

Media Schedule For:	Visit Jersey
Campaign:	2021-2022
Region:	UK
Planned/Booked:	Planned
Contact:	Meryl Lainsey
Planner:	Tom Wigley, Sue Hendry, Rosie Pick
Date:	14-Oct-21



Media Channel	Media partner	Format	Position	Volume
Newsbrand Print	Times	Full page	Travel	834,000
	Times Magazine	Full page	ROP	828,000
	Sunday Times	Full page	Travel	1,569,000
	Sunday Times Magazine	Full page	ROP	1,302,000
	Daily Mail	Full page	Travel	2,118,000
	Daily Mail Weekend Magazine	Full page	Travel	2,590,000
	Mail on Sunday	Full page	Travel	1,923,000
	You Magazine	Full Page	ROP	1,562,000
	Daily Telegraph	Full Page	Travel	749,000
	Telegraph Magazine	Full page	ROP	745,000
	Sunday Telegraph	Full page	Travel	788,000
	Stella	Full page	ROP	447,000
	Observer Magazine	Full Page	Travel	380,000
	Financial Times Weekend Magazine - UK only	Full page	ROP	235,000

2022		
Jan	Feb	Mar
1st 8th		
	12th 19th	
9th		
	6th	6th
15th 22nd		
	26th	13th
9th		
23rd	27th	
	27th	6th
8th 15th		
2nd		
9th	20th	
2nd	13th	6th
1st 8th	19th	

Planned
Booked

Terms and Conditions

In the absence of a specific agreed contract to the contrary, the services contained in this Media buying and planning Schedule are provided under our standard terms and conditions of sale, which are incorporated by reference herein and accepted by signing this estimate. A copy of our standard terms and conditions can be obtained from the company or at: <http://www.mccanncentral.co.uk/terms.pdf>. Particular attention is drawn to the following:

Planned media charges and viewing ratings are based on current marketplace predictions and the Client hereby accepts that final pricing, channel share and /or viewer ratings performance may change.

In the absence of any agreement between us whereby the Agency verifies the placement of advertisements it is the client's responsibility to notify the Agency in writing within 30 days of date of insertion if the Client advertisement does not appear or is to a different specification than that agreed in accordance with this Media Schedule. In the absence of such notification the advertisements will be deemed to have appeared as specified and are payable in full by the Client. Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 15 days of the date of invoice. Surcharges applied by media owners may be levied in the case of late payment. The Client accepts it will be liable for such late copy charges if we, the Agency, are not responsible for providing such copy or at fault for failing to do so on time."

Media Schedule For:	Visit Jersey
Campaign:	2021-2022
Planned/Booked:	Planned
Planners:	Meryl Lainsey
Status:	Tom Wigley, Sue Hendry, Rosie Pick
Date:	14-Oct-21



Media	Targeting	Placement	Creative Format	Platform/Device	Deal type	KPI
Display						
Media IQ x Seen This	1. Using a combination of 3rd party data indicators & custom segments we have identified through AiQx that show a high correlation for this audience 2. URL and Semantic Keyword targeting will be used to reach users in contextually relevant environments and domains	Programmatic	Blended IAB SeenThis Formats	All	CPM (Cost-per-1000 ad impressions)	VTR
Media IQ x Sublime		Programmatic	Classic Sublime Skinz	All	CPM (Cost-per-1000 ad impressions)	Viewability
Captify	1. Target audiences - finding our target segments through Captify's first party data network, using search signals such as: - Authentic Adventurers - cultural days out, cuising, guesthouse, history, wildlife, destination - Easy Explorers - outdoors, nature, hiking, rural, peace & quiet, self catered, relaxation, healthy - Culture Chasers - Historic sites, heritage, arts, music, theatre, gastro pubs, museums, hotel, galleries 2. Identify explicit consideration and purchase signals for 2022 holidays 3. Competitor intent - building out a competitor set to target users showing intent to competing destinations	Programmatic	Video (with CTA overlay)	All	CPM (Cost-per-1000 ad impressions)	VTR
		Programmatic	Interscroller	All	CPM (Cost-per-1000 ad impressions)	CTR
Sojern	1. Easy Explorer - Demo targeting (age + ABC1) via Google Audiences Sojern Traveller Data - targeting users who travel to off the beaten track destinations e.g. Iceland, Nordics (to be agreed with VJJUM) Targeting active vacation rental / hotel searchers - those looking to book competitor destinations Health & Fitness buffs, Outdoor Enthusiasts, 2. Authentic Adventurers - Demo targeting (age + ABC1) via Google Audiences Sojern Traveller Data: Weekend breakers - cities in the UK / Southern Europe destinations Searches for > 1 week length of stay (2-4 nights) Travel Buffs, Water Sport Enthusiasts, Cycling Enthusiasts 3. Culture Chasers - Demo targeting (age + ABC1) via Google Audiences Sojern Traveller Audiences: targeting competitor destinations to Visit Jersey, those in market to book a hotel / fly to specific destinations (TBC with VJJUM). Foodies, Cooking Enthusiasts, Art & Theater Aficionados	Programmatic	Video Pre-roll	All	CPM (Cost-per-1000 ad impressions)	VTR
		Programmatic	In Banner Video	All	CPM (Cost-per-1000 ad impressions)	CTR
IAS						

Booked
Planned

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 - Planned media charges and viewing ratings are based on current marketplace predictions and the Client hereby accepts that final pricing, channel share and/or viewer ratings performance may change.
 - In the absence of any agreement between us whereby the Agency verifies the placement, advertisements it is the client's responsibility to notify the Agency in writing within 30 days of date of insertion if the Client advertisement does not appear or is to a different specification than that agreed in accordance with this Media Schedule. In the absence of such notification the advertisements will be deemed to have appeared.
 - Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 15 days of the date of invoice. Surcharges applied by media owners may be levied in the case of late payment. The Client accepts it will be liable for such late copy charges if we, the Agency, are not responsible for providing such copy or at fault for failing to do so on time.

Media Schedule For:	Visit Jersey
Campaign:	2021-2022
Planned/Booked:	Planned
Planners:	Maryl Lainsay
Status:	Tom Wigley, Sue Hendry, Rosie Pick
Date:	14-Oct-21



Media	In Charge Dates	Media Owner	Format	Targeting Strategy	Geo Targeting	Share/Timing	Buy Model	Est Impacts	Reach	Frequency	No. of Panels	03/01/2022	10/01/2022	17/01/2022	24/01/2022	31/01/2022	07/02/2022	14/02/2022	21/02/2022	28/02/2022	07/03/2022	14/03/2022	Total	Artwork Deadline				
OOH	03/01/2022 - 16/01/2022	Various	D4bs	Reaching ABC1 45+ interested in travel	London	1 in 6 SOV	Fixed	3,281,220	36.26%	5.66	60			£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	7 days prior			
OOH			Rapportal Upload & Distribution				Fixed				NA		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0				
OOH			Field Agency Photos				Fixed				NA		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0				
OOH												£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0		
OOH Total:												£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	

Booked
Planned

Total Cost:
ASBDF
Budget

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 We warrant that specific information is for internal use only and is not intended for distribution outside our organization and is not intended to be used for any other purpose. A copy of our standard terms and conditions can be found at <http://www.umbrella.com/privacy>.
 Payment terms are 28 days from date of invoice, with the exception of TV media which is due within 15 days of the date of invoice. Surcharge applied by media owners may be levied in the case of late payment. The Client accepts it will be liable for such late charge if any. The Agency are not responsible for providing such copy or at fault for failing to do so on time.

Media Owner	Town	Audience Index	Target Impacts
Alight Media	Dartford	145	10,819
Alight Media	Hemel Hempstead	154	12,432
Alight Media	St Albans	224	56,447
Alight Media	Stoke Newington	123	30,330
Alight Media	Barking	91	78,261
Alight Media	Dagenham	128	13,425
Alight Media	Watford	154	106,654
Global	Acton	93	108,436
Global	Acton	112	97,646
Global	Acton	129	30,493
Global	Catford	132	27,249
Global	Charlton	132	54,620
Global	Chelsea	120	23,237
Global	Clapham	120	25,779
Global	Cricklewood	135	68,006
Global	Croydon	125	35,305
Global	Croydon	120	30,615
Global	Finchley	141	30,328
Global	Greenford	125	54,873
Global	Hammersmith	89	70,917
Global	Harrow	133	25,199
Global	Harrow Weald	138	20,881
Global	Hendon	117	98,470
Global	Hendon	128	87,711
Global	Kew	152	49,644
Global	Kingston	122	85,706
Global	Kingston	134	78,531
Global	Neasden	226	42,783
Global	Southwark	113	146,343
Global	Sydenham	141	21,956

Global	Walthamstow	125	27,528
Global	Worcester Park	146	27,555
JCDecaux	Acton	134	34,001
JCDecaux	Bayswater	154	116,157
JCDecaux	Brentford	139	60,075
JCDecaux	Brentford	131	49,322
JCDecaux	Catford	109	86,866
JCDecaux	Clapham	133	14,868
JCDecaux	Finchley	203	71,885
JCDecaux	Finchley	228	61,545
JCDecaux	Harlesden	122	62,038
JCDecaux	Harrow	179	38,510
JCDecaux	Harrow Weald	174	67,806
JCDecaux	Kennington	77	63,836
JCDecaux	Kenton	145	16,772
JCDecaux	Kew	156	39,659
JCDecaux	Kingston	137	63,635
JCDecaux	Kingston	156	42,627
JCDecaux	Lewisham	93	101,937
JCDecaux	Mill Hill	123	33,912
JCDecaux	Mill Hill	123	46,300
JCDecaux	Neasden	121	82,984
JCDecaux	Neasden	152	20,730
JCDecaux	Neasden	130	11,479
JCDecaux	Penge	166	34,249
JCDecaux	Surbiton	133	93,753
JCDecaux	Surbiton	221	16,330
JCDecaux	Sydenham	173	42,813
JCDecaux	Sydenham	159	26,656
JCDecaux	Tolworth	146	38,137