

Media Pack

2026 / 2027



About Vibrant Jersey

Since 2017, Vibrant Jersey has been showcasing the very best our island has to offer, from local businesses and community events to the people and charities that make Jersey so special.

As an independent platform, our goal is to celebrate and support every corner of island life. Through our printed brochures, online directories, maps and social media network, we provide a friendly, “can-do” approach to promoting Jersey year-round, helping visitors and locals alike to explore, experience and enjoy our beautiful island.

Our Reach at a Glance

Website Visitors	90,000+ annual visitors to vibrantjersey.je
Facebook Followers	15,000+ engaged followers
Instagram Followers	2,100+ and growing
Visitor Brochures	Distributed across 40+ local outlets
UK Lounge Presence	Featured in 12 UK Airport Lounges (2M+ annual visitors), plus DFDS Premium Lounges on Poole & Portsmouth sailings, reaching over 25,000 passengers.

Our Partnerships

Vibrant Jersey collaborates with leading travel, media, and local partners to expand our island's presence across the UK and beyond.

How We Connect

Through trusted partnerships across travel, media and local networks, Vibrant Jersey continues to grow its presence both on and off the island.

From airport lounges to onboard ferries and local outlets, our brochures and online channels connect travellers and islanders alike, inspiring experiences, supporting small businesses, and celebrating everything that makes Jersey special.

Partnering with organisations such as No1 Lounges, DFDS, and Channel Islands Maps, alongside our wider network, LibertyBus, Freedom Holidays, St Brelade's College, and Jersey Heritage, helps strengthen our shared mission to showcase the very best of island life.



In partnership with:



Advertising Overview

Vibrant Jersey offers a connected network of promotional platforms designed to reach visitors at every stage of their journey, from planning online to exploring the island in person.

Through our Visitor Brochure, Weddings Fayre and Brochure, Online Directory, and printed Maps, each advert and listing works together to keep your business visible across multiple touchpoints. Every brochure advert also includes a complimentary map location pin, ensuring your business is easy to find both online and on-island.

Giving Back to Our Island Community

Unlike our competitors, we are a local business that reinvests profits back into our community rather than off-island. 10% of all advertising profits from the Visitor Brochure and Wine & Dine Map are donated to local charities, supporting initiatives that make a genuine difference across Jersey.

Current beneficiaries for 2026 / 2027 include:

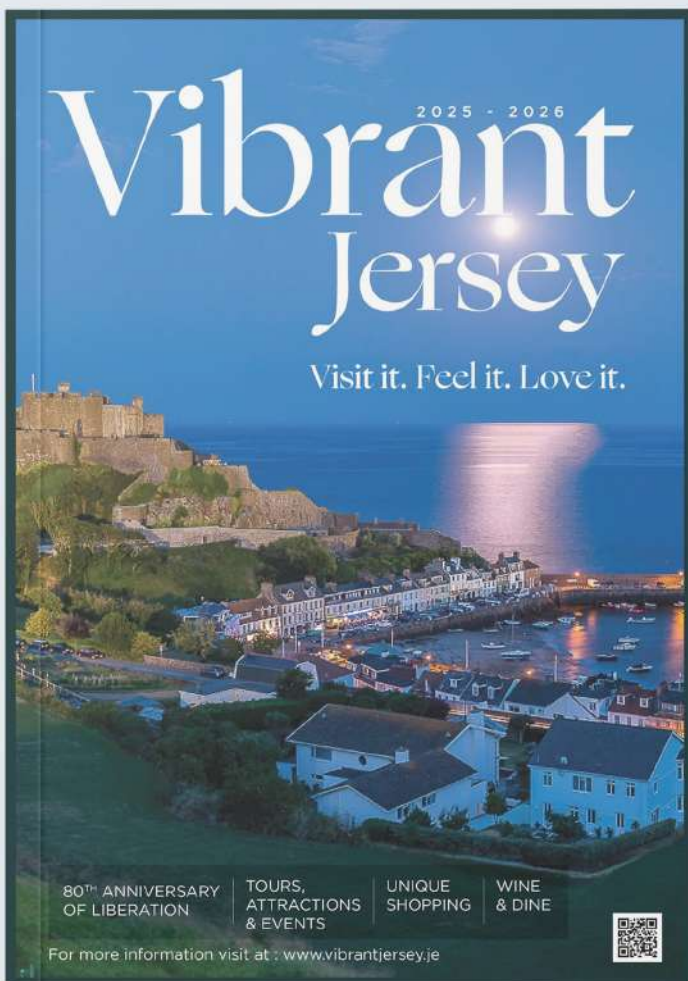


Visitor Brochure

The Vibrant Jersey Visitor Brochure is distributed across the island and beyond, available in over 40 local outlets and key UK travel hubs, including No1 Lounges in Gatwick and Heathrow.

Featuring Jersey's best places to stay, dine, shop, and explore, the brochure connects visitors with local businesses before and after they arrive, supported by online listings and social promotion.

Advertising Options



Advertising Option	Cost (from)	Includes
Online Business Listing + complimentary brochure ad	£200	Includes an online business listing and a small complimentary advert in the Visitor Brochure.
Brochure Adverts		
Full Page	£900	Every Brochure Advert includes a free location pin on the map contained within the Visitor Brochure, worth £125.
Half Page	£550	
Quarter Page	£300	
Back Cover	£1,500	
Location Pin (standalone)	£125	Feature your business on the printed map without a brochure advert.

Weddings in Jersey

Our Weddings in Jersey platform celebrates the island's thriving wedding community, from stunning venues and trusted suppliers to the creative talent that brings each celebration to life.

Featuring in this section allows your business to reach couples planning their big day, both locally and overseas, through our website, printed brochures, and dedicated social media features.

The Wedding Brochure will be available at both our Weddings in Jersey Fayre and the Marquee Solutions Wedding Fayre in January. It will also be distributed at selected locations around the island throughout the year.

Advertising Options

Advertising Option	Cost (from)	Includes
Online Wedding Listing + complimentary brochure ad	£150	Listing in the Weddings in Jersey online directory, plus a small complimentary advert in the Visitor Brochure.
Exhibit at the Vibrant Jersey Wedding Fayre	£175	Stand space at the annual Wedding Fayre, plus inclusion in the Weddings in Jersey brochure.
Brochure Adverts		
Full Page	£500	Premium placement in Weddings in Jersey brochure.
Half Page	£300	
Quarter Page	£175	
Back Cover	£1,000	Exclusive full-page back cover.





Accommodation in Jersey

Our Accommodation in Jersey listings showcase a diverse range of island stays, from boutique guest houses and self-catering apartments to luxury hotels and family-friendly resorts.

Featuring in this section gives your property visibility across our website, printed brochures, and digital promotions, reaching visitors planning their next island getaway or staycation.

Advertising Options

Advertising Option	Cost (from)	Includes
Online Listing + complimentary Visitor Brochure advert	F.O.C with brochure ad	Feature on vibrantjersey.je plus a small complimentary advert in the Visitor Brochure.
Online-only listing	£200	Listing in the Accommodation in Jersey directory without brochure placement.
Visitor Brochure Ads		
Full Page	£900	Premium placement in the Visitor Brochure.
Half Page	£550	
Quarter Page	£300	

Lifestyle & Experiences

Promote your business across Jersey's most-loved lifestyle, retail, and attraction networks, both on-island and online.

Dining



Showcasing the island's vibrant food scene, from beach cafés to fine-dining favourites.

- **Online listing** F.O.C with brochure or map advert
- **Homepage features:** Mar & Oct / Nov
- Promote seasonal menus & events

From £150

Shopping



Celebrating high street favourites, local boutiques, independent makers and charity shops across the island.

- **Online listing** F.O.C with brochure or map advert
- **Homepage features:** June
- Promote new ranges, sales & community initiatives.

From £150 (Small businesses from £75)

Attractions



Highlighting tours, activities and family experiences that make Jersey unforgettable.

- **Online listing** F.O.C with brochure or map advert
- **Homepage features:** Jul & Aug
- Promote tours, walks & island adventures

From £150

Maps & Local Impact

Our printed and digital maps connect visitors with Jersey’s favourite dining spots, shops, and attractions, helping them discover the best of island life.

Each edition offers valuable exposure for local businesses, distributed year-round across key arrival points, visitor hubs, and partner outlets.

Designed to inspire exploration, the maps highlight everything from scenic trails and beach cafés to family attractions and island events, keeping your business in front of visitors as they plan their next adventure.

Advertising Options

Map Type	Cost (from)	Description
Wine & Dine Map	£350	Featured venues, restaurants & bars
Leisure Map	£550	Family-friendly attractions & day-out spots
Walking & Cycling Map	£350	Trails, tours & scenic routes



Advertising Bundles & Discounts

For businesses looking to appear across multiple categories or platforms, bespoke advertising bundles are available. Combine placements in the Visitor Brochure, Weddings in Jersey, Online Directory, and Maps for a reduced multi-category rate.

Tailored packages can be created to suit your marketing goals, offering maximum visibility across both print and digital channels.



Example Bundle 1:

Visitor Brochure + Map + Online Listing

Save up to 20%

Example Bundle 2:

Wedding Brochure + Fayre Stand

Save up to 15%

Ready to feature your business?

Interested in featuring your business with Vibrant Jersey? Reach out today to discuss your listing, advert, or partnership opportunities.

info@vibrantjersey.je
vibrantjersey.je

VISIT IT. FEEL IT. LOVE IT!

Let's continue to celebrate and showcase everything that makes Jersey so vibrant.

