

condor  
FERRIES

# GOOD TIMES

*for advertisers*



DISPLAY  
RATES  
HELD  
FOR 2019



ONBOARD  
MEDIA  
SCREENS

## ONBOARD ADVERTISING RATES 2019

- A million passengers travel between the UK, Jersey, Guernsey & France every year
- Good Times is the only official customer magazine onboard • Currently two issues a year

# Why Advertise In Good Times?

Good Times is Condor Ferries' onboard lifestyle magazine. With around 100 pages of high quality content, this glossy magazine guarantees to be read by most passengers. In fact 65% of travellers say they found Good Times magazine useful and informative.

Currently published twice a year, it provides the perfect platform for your advertising message to reach a million passengers travelling between the UK, Jersey, Guernsey and France. As the sole publication onboard you'll have a totally captive audience.

## NEW MEDIA SCREENS

In addition to the magazine, we also offer a video package that includes a 30 second video advert played on media screens positioned throughout the cabins on Condor Rapide, Liberation and Commodore Clipper. **New for 2019**, your advert will also be played in Poole Port. The media screens also feature important passenger information such as safety instructions, onboard entertainment, duty free and food and beverages so you are guaranteed a captive audience with plenty of opportunities for passengers to see it. Your advert will be played a minimum of two times every hour.

## A GREAT OPPORTUNITY FOR FRENCH ADVERTISERS

In 2018, around ½ million passengers travelled to France from Jersey, Guernsey and the UK – all in the market for things to see, places to visit, eat and shop. For many holidaymakers, Good times will be their first tourist information stop and your first chance to get in front of them.

## CONDOR FERRIES TYPICAL CUSTOMER

- Takes 3 holidays a year
- Average earnings £61k
- Makes on average 4.5 trips each year – almost half for holiday and nearly one third to visit family and friends
- Average length of stay is 6 nights
- Peak, shoulder & autumn months attract more affluent travellers
- Slightly younger travellers during the winter
- More families during peak season

## TOP CUSTOMER ACORN GROUPS

### Large House Luxury

Very well-off families who enjoy expensive holidays

### Wealthy Families

Living on the edge of towns or semi-rural locations with good incomes and second homes

### Mature Money

Older affluent people with time and money to enjoy life

### Farms and Cottages

Older age profiles usually with higher than average incomes

### Comfortably-off Families in Modern Housing

Home-owning families in suburban and semi-rural locations

### Semi Professional Families

Some empty nesters and also those with children, teenagers and young adults still at home

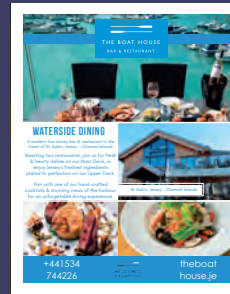
Source: Experian MMG3; Condor Ferries customer satisfaction study 2017

# Rates & Mechanical Data

Full Page Advert	£3,250
Half Page (Limited Availability)	£1,850
Double Page Spread	£4,500
Inside Front Cover	£3,500
Outside Back Cover	£3,750



Full page bleed



Full page type area

## GOURMET

Spotlight	£795
7 x 6 cm (image & 40 words)	£495

## CLASSIFIED PAGES\*

5 x 6 cm (image & 40 words)	£245
5 x 12 cm (image & 40 words)	£445

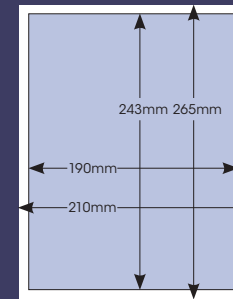


## ONBOARD VIDEO

Full page + 30 sec video	extra £350
Half page + 30 sec video	extra £475
Spotlight, gourmet listing & classified + 30 sec video	extra £425
Video only	£2,500

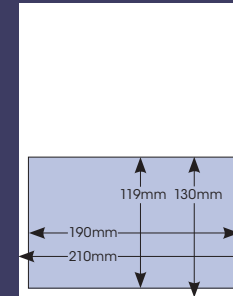


## TECHNICAL SPECIFICATIONS



### FULL PAGE

Type area  
243mm x 190mm  
Trim/Page size  
265mm x 210mm  
Bleed size  
271mm x 216mm



### HALF PAGE

Horizontal  
Type area  
119mm x 190mm  
Trim size  
130mm x 210mm  
Bleed size  
136mm x 216mm

Artwork must be supplied either as an Adobe Acrobat high resolution PDF (4-colour CMYK with fonts embedded) or as a single file 300dpi CMYK JPEG.

## VIDEO SPECIFICATIONS

MP4, MPG, MOV, video formats are acceptable. Frame size 16:9 with recommended bitrate of minimum 3,750Kbps within 720P or 1080P dimension. Action Safe within 14:9 ratio and Title Safe within 4:3 ratio. Duration of video 30 secs.

We can work with most formats, please call for advice. There will be an extra cost if video editing required.

\*Summer Issue only. Payment with booking required. All rates are for 2 editions, excluding classified pages.



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## ROUTES

Condor Ferries operates between the UK, Jersey, Guernsey and France

- 5 popular ports and 8 busy routes used by nearly 1 million passengers every year
- Poole – Jersey, Guernsey & St Malo
- Portsmouth – Jersey & Guernsey

## ALL YEAR ROUND

- Good Times is published twice a year – April to September edition for the busy summer season and October to March for Autumn breaks, shopping trips and visiting family and friends
- Good Times is free and readily available to all passengers - onboard in every seat pocket on the fastcraft, cabin tables and information desk and also at the ports
- Onboard media screens, positioned above seating areas and in Poole Port, will play your 30 second commercial twice every hour

## A CAPTIVE AUDIENCE

With crossings from 1 hour to 9 hours and as the ONLY official customer magazine onboard, passengers can enjoy informative and entertaining articles on all destinations in addition to leisure and entertainment onboard.

## ENQUIRIES & ADVERTISING SALES

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Please send artwork either by email or  
on CD to the above address.