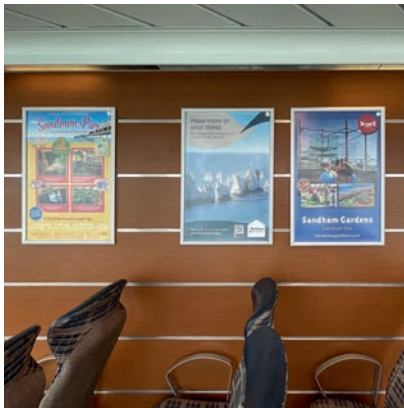


SOLENT

MEDIA OPPORTUNITIES



WIGHTLINK

Solent have been working with Wightlink as sole advertising agents since 2014, building invaluable relationships between the Isle of Wight's leading ferry travel provider, and businesses both on and off the Island.

Wightlink is the leading cross-Solent ferry operator, carrying 4.3 million passengers to and from the Isle of Wight every year. Eight ferries complete over 32,000 sailings a year across three routes. With over 140 crossings a day, Wightlink have more ferries on more routes running more often than any other cross-Solent service.

Lymington – Yarmouth

40 minutes | **Car and passenger ferry**

The shortest and quickest car ferry crossing. Perfect for exploring the west half of the Island.

Portsmouth – Fishbourne

45 minutes | **Car and passenger ferry**

Excellent road and rail connections to Portsmouth, this route is ideally located for discovering all the Island has to offer.

Portsmouth Harbour – Ryde Pier Head

22 minutes | **Passenger only ferry**

The quickest crossing is on Wightlink's FastCat service. A great way to enjoy the Island by foot, bike or rail.

Wightlink carry over 4.3 million passengers per annum

We can offer a range of highly targeted, great value advertising opportunities to promote products or services direct to visitors and Islanders. It is exclusively focused on an audience that is committed to travel or already travelling onboard a Wightlink ferry.

The following pages provide information about the various opportunities and media space costs. Solent can help with the design and artwork of the adverts, please see the back page for more information.

WIGHTLINK
ISLE OF WIGHT FERRIES



ISLAND LINE TRAINS

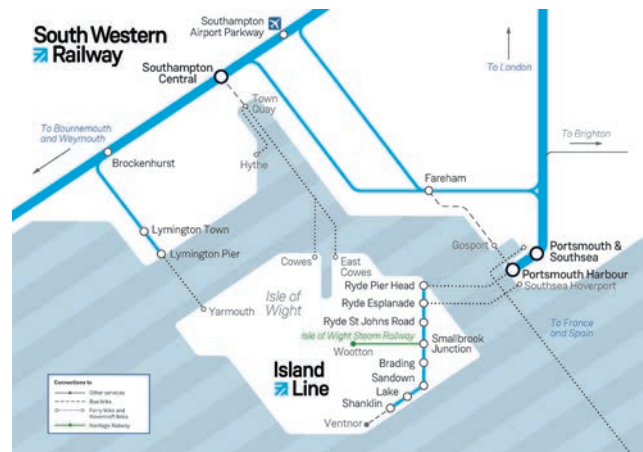
Island Line railway operates between Ryde Pier Head and Shanklin, serving Smallbrook Junction, Brading, Sandown and Lake stations along the way. With five trains each consisting of two carriages, Island Line carries over 800,000 passengers every year.

At Solent, we have been working with Island Line for over eight years offering advertisers great value for money spaces onboard and at stations.



Island Line carries over 800,000 passengers per annum

ISLAND LINE TRAINS



GOSPORT FERRY

A new addition to Solent's estate advertising portfolio, we are now able to offer promotional space across the Gosport Ferry's fleet of three ferries and two ports.

Taking just four minutes, and with crossings every 15 minutes, travelling by ferry between Gosport and Portsmouth is quicker, easier and cheaper than taking the car. Plus, as more than 99% of the ferries depart on time, it can be more reliable too!



The Gosport Ferry carries over 2 million passengers per annum

The Gosport Ferry offers an exciting and innovative route to market for local and national advertisers through digital display advertising and traditional poster and banner sites on its ferries and passenger pontoons.

The following pages provide information about the various opportunities and media space costs. Solent can help with the design and artwork of the adverts, please see the back page for more information.

Gosport Ferry

LYMINGTON TO YARMOUTH ROUTE

This route gives you both breath-taking views and the utmost convenience. It's the fastest way to take your vehicle across the Solent, with crossing times of just 40 minutes on one of the spacious, well-equipped ferries.

The route will take you through the mouth of Lymington River and past Hurst Castle on a beautiful journey, which will set you up perfectly for your trip ahead.

The following assets are available on this route:

Banners

Available at Lymington port

Book either a 6 or 12 month period. Visible from 30 metres, PVC eyeleted banners are mounted on the fence. Available in two sizes:

- 3000 mm wide x 900 mm high
- 6000 mm wide x 900 mm high

Posters

Available on all three Wight Class ferries

There is flexibility to select which ferries and ports posters are located in. Book either a 6 or 12 month period. Mounted within wall frames and all at a double crown size (508 mm wide x 762 mm high).

To build your bespoke campaign, contact David on 07885 720503 or email david@solent.co

Car and passenger ferry 1 million passengers per annum

Ferries: 3
Wight Light
Wight Sky
Wight Sun

Ports: 2
Lymington
Yarmouth



PORTSMOUTH TO FISHBOURNE ROUTE

Portsmouth to Fishbourne on the Isle of Wight is a popular and convenient ferry route, getting you across the Solent in just 45 minutes.

A number of ferries serve this crossing, including our environmentally friendly flagship Victoria of Wight, each coming with spacious passenger seating areas, sun decks and food and drink outlets to keep you refreshed.

The following assets are available on this route:

Bollard Sleeves

Available at Portsmouth port

Triangular correx bollard sleeves are UV resistant and cover the concrete safety bollards around the port. Each face measures 400 mm wide x 1375 mm high. Book either a 6 or 12 month period.

Banners

Available at Fishbourne port

Book either a 6 or 12 month period. Visible from 30 metres, PVC eyeleted banners are mounted on the fence. Available in two sizes:

- 3000 mm wide x 900 mm high
- 6000 mm wide x 900 mm high

Posters

Available on Victoria of Wight and St Faith ferries

There is flexibility to select which ferries and ports posters are located in. Book either a 6 or 12 month period. Mounted within wall frames and all at a double crown size (508 mm wide x 762 mm high).

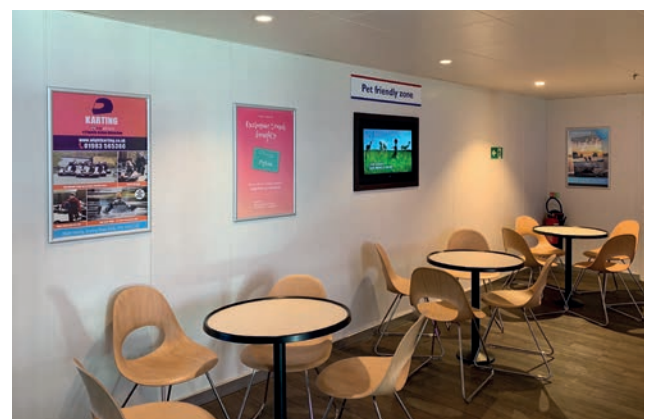
Car and passenger ferry 2.4 million passengers per annum

Ferries: 3

Victoria of Wight
St Clare
St Faith

Ports: 2

Portsmouth
Fishbourne



PORTSMOUTH TO FISHBOURNE ROUTE

Onboard Murals

Available on Victoria of Wight and St Faith ferries

A number of bespoke foamex and vinyl mural positions are available onboard Victoria of Wight and St Clare in a variety of different sizes. We recommend booking for a 12 month period.

- Murals are available on Deck 5 on Victoria of Wight in passenger seating areas, on glass partitions around the stairwells and within the vessel's four passenger lifts.
- On St Clare, murals are available on both Deck 4 and Deck 5 in the passenger seating areas.

To build your bespoke campaign,
contact David on 07885 720503
or email david@solent.co



PORTSMOUTH HARBOUR TO RYDE PIER HEAD ROUTE

If you're travelling on foot, Portsmouth Harbour to Ryde Pier Head is our quickest route, crossing the waters between the Isle of Wight and mainland in just 22 minutes.

Our reliable, high-speed FastCat catamarans serve this route and come with spacious passenger lounges, bicycle racks and a sun deck, perfect for taking in the views during the day.

The following assets are available on this route:

Banners

Available at Ryde Pier Head port

Book either a 6 or 12 month period. Visible from 30 metres, PVC eyeleted banners are mounted on the railings. Available in two sizes:

- 3000 mm wide x 900 mm high
- 6000 mm wide x 900 mm high

Posters

Available on both Wight Ryder FastCats and at Ryde Pier Head port

There is flexibility to select which ferries and ports posters are located in. Book either a 6 or 12 month period. Mounted within wall frames and all at a double crown size (508 mm wide x 762 mm high).

To build your bespoke campaign,
contact David on **07885 720503**
or email david@solent.co

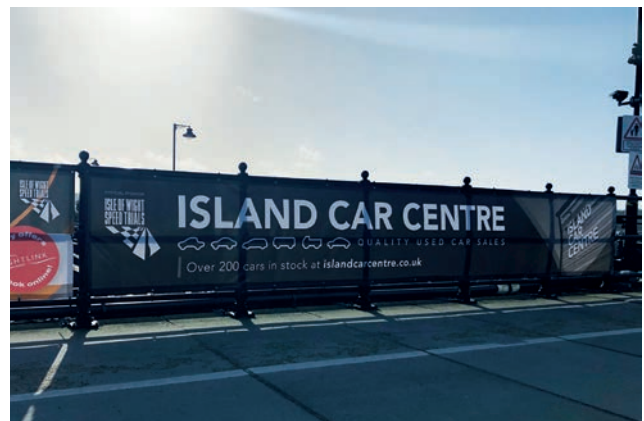
Passenger FastCat 900,000 passengers per annum

Ferries: 2

Wight Ryder I
Wight Ryder II

Ports: 1

Ryde Pier Head



WIGHTLINK Wightlife

Wightlink's essential magazine guide to the Isle of Wight. Enjoyed by both visitors and locals alike it features interesting editorial features, extensive attractions and events listings and stunning photography.

Arguably the most read and widest circulating magazine for the Isle of Wight, four editions are produced each year which are distributed via the ferries and ports, as well as Island supermarkets, retail outlets and selected accommodation providers and attractions.

Wightlife's online magazine is popular with customers throughout the UK to help with pre-holiday and short break planning and is emailed to an extensive database of customers.

The latest edition, as well as a back catalogue, is available to view on Wightlink's website:

wightlink.co.uk/wightlife



WIGHTLIFE MAGAZINE

Quarter 1: January – Easter

The Welcome to the Year Edition

Published at the beginning of the year, this edition will focus on planning your trip with Wightlink, including a round up of 'What's On' over the year and a special Accommodation section.

Print run: up to 30,000 copies

Advert Size	Media Cost
1/8 page	£230
1/4 page	£352
1/2 page portrait or landscape	£641
Full page	£1,165
Double page spread	£2,117

Quarter 2: Easter – June

The Early Summer Edition

Circulated in time for the Easter break, when the season traditionally kick starts for the Isle of Wight, this edition of Wightlife focuses on what to see and do on the Island during springtime.

Print run: up to 80,000 copies.

Advert Size	Media Cost
1/8 page	£312
1/4 page	£592
1/2 page portrait or landscape	£1,115
Full page	£2,101
Double page spread	£3,948

Quarter 3: July – September

The Main Summer Edition

The big one! The essential guide to the Island covering the main summer holiday season. With comprehensive events and directory listings to plan a sensational summer on the Isle of Wight.

Print run: up to 120,000 copies

Advert Size	Media Cost
1/8 page	£624
1/4 page	£1,184
1/2 page portrait or landscape	£2,228
Full page	£4,203
Double page spread	£7,895

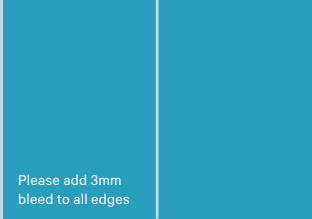
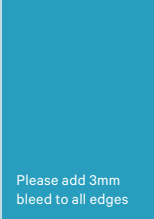
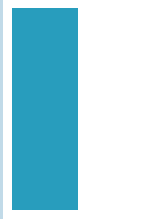
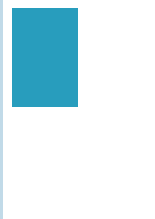
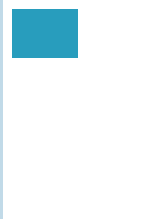
Quarter 4: October – December

The Christmas Edition

Distributed from the beginning of October until the end of the year, this edition capitalises on the run up to the Christmas period, gearing up for the Island's shopping and festive entertainment offerings.

Print run: up to 30,000 copies

Advert Size	Media Cost
1/8 page	£230
1/4 page	£352
1/2 page portrait or landscape	£641
Full page	£1,165
Double page spread	£2,117

Double page spread	Full page advert	1/2 page portrait	1/2 page landscape	1/4 page advert	1/8 page advert
					
394 mm wide 280 mm high	197 mm wide 280 mm high	84 mm wide 258 mm high	174 mm wide 126 mm high	84 mm wide 126 mm high	84 mm wide 60 mm high

DIGITAL SCREEN ADVERTISING ON WIGHTLINKTV

Portsmouth to Fishbourne

Wightlink's busiest car ferry route with Victoria of Wight, St Clare and St Faith as regular running vessels. The customer building has a spacious café on the top floor with an outside seating area overlooking the Solent.

2.4 million passengers per annum

Ferries: 3 Ports: 1
Screens: 67 Journey time: 45 minutes



Portsmouth to Ryde

Wightlink's busy FastCat service. Popular with commuters and day trippers travelling without a vehicle. There are 20 screens on Wight Ryder I and Wight Ryder II, as well as three at Portsmouth Harbour and two at Ryde Pier Head.

900,000 passengers per annum

Ferries: 2 Ports: 2
Screens: 25 Journey time: 22 minutes



Lymington to Yarmouth

Wightlink's famous 'scenic' route with three car ferries; Wight Light, Wight Sky and Wight Sun. It's also the fastest way to take your vehicle across the Solent. There are 21 screens onboard the ferries – seven on each ship.

1 million passengers per annum

Ferries: 3 Ports: 1
Screens: 21 Journey time: 40 minutes



**To build your bespoke campaign,
contact David on 07885 720503
or email david@solent.co**

Routes	Duration	Media Cost Per Day
All three routes (107 screens)	30 seconds	£28.60
	15 seconds	£15.40
Any two routes	30 seconds	£19.80
	15 seconds	£11.00
1 route only	30 seconds	£11.00
	15 seconds	£6.60

TECHNICAL SPEC FOR SUPPLIED VIDEOS ON WIGHTLINKTV

Pixel dimensions	1920 pixels wide by 1080 pixels high
File format	mp4 (codec h.264) data rate 6–12 mb/s
Frame rate	25fps in the PAL format
Audio	Please supply your advert in mute mode without any sound
Fades	No fade in at the start or out to black at the end please
Resolution	High Definition (HD) 25p (progressive)
File naming	Please identify your advert and business clearly in the file name ie: Village_Hotel_Dec_2024.mp4

When your advert is ready, please send your video file by [WeTransfer](#) (or similar file transfer client) to david@solent.co

Caption Specification

Please ensure all captions are easily readable. Choose fonts, colours and layout suitable for superimposing over live action, stills or graphics.

The minimum point size we advised is 36pt. A point size of 48pt or more may be required if legibility demands. Scrolling, rolling or floating captions are fine as long as they can be read easily.

Family Audiences

Advertising must be suitable for family audiences and not contain any profanities. We reserve the right to refuse any advertising deemed unsuitable.

No visual effects such as flashing or strobing that can cause some viewers distress and trigger seizures should be used.

Copyright

Customers must provide Solent with written confirmation that they own the copyright to the material supplied for screening.

Caption & Action Safe Areas

Ensure all captions and logos are placed within the **Title Safe Area**. Important content must be within the **Action Safe Area**. Failure to do so may result in content being cropped by the edges of some TV screens which overscan the video.

Action safe area:

95 pixels from sides,
55 pixels from top and bottom

Title safe area:

190 pixels from sides,
106 pixels from top and bottom

GOSPORT FERRY

Gosport Ferry has been in existence since 1875, linking Gosport and Portsmouth via a 4 minute journey across Portsmouth Harbour. The service runs every day (except Christmas Day) from 05:30 until midnight.

The Gosport Ferry offers the best value-for-money marketing for local and national advertisers to a large and diverse audience of commuters, students, shoppers and tourists of all ages and incomes.

There are a wide range of poster and banner sites available on the ferries and two passenger pontoons, as well as digital display advertising opportunities.

The following assets are available on this route:

Overhead Banners

Available on Gosport pontoon

Book either a 6 or 12 month period. Banners are mounted in frames fixed to the entrance/exit ramp ceiling on the pontoon and are 1500 mm wide x 455 mm high size.

Posters

Available on all Gosport ferries and on the Gosport pontoon

There is flexibility to select which ferries and ports posters are located in. Book either a 6 or 12 month period. Mounted within wall frames and at A2 size (420 mm wide x 594 mm high) on the ferries or at A1 size (594 mm wide x 841 mm high) on the Gosport pontoon.

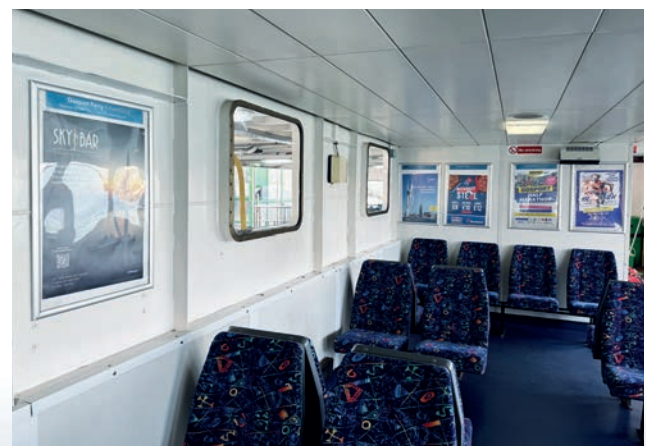
Passenger ferry 2 million passengers per annum

Ferries: 3

Spirit of Gosport
Spirit of Portsmouth
Harbour Spirit

Ports: 2

Gosport
Portsea



GOSPORT FERRY

Banners and Murals

Available on Gosport and Portsmouth pontoons

A number of bespoke mural positions are available on both the Gosport and Portsmouth pontoons in a variety of different sizes. We recommend booking for a 12 month period.

Walkway Advertising

Available on Portsmouth pontoon

Polycarbonate cladding positions are available on the curved ceiling of the walkway on the Portsmouth pontoon. Booked in singles, doubles or triples, the panels are divided by white spacers for maximum visibility for your advertising. We recommend booking for a 12 month period.

Digital Display Advertising

Available on Gosport pontoon

The Gosport pontoon features two 47 inch HD (High Definition) monitors for video and stills-based digital advertising. Airtime is available in 15 or 30 second slots on a continuous loop and can be booked in campaign periods to suit your needs.

To build your bespoke campaign, contact David on 07885 720503 or email david@solent.co



DESIGN AND ARTWORK

Already designed an advert, banner or poster?

Please supply all artwork as a high resolution PDF file with embedded (outlined) fonts.

Not sure where to start?

Whether you need help with the design of your advert, poster or banner or with the footage for your Wightlink TV advert, we offer a complete design and artwork service at great value prices. Please contact either David or Jo for more information.

Contact Details

David Brooks Sales Director
07885 720503 | david@solent.co

Jo Butt Production Manager & Wightlife Editor
01983 556844 | jo@solent.co

35 Orchard Street, Newport,
Isle of Wight PO30 1JZ
01983 556844 | solent.co

TERMS AND CONDITIONS

- Prices:** All prices given in this pack are subject to VAT and are correct at the time of going to print (October 2024)
- Order of advertisements:** Solent reserves the right to place advertisements in accordance with the design of the individual magazine or media space. Availability of advertising space in any one section of the magazine or across the Wightlink, Gosport Ferry or Island Line estate is subject to pagination and available space. Solent reserves the right to close sales in any section or area when fully subscribed, even if this is prior to the overall closing date for sales.
- Advertisement error:** In the event of an error in an advertisement being published or printed, Solent will ensure that any error is indicated and corrected on the official website regardless of origin.
- Quality control:** Solent reserves the right to reject any substandard inaccurate material. For assistance please contact us at: info@solent.co.
- Cancellations/late entries:** Orders can only be cancelled before the closing date of sales, but Solent reserves the right to charge a cancellation fee of up to 50% of the advertising space ordered. Cancellations after the closing date of sales will not receive a refund. Cancellations can only be accepted in writing. Solent reserves the right to place advertisements submitted after the closing date of sales wherever it wishes within the publication.
- Proofs/corrections:** Provided that all deadlines relating to booking advertisement space and supply of all material are met, every advertiser will receive a colour proof of their advertisement. Proofs will be supplied to the person indicated on the booking confirmation. It is essential that proofs be returned to Solent within the specified time with any corrections or amendments clearly stated and signed by the advertiser who is responsible for checking accuracy. Any errors not notified to Solent by the advertiser when returning the final proof copy will be entirely the responsibility of the advertiser.
- Distribution:** Advertising space is subject to many factors and may be altered or adjusted at any time.
- Liability:** Full liability for the cost and sign off of the advertisement resides with the recipient of the booking confirmation. At no time can the liability for the advert be passed to a third party. It is not the responsibility of Solent to recover the cost from a third party. Bookings will only be accepted from the current owners of the business being advertised or their designated/authorised signatories. In the event of a business changing hands after advertising has been booked, the new owners will not need to re-book but will need to sign all relevant paperwork before we can resume/commence with the advertisement.
- Payment Terms:** Strictly 30 days. Alternative payment methods may be offered when booking multiple campaigns and advertising media. Credit and debit cards are accepted.