

Isle of Man Steam Packet Company Advertising

The Isle of Man Steam Packet Company carries nearly 600,000* passengers to and from the Island each year.



Up to
623,000*
passengers
every year

2

Ferries
operating 4 routes



Manxman new for
2024!

over

1,500
sailings annually

+44 (0) 1624 620440

hello@iomad.com

Prices do not include VAT. E&OE

*Passenger figures supplied by the Isle of Man Department of Infrastructure



Manxman

Built in 2023, Manxman is the first new build vessel the Company has commissioned since Ben-my-Chree joined the fleet in 1998.

Manxman has a passenger capacity of 948, that's over 300 more than the Ben-my-Chree. It has 10% more lane capacity for vehicles too. It's open and spacious feel comes down to clever use of space and design with cafés, bars and a selection of quiet spaces and dedicated space for pets.

Manxman operates twice daily return sailings between Douglas and Heysham.



Manannan

There are a variety of poster sites available on fast craft Manannan.

Fast craft Manannan sails between Douglas, Liverpool and Dublin from March to October, and is very popular with day trippers and holidaymakers.



Manxman

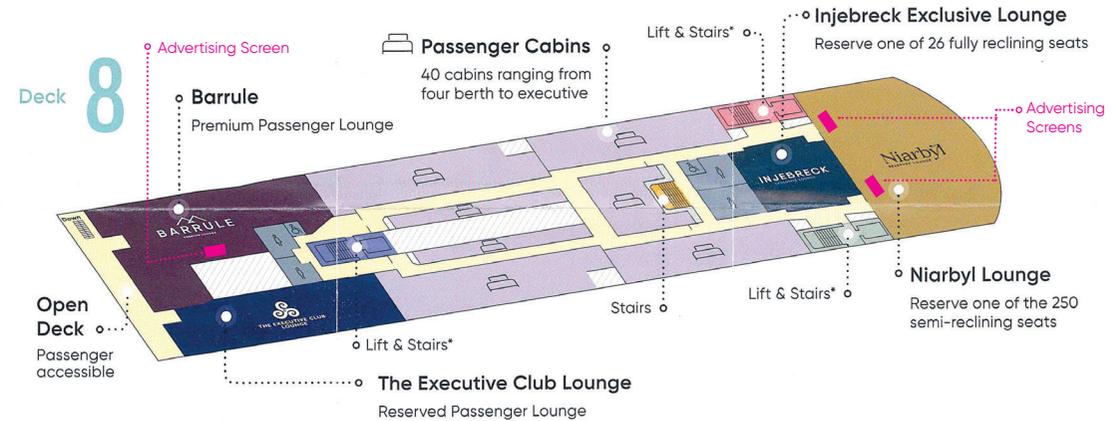
All advertising onboard Manxman is **digital format** with a combination of 32 inch, 43 inch and 50 inch screens; The main advertising loop will run without sound on 2 screens in The Eatery, 2 screens in the Cornaa Cafe, 2 screens in the Niarbyl Lounge, 1 screen in the Barrule Lounge.

Additionally pre-roll advertising with sound is available to be delivered on rotation before films shown on cabin TVs and on passengers' personal digital devices while streaming on board.

All advertising slots are **20 seconds in duration**, and the advertising loop is **capped at 6 minutes long**, accommodating a maximum of 18 advertising slots. (This will be expanded during the 4 weeks before/during/after TT and MCP).

Creative can be changed at 24 hours' notice (Mon-Fri). The Manxman will become one of the most popular advertising locations on the Island, so you need to sign-up now to reserve your position.

Options	20 seconds
1 month	£500
3 months	£1,425
6 months	£2,700
12 months	£4,800
TT / MGP (6 weeks)	£2,400



- Toilets
- Hospitality
- Starboard stairs
- Port stairs
- Cabins
- Passenger walk-ways
- Other
- Inaccessible to passengers
- Screens

*Lifts have a 20 person limit
All public areas are fully wheelchair accessible

New Advertising Site: Tray Inserts at The Eatery Café

Reach hundreds of
passengers daily
Rent today from just
£575 per month.

+44 (0) 1624 620440

hello@iomad.com

Prices do not include VAT. E8-OE



Manannan Poster sites



Rates

● Sold ● Available

Per season - April - October

● New sites

New Advertising Site: Tray Inserts at The Eatery Café

Reach hundreds of
passengers daily

Rent today from just
£575 per month.

Site Ref	Type	£ per season
1	A1	£1,400
2	A1	£1400
3	A1 currently A3	£1,400
3A	A1 currently A3	£1400
4	A1 currently A3	£1400
6	A1	£1400
7	A1	£1400
8	A1	£1400
9	1457x557mm	£2,100
9A	A1	£1400
10	A1	£1400
11	1457x557mm	£2,100
11A	A1	£1400
14	A1 currently A3	£1050
15	A3	£1050
16	A3	£1,050
16A	A1	£1400
16B	A1	£1400
17	A3	£1050
18	A3	£1050
19	A3	£1,050
20	1457x557mm	£2100
21	A3	£1,050
22	A1	£1050
23	A1	£1400

