

20/20

The Jersey magazine of vision



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2011/ 12

General Information

Finance Publications is producing its annual magazine again this year which will be distributed prior to the busy Christmas period. Called 20/20, it is a full colour, high quality 100 page publication devoted entirely to personal finance and related subjects. Distributed to every household in Jersey in December 2011, and available throughout 2012, this annual publication provides a unique opportunity to reach the widest possible audience in a publication concentrating on vitally important subjects which are rarely covered in depth by other local media.

It is primarily a finance publication because we believe that there is a real need for a local magazine to cover this important subject. While the UK media is full of personal finance information and advice, much of this is irrelevant or even misleading for Jersey residents, so we at Finance Publications believe that Jersey readers need a well researched finance publication designed for a local audience.

However 20/20 is about more than money. It seeks to answer in an informative but lively way, some of the most important questions faced by Islanders. Such as how to look after scarce resources. This year we are also including an in-depth look at the subject of corporate social responsibility and the way in which businesses and charities are either supplementing or replacing public services.

In an extensive 'What makes us different?' section, advertisers are given the opportunity to provide the answer to this question in an area in which they choose to advertise. This will ensure them exclusive coverage in that particular subject.

For just £2,250 advertisers will receive a full page colour advertisement adjacent to their editorial which should be no more than 700 words long and include a picture of the author or other illustration.

The cover positions and the centre spread sell very quickly, but we would be pleased to discuss your requirements.

20/20 Magazine in 2011/ 2012 will tell you How to become a Good Citizen.
It will answer the following questions:-

How do I make the most of the resources I have? (**finance and investments**)
How do I look after my property properly? (**buying and caring for property**)
How do I look after the Island properly? (**the environment**)
How do I look after myself properly? (**health and sports**)

All editorial and advertisements will need to be with us by Friday, 4th November, 2011.

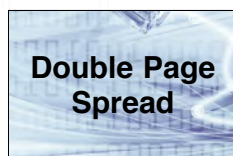
RATECARD

Advertising Options:

Double Page Spread

Advertisement

£2,250



MECHANICAL DETAILS:

Trim Size: 297mm x 400mm
Type area 277mm x 380mm

A Full Page Advert &
650 words of editorial

£2,250



MECHANICAL DETAILS:

Trim Size: 297mm x 200mm
Type area 277mm x 180mm

Full Page

Advertisement

£1,250



MECHANICAL DETAILS:

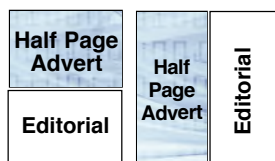
Portrait

Trim Size: 297mm x 95mm
Type area 277mm x 180mm

Half Page with text

Half Page Advert & 350
words of editorial

£1,250



Landscape:

Trim Size: 297mm x 200mm
Type area 127mm x 180mm

Portrait:

Trim Size: 297mm x 200mm
Type area 90mm x 180mm

Bleed:

Allow 3mm all round for bleed

Other Options:

Banner Advertisement on our website are £100 per annum

Loose leaf inserts & Bound inserts of any weight are available upon request.

Internal & Cover Gatefolds are available upon request.

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