March - March

STILL  
IMAGE

SHOR  
VIDEO

## STILL IMAGE ADVERT

- **Size:** 1920x1000px
- **Format:** JPEG
- **File size:** Max. 500kb

## VIDEO ADVERT

- **Size:** 1920x1000px
- **Format:** JPEG
- **File size:** Max. 500kb
- **Max duration:** 1 min

SCREENS  
AT AIRPORT  
**3**

AVG. TIME IN  
AIRPORT  
**1.5HRS**

FLIGHTS  
PER SEASON  
**5K**

FOOTFALL  
PER YEAR  
**65K**



# How to book

Please see our online  
booking form for current  
rates and to book.

For further information please contact:

**Jade Thomas**

[jthomas@issg.co.uk](mailto:jthomas@issg.co.uk)

01736 334222

For brand partnerships and sponsorship opportunities  
please contact:

**Sharon Sandercock**

Marketing and Communications Manager

[ssandercock@islesofscilly-travel.co.uk](mailto:ssandercock@islesofscilly-travel.co.uk)

01736 334240