



# TIME TO TAKE OFF

**NOW FLYING INTER-ISLAND**

**En Voyage is the leisure and business magazine for Guernsey's airline, Aurigny.**

It is a bi-monthly publication and the only such magazine based in the Channel Islands and is packed with over 120 pages including a 40+ page business section. En Voyage offers an exclusive advertising opportunity with a captive audience.

The magazine is distributed on all Aurigny flights, arrival areas, online and from branded stands at Guernsey's passenger lounges and security gates. It is also distributed in hotels and other high footfall locations across the island.

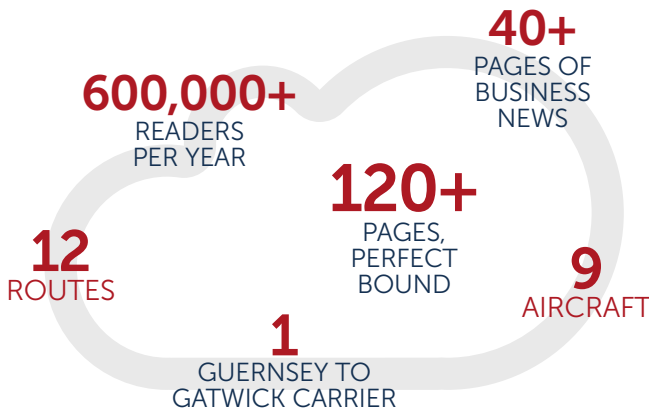
Showcasing the best of the Channel Islands:

- Destination features
- London connecting...
- Locate Guernsey features
- Competitions
- Expanded business section
  - Business news
  - High-flying appointments
  - Business interviews
  - Faces of business
- Food features
- Community spirit
- Games and puzzles

Plus much more...

Aurigny flies from Guernsey to 12 destinations including: Alderney, Bristol, East Midlands, Grenoble<sup>†</sup>, Jersey, Leeds Bradford<sup>†</sup>, London Gatwick, London Stansted, Manchester, Norwich<sup>†</sup> and Southampton.

<sup>†</sup>Seasonal routes



## EDITORIAL

As part of its overhaul, En Voyage magazine's content has been completely reviewed in order to better market the Bailiwick of Guernsey to business and leisure travellers, and prospective residents.

There are more destination features and local content in amongst exciting competitions, fabulous food features, the launch of Aurigny's Genuine Guernsey range and lots more. Its bigger business section has also received a boost with inspirational interviews, business profiles and topical articles starring alongside business news, appointments, technology pieces and food features.

## ADVERTISING



### DOUBLE PAGE

TRIM: 380 x 275mm  
TYPE: 350 x 235mm  
BLEED: 390 x 285 (5mm)

**£2,000**



### FULL PAGE

TRIM: 190 x 275mm  
TYPE: 160 x 235mm  
BLEED: 200 x 285 (5mm)

**£1,150**

## UPGRADES

|                          |        |
|--------------------------|--------|
| FIRST INSIDE DOUBLE PAGE | £2,500 |
| SECOND DOUBLE PAGE       | £2,250 |
| BUSINESS SPONSORSHIP     | £2,000 |
| INSIDE BACK COVER        | £1,750 |
| BACK COVER               | £3,000 |

## DEADLINES

| ISSUE                               | COPY     |
|-------------------------------------|----------|
| ISSUE 18 - SEPTEMBER / OCTOBER 2019 | 26.07.19 |
| ISSUE 19 - NOVEMBER / DECEMBER 2019 | 04.10.19 |
| ISSUE 20 - JANUARY/FEBRUARY 2020    | 22.11.19 |
| ISSUE 21 - MARCH/APRIL 2020         | 31.01.20 |

## ARTWORK DESIGN

We offer an in-house design service which utilises the experience and creative ability of our graphic design team.

Price for advertisement design on application.

## ARTWORK SPECIFICATION

Please see page 3

## BOOK NOW

FOR ADVERTISING AND EDITORIAL

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# ARTWORK SPECIFICATION

En Voyage requires artwork files that are supplied as Adobe Acrobat PDF and when supplied it is assumed they are suitable for print.\*

## PLEASE SUPPLY ARTWORK DIGITALLY AS:

Preferred method: High resolution PDF with transparencies flattened.

Alternatively: Font embedded EPS

- Resolution at least 300dpi for best results
- Use CMYK colours
- DPS to be supplied as one double page
- Please include crop marks and a 5mm bleed
- All text has been converted to outlines, alternatively all fonts embedded

Your artwork should be made available to download or sent via email (if under 10mb) to: [natalie@oi-you.com](mailto:natalie@oi-you.com)

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## Here are some common issues we find when quality checking files:

- The file has been supplied A4 (correct size 190mm w x 275mm h)
- Logos or other graphic elements set to overprint. We advise you conduct your own pre-press PDF checks prior to sending, in order to identify issues such as this.
- Images and designs are not high resolution. These should be a minimum of 300dpi at 100% size
- Colours are not set correctly eg. RGB or Spot instead of CMYK
- Text and images are too close to the edge of the page
- No bleed or crop marks, Artwork should extend at least 2mm past the crop marks

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## \*PLEASE NOTE:

As part of our commitment to produce a high-quality publication, we do pre-flight/ quality-check all files on receipt and raise any possible issues with advertisers. However, we would like to bring to your attention that the advertising contract does specify that we, as publishers, 'will make every effort to ensure accuracy of the editorial content and in the reproduction of advertisements, they, nor their agents can be held liable for damages or consequential loss arising out of errors or misprints, howsoever caused.'

## FOR ANY ARTWORK SPECIFICATION QUERIES PLEASE CONTACT:

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