

Island Business

MEDIA PACK RATE CARD

Advertise in
Island Business
magazine



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



Island Business magazine: **SCHEDULE**

JANUARY / FEBRUARY 2026 edition

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

MARCH / APRIL 2026 edition

Advertising copy received by 6 February
Street date / delivered circa 1 March

MAY / JUNE 2026 edition

Advertising copy received by 13 April
Street date / delivered circa 20 May

JULY / AUGUST 2026 edition

Advertising copy received by 12 June
Street date / delivered circa 3 July

SEPTEMBER / OCTOBER 2026 edition

Advertising copy received by 7 August
Street date / delivered circa 1 September

NOVEMBER / DECEMBER 2026 edition

Advertising copy received by 6 October
Street date / delivered circa 1 November

JANUARY / FEBRUARY 2027 edition

Advertising copy received by 8 December
Street date / delivered circa 8 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

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 |
|---|-------------|--------------|
| DOUBLE PAGE SPREAD (allow 3mm bleed) Overall type area 396 x 259mm. Top border 18mm. Bottom border 20mm. Side border 12mm | 420 | 297 |
| FULL PAGE (allow 3mm bleed) Overall type area 185 x 259mm. Top border 18mm. Bottom border 20mm. Side border 12mm | 210 | 297 |
| FULL PAGE within type area (boxed) | 186 | 259 |
| HALF PAGE (horizontal) | 186 | 125 |
| HALF PAGE (vertical) | 89 | 259 |
| QUARTER PAGE (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





IWChamber

THE ISLAND'S BUSINESS NETWORK

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

Advertising and sales:

amber.beard@iwchamber.co.uk

www.iwchamber.co.uk

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