

# ONE ISLAND



THE COMMUNITY MAGAZINE FROM  
THE ISLE OF WIGHT COUNCIL AND ITS PARTNERS

# ONE ISLAND

One Island is the established community magazine for the Isle of Wight, produced by the Isle of Wight Council with its key strategic partners (NHS Isle of Wight, Hampshire Police and the Isle of Wight Rural Community Council). The magazine is a full colour, quality publication, published six times a year and distributed throughout the Island.

## Why choose One Island?

### **42,000 copies**

distributed with the Isle of Wight County Press (every other month).

### **84.2 per cent**

of residents say the magazine is informative (77 per cent in 2008).

### **77.9 per cent**

of residents say it has an appealing design and style (69 per cent in 2008).

### **80.8 per cent**

of residents say it is distributed frequently enough (72 per cent in 2008).

*(Statistics from 2009 Isle of Wight Residents' Survey - One Island)*

## Rates

	Inside full colour	Outside back cover full colour	Inside front cover/inside back cover full colour
Full page	£1,000	£1,200	£1,100
Half-page	£533	£640	£586
Quarter-page	£274	£329	£300
Eighth-page	£139	£169	£153
Double page	£1,760	n/a	n/a

*Series bookings may benefit from discounted rates, subject to negotiation.*

**Contacting us**

Please contact us to discuss your requirements.

Tel: (01983) 823351

Email: [ads.oneisland@iow.gov.uk](mailto:ads.oneisland@iow.gov.uk)

**Frequency**

One Island is published six times a year, on Fridays in alternate months: January, March, May, July, September and November.

<b>Booking deadline</b>	<b>Finished artwork deadline</b>	<b>2010 publication dates</b>
4 December	18 December	29 January
5 February	19 February	19 March
9 April	23 April	21 May
4 June	18 June	16 July
6 August	20 August	17 September
8 October	22 October	19 November

**Distribution**

- 42,000 copies distributed as an insert in the Isle of Wight County Press weekly newspaper.
- 1,520 copies available at libraries, council help centres, tourist information centres, post offices, doctors' surgeries, St Mary's Hospital, Newport bus station and some ferry terminals.
- 500 audiotaped copies issued by the Isle of Wight Society for the Blind.
- Online version at [iwwight.com](http://iwwight.com)

**Technical data**

Advertisement sizes are based on an A4 page. Advertising artwork must be supplied in press-quality PDF format, with all pictures in high resolution. In the case of full page or half page advertisements a minimum of 3mm bleed must be provided.

**Appropriate material**

The council reserves the right to reject submitted advertising material which it considers may conflict with legal requirements or which it considers inappropriate in a local authority publication.

**Disclaimer**

The council does not accept responsibility for goods or services offered by advertisers.

## **One Island Magazine**

Isle of Wight Council  
County Hall  
Newport  
Isle of Wight  
PO30 1UD

**T** (01983) 823351

**F** (01983) 823109

**E** [ads.oneisland@iow.gov.uk](mailto:ads.oneisland@iow.gov.uk)

**W** [iwight.com](http://iwight.com)