

# Red Funnel

## Advertise with us

To book or for more information  
0844 844 2697  
advertising@redfunnel.co.uk

# 2011



Opportunities to reach your target audiences exist with Red Funnel  
Isle of Wight Ferries. Read on to find out what we can do for your business...

[www.redfunnel.co.uk](http://www.redfunnel.co.uk)



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## Flexible options for your business

Every year we welcome an impressive 3.1 million customers onboard our ferries, but we understand that you not only want to reach as many of them as possible, you also want to reach certain groups.

We make this easy with our flexible options;

- Save money with an annual plan
- Focus your advertising in yearly quarterly or even monthly sessions
- Choose the locations and times
- Easily target holidaymakers, Mainland residents, Island residents or commuters.
- Choose between leaflets, posters and digital screen to get your message out.
- Advertise at a key event and high footfall times such as Cowes Week or The Isle of Wight Festival.

With our bespoke service you can tailor-make your advertising package, choosing Red Jet Hi-Speed or Vehicle Ferry, Terminal or Vessel and monthly through to yearly as well as a choice of media options.



If you have an idea about advertising that's not covered on the rate card, just give us a call.

## Ferry figures - about our passengers

### Vehicle Ferry - Southampton/East Cowes

Operating around the clock, our Vehicle Ferry service takes 55 minutes to cruise across the Solent. Annually, around 2 million passengers travel on our vehicle ferries. The peak months for travel are June, July and August, but the entire holiday season stretches from March through to late October, with weekend breaks becoming increasingly popular through the Winter months

Visitor profiles:

- Short breaks and self-catering breaks are popular outside the peak season. These tend to attract consumers aged 30 to 70 from Socio-economic groups ABC1.
- Traditional one or two week holidays are popular during the school holidays and attract passengers aged 25 to 60 from socio-economic groups C1, C2 and D.
- Group coach holidays attracting socio-economic groups C2DE aged 55 to 80 are popular throughout the year.
- From Easter to October significant numbers of day trips are made to the Island by families from Hampshire, Wiltshire, Berkshire, Surrey and Dorset.

### Red Jet Hi-Speed - Southampton/West Cowes

Sprinting between Southampton and West Cowes our Red Jet Hi-Speed Passenger service has a crossing time of just 25 minutes. Approximately, 1.1 million people use the Red Jet service each year. On average, that's 19,000 a week or more than 2,500 per day, all of whom will pass our walkway light boxes and queuing area poster sites, and all of whom will watch the onboard screens for the safety announcement.

In conjunction with South West Trains we offer the fastest journey from the Isle of Wight to London, making us the obvious choice for the commuter and the weekend visitor.

Over 60% of Red Jet passengers fall into socio-economic classifications ABC1. This means our advertising opportunities are perfect for targeting a more affluent consumer.

As well as more traditional advertising opportunities on posters and screens we also offer vessel chartering and tailor-made solutions for special events.

“ Our video and poster campaign with Red Funnel had an immediate yet sustained impact on the profile of The Ellen MacArthur Trust. We had a large number of quality enquiries generated by our exposure.  
Frank Fletcher, Ellen MacArthur Trust

”

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**RED FUNNEL**

# Red Funnel

## poster, leaflet & banner sites

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## 2011

### Red Jets

Southampton Terminal 2/  
West Cowes

Walkway lightboxes (Size 1)  
Queuing area frames (Size 2)

### Vehicle Ferries

Soton Terminal 1/ East Cowes

Walkway lightboxes (Size 1)  
Café and ticket office frames (Size 2)  
Traffic facing outdoor frames (Size 3)

Vehicle Ferry Internal Frames

Prime thoroughfare sites (Size 2)  
Upper stairwells (Size 2)  
Toilets (size 4)

### Banners & Leaflets

Banner Sites

Terminals (Cowes and Soton)  
Gantry Southampton/ East Cowes †  
(above car loading ramp, high visibility to  
waiting vehicles and passing road traffic)

Leaflet racking

Vessels (per vessel per month)  
Ticket offices (per ticket office per month)

## Low

Oct -Mar

£74

£68

£53

£68

£84

£84

£68

£42

£420

£1575

£53

£53

## Mid

Apr/May/Sept

£147

£137

£105

£126

£162

£162

£131

£63

£840

£2100

£105

£105

## High

Jun/Jul/Aug

£184

£168

£126

£158

£184

£184

£158

£105

£1050

£3150

£105

£105

## 12mth

Special rate

£1260

£1050

£882

£998

£1260

£1313

£1102

£577

N/A

N/A

N/A

N/A

Our sizes

(All sizes in mm)

Size 1

820x570 (for lightbox)

Size 2

841x594 (A1)

Size 3

1524x1016 (4 sheet)

Size 4

420x297 (A3)

Pricing info

All prices shown are  
per advertising space  
per calendar month  
and exclude VAT.

Prices are subject to  
change at any time,  
different rates  
applicable for Cowes  
Week 2011.

Extras

For advertising with  
us at special events  
or chartering boats  
please contact us  
for a quote.

† Installation and removal by an approved Red  
Funnel contractor required. Ask for a quote.

Our poster sites in Terminals are viewed by the thousands of foot passengers travelling on our Red Jet and Vehicle Ferries. The main thoroughfare frames inside our vehicle ferries are perfectly situated near the food outlets with plenty of passing custom.

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## digital screen advertising

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On vessels  
Terminals

Screens located in ticket offices  
(max 30 seconds)

**Southampton**  
T1 (Vehicle Ferry)  
T2 (Red Jet)

**Cowes**  
East Cowes (Vehicle Ferry)  
West Cowes (Red Jet)

Screens located onboard  
(multiple 30/60 second slots)  
See specifications for full details.

**Red Jets**  
30 Second Video/Slideshow  
60 Second Video/Slideshow

**Vehicle ferries**  
30 Second Video/Slideshow  
60 Second Video/Slideshow

## Low

Oct -Mar

£210  
£210

£210  
£210

£368  
£578

£210  
£368

## Mid

Apr/May/Sept

£315  
£315

£315  
£315

£525  
£735

£420  
£578

## High

Jun/Jul/Aug

£420  
£420

£420  
£420

£1050  
£1260

£840  
£998

### Specifications

#### Ticket offices

Southampton  
Vehicle Ferry T1 - 2 screens  
Red Jet T2- 1 screen

Cowes  
Vehicle Ferry (East) - 1 screen  
Red Jet (West) 1 screen

Your ad will be shown at least every 10 mins

#### Red Jets

All 3 Vessels - 15 screens in total.  
Your ad will be shown twice on each screen during every 23 minute crossing.

#### Vehicle ferries

All 3 Vessels - 9 screens in total.

Your ad will be shown at least 3 times on each screen during every 55 minute crossing.

Video content is best provided in 16:9 ratio MPEG2 or MPEG4 format on a data DVD. Other formats will be accepted but a fee may be applicable for conversion. Slideshows accepted in Powerpoint/JPEG format.

All prices shown are per calendar month and exclude VAT.  
Prices are subject to change at any time, different rates applicable for Cowes Week 2011.

There are a range of Digital LCD screens across Red Funnel's fleet and ticket offices, providing a great opportunities to reach your target audience through a highly effective medium. We offer 30 or 60 second video or slideshow option without sound (subtitles are recommended with video).

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