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**Avg. Online
(PDF)
Monthly
Readership:
13,707**

**Avg. On-Island
Monthly
Readership:
9,483**



Avg. Online (PDF)
Viewing Duration:
3:26

Print Statistics



@samssentinel

Likes: 2,498



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Avg. Monthly Pageviews:
8,567

Publishing Calendar

Ad Type	Weekly Deadline
All Ads (except double-page spreads)	4pm GMT every Tuesday for that week's paper
Double-Page Spreads and Inserts	Noon GMT every Tuesday for that week's paper

PRINT: Black-and-white paper released every Thursday.
ONLINE PDF: Full-colour PDF uploaded every Monday (following the previous Thursday's publication).
No paper Christmas week.

Regular Advertising Prices

Ad Type	Ad-Size Specs	Ad Price
Classified/8th	90mm x 62mm	£5
1/4	90mm x 125mm	£10
1/2	185mm x 125mm	£20
Full	185mm x 255mm	£40
2-page Insert	See "Full" for each page	£120 (£60 per page)
4-page Insert	See "Full" for each page	£200 (£50 per page)

On-Island Charity Advertising Prices

Ad Type	Ad Specs	Ad Price
Classified/8th	90mm x 62mm	£5
1/4	90mm x 125mm	£5
1/2	185mm x 125mm	£10
Full	185mm x 255mm	£20