

**Avg. Online  
(PDF)  
Monthly  
Readership:  
13,727**

**Avg. On-Island  
Monthly  
Readership:  
9,483**



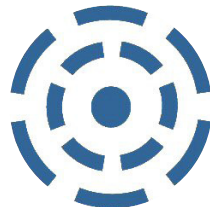
Avg. Online (PDF)  
Viewing Duration:  
3:26

## Print and PDF Statistics



@samssentinel

Likes: 2,662



www.sams.sh

Avg. Monthly Pageviews:  
8,567

## Publishing Calendar

Ad Type	Weekly Deadline
All Ads (centre spreads)	4pm GMT every Tuesday for that week's paper
Centre-Page Spreads	Noon GMT every Tuesday for that week's paper

**PRINT:** Black-and-white paper released every Thursday.  
**ONLINE PDF:** Full-colour PDF sent to subscribers each Thursday and uploaded every Monday.  
**No paper Christmas week.**

## Regular Advertising Prices

Ad Type	Ad-Size Specs	Ad Price
Classified/8th	90mm x 62mm	£5
1/4	90mm x 125mm	£10
1/2	185mm x 125mm	£20
Full	185mm x 255mm	£40
Inserts (2 pages, 4 pages etc)	See "Full" for each page	£45/page

\*We charge only a £20 distribution fee for inserts when the base cost is paid directly through the printers.

## On-Island Charity Advertising Prices

Ad Type	Ad Specs	Ad Price
Classified/8th	90mm x 62mm	£5
1/4	90mm x 125mm	£5
1/2	185mm x 125mm	£10
Full	185mm x 255mm	£20