

Media Pack 2026

island**echo**
news as it happens...

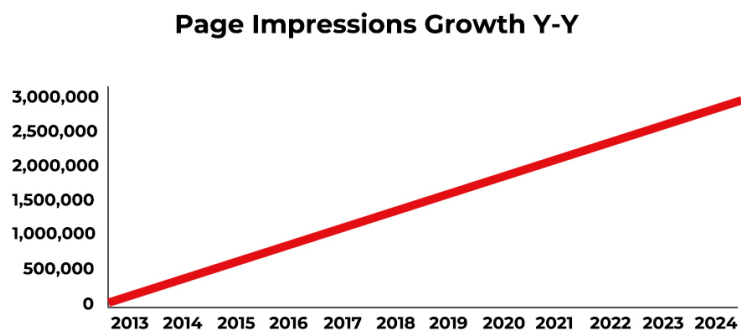

icnn
independent community news network

MEMBER
 **IWChamber**
The Island's Business Network

About Us

Key Statistics

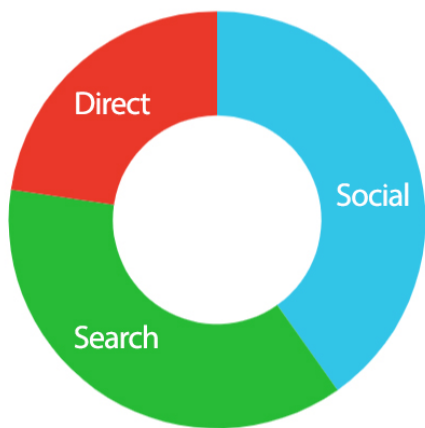
With over **3.4 million visitors** and **25 million page views** achieved throughout 2025, our website and social media channels reach an incredible number of people each and every week. This offers a prime opportunity for Island businesses and those further afield to reach a local audience in an impactful, affordable and quantifiable way.



Over **6,000 articles** are published each year covering a wide ranges of topics relating to all things Isle of Wight. Every article is available free of charge - we're committed to not introducing any paywalls to ensure news remains free for all.

Each month Island Echo sees...

300,000 visitors
2 million page views
500 news stories published



It's well known that across the industry there has been a downturn in traffic to news websites from social media.

Island Echo demonstrates strong acquisition from direct and organic search sources, ensuring stability in the coming years.



60,000+ Followers



15,000+ Followers

Advertising Opportunities

All prices are exclusive of VAT

Display Ads

- **Leaderboard - £285** PER MONTH

728x90px - Located in the header at the very top of every page on across devices

- **Central Banner - £295** PER MONTH

655x225px - Located in a prime position at the top or bottom of each news article and on the homepage too.

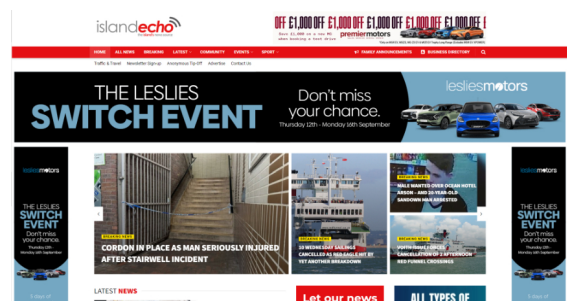
- **Double MPU - £395** PER MONTH *(Most popular)*

360x600px - Found to the right hand side of the page on desktop and in-line after the third and eighth paragraphs on mobile devices, offering fantastic impact.

- **Site Takeover - £495** PER WEEK

BOOKING NOW FOR 2026!

Stand out from the crowd and achieve maximum exposure for your business or event through our sell-out site takeovers, which offer an exclusive position on both desktop and mobile devices for 1 week at a time. *Exclusive position!*



Newsletter

Advertise in Island Echo's growing daily newsletter which is sent out to over 5,000 readers every day - that's over 150,000 emails a month!

- **Newsletter Header - £150** PER WEEK / **£395** PER MONTH

600x188px - Located in the header at the top of every newsletter. *Exclusive position!*

Advertorials

Paid-for advertorials feature on the website seamlessly alongside editorial articles and offer a great opportunity for SEO optimisation. Published both on the website and on social networks.

- **Article Placement - £175** ONE OFF COST

Up to 600 words - Published once on the website, social networks and daily newsletter.

Specifications

- 1 - Leaderboard** - 728x90px
- 2 - Double MPU** - 360x600px
- 3 - Central Banner** - 655x225px
- 4 - Site Takeover** - 1920x250px

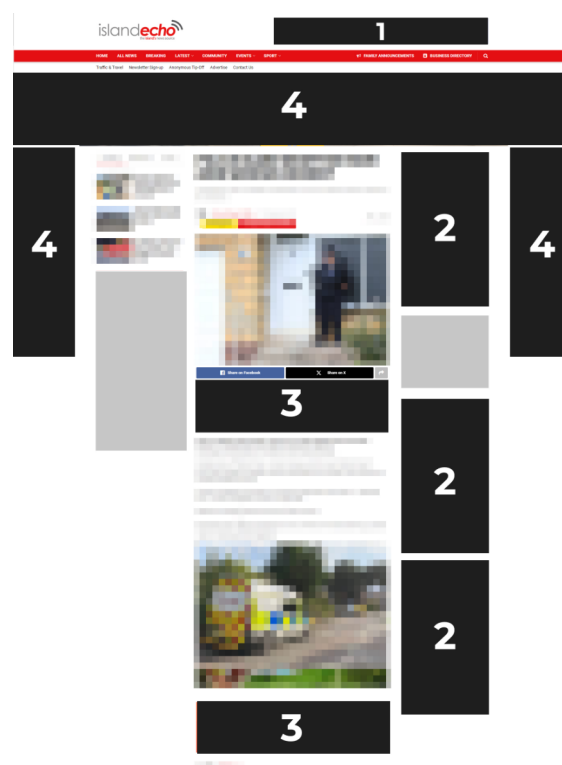
All advertisements equally rotate between a maximum of **6** ads per unit (*takeovers do not rotate*) and appear on both desktop and mobile devices. They should:

- Be in static JPG or rotating GIF format
- Have the smallest file size possible
- Meet the minimum size requirements
- Include a target URL (*hyperlink*)

Artwork should be sent to

sales@islandecho.co.uk at least **1 working day** prior to the live date.

All takeovers should be received by **15:00 on Friday** (*all takeovers start/end on a Monday*).



Artwork design

Not all of our clients have ready-to-go artwork. For just **£50 +VAT**, Island Echo can design your graphic advertisement to meet your brand specifications. This is a one-off charge and there is no amendment fee. Simply let us know if you would like to utilise this service when booking.

Let's have a chat

Carl Atkinson-Goffe - Commercial Manager

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Island Echo Ltd (10015091) is registered in England. Registered address: Fortis House, Cothey Way, Ryde, Isle of Wight, PO33 1QT.
VAT Registration Number: 358464857.

All prices, statistics and other information are correct at time of publication (January 2026). We reserve the right to refuse an advertiser for any reason or alter prices at any time. All bookings are subject to a booking contract.