

# COWES HARBOUR HANDBOOK

THE OFFICIAL GUIDE TO COWES, EAST COWES AND THE RIVER MEDINA

## RATE AND MEDIA PACK 2020/21





# Style

OF WIGHT

## NEW PUBLISHER

The Style of Wight team are thrilled to be working with Cowes Harbour Commission to publish the next three editions of the essential Cowes Harbour Handbook. This gives you, the advertiser, an exciting opportunity to be one of the first businesses thousands of marina visitors read about when they arrive in Cowes, one of the most well-known sailing destinations in the world.

This definitive guide to Cowes Harbour, the River Medina, Cowes and East Cowes is filled with all the information a harbour user needs to make the most of their stay. It will now be presented with the same style and passion for the Island associated with Style of Wight's many other engaging, contemporary, and high quality publications.

*"The appointment of Style of Wight as new publishers of the Cowes Harbour Handbook opens up tremendous opportunities for the handbook to benefit from Style of Wight's proven track record of high quality publications and established lifestyle advertising expertise and relationships."*

Captain Stuart McIntosh, Harbour Master and Chief Executive of Cowes Harbour Commission

With a readership of 45,000 the Cowes Harbour Handbook boasts targeted distribution to every leisure and commercial sailor who arrives in Cowes. It will also be picked up by tourists and locals via our unique targeted distribution. This popular go-to guide is filled with local onshore information such as the best places to eat, events to catch, attractions to visit and where to shop. Of course, it also contains all the marine information any harbour user will want, from marine businesses and moorings to yacht clubs, racing events and Cowes tide tables.

Style of Wight will be freshening up the local content, design and photography to make this must-have handbook easier to navigate, and to ensure all readers get the very best from their experience in Cowes. With new stories, reader offers and many more surprises the team will be adding even more value to this well-respected publication. Increased distribution points in local and south coast marinas, yacht clubs, pubs, chandlers, shops around Cowes and East Cowes, and further across the Island will receive regular top-ups and the handbook is also available online, making sure your business can be seen the entire year round. What's more, you can also enjoy additional engagement with Style of Wight's discerning audience via their website and social media platforms.



### BENEFITS

- Targeted readership, reaching every harbour visitor to Cowes
- Advertising to a direct and discerning readership profile
- Increased distribution points
- Engaging content and stylish new look
- Reader offers
- Additional engagement via Style of Wight's online platforms

### KEY TRIGGER DATES

Booking deadline: 31st October 2018

Copy deadline: 17th January 2019



**Highlighted Display Entry**

**WARRENS BOATYARD** 01983 123456  
A family run business offering the very best in sailmaking and sail repairs. Call our dedicated team for a bespoke quote or see us in Shepards Marina.  
[www.warrensboatyard.co.uk](http://www.warrensboatyard.co.uk) info@warrensboatyard.co.uk

**Directory Display Ad**



**Tide Tables Sponsorship**



**Buoy Racer Map Sponsorship**



The Cowes Harbour Handbook will be an essential guide to visitors sailing into Cowes Harbour presenting a unique opportunity to profile your business.

**DISPLAY ADS**

Outside Back Cover	£845
Inside Covers	£795
Double Page	£1,595
Full Page	£725
Half Page	£465
Quarter Page	£285

All display advertisers will also receive a FREE Directory Listing featuring your business name, telephone and website.

**DIRECTORY**

Highlighted Display Entry	£95
Your business name, telephone and website plus short description (20 to 30 words or 2 to 3 lines of copy) will be highlighted to stand out in the directory listings.	
Directory Display Ad (74 x 40mm)	£150
A cost effective solution to include your branding and messages.	

**EXCLUSIVE SPONSORSHIP OPPORTUNITIES**

Maximum impact at key positions throughout the handbook.	
Tide Tables	£1,595
Banner-style inserts across seven pages, to repeat your message or include varied campaigns.	
Race and Regatta Calendar	£1,295
Feature across 5 pages in banner style inserts, repeat message or expand on your sales campaigns.	
Buoy Racer Map (120mm x 88mm)	£495
Have your business profiled on this essential six-page pull out map.	

**SUPPLY OF ARTWORK**

Artwork should be supplied as a high resolution PDF, EPS or TIFF file.

**ADVERT DESIGN**

If you do not have artwork, our dedicated in-house design team can create your advert to ensure maximum impact and ROI for as little as £40 per advert. We also offer a photographic service with our professional photographer at competitive rates.

<p><b>full page</b> 168 x 245mm (With bleed: 174 x 251mm)</p>	<p><b>quarter page</b> 72 x 110.5mm</p>	<p><b>half page (L)</b> 148 x 110.5mm</p>	<p><b>half page (P)</b> 72 x 225mm</p>
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To discuss advertising opportunities in this essential guide, please get in touch:

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