

Become a Partner

The List
Guernsey

Live Life Well.

The **Sheerluxe** *of Guernsey*

Established in Guernsey in 2020, **The List** is the go-to online destination to discover where to go, what to do and who to know each week. With a heavy focus on wellbeing and community, we curate inspirational and expert content to inspire our audience to live life well every day.



“I just
love what
you do
and look forward
to hearing from
you every week.”



“Like a
big hug in my inbox
every week!”







We believe in...

- celebrating local businesses
- building strong community relationships
- investing in health and wellbeing
- enjoying special moments in the everyday
with quality products and experiences





Our subscribers...

- love all of the things that local life offers
- enjoy spending quality time with family and friends
- want to invest in themselves and in their local community
- are looking for opportunities to enhance their health, happiness and wellbeing



A Quality, Engaged Following

Built in Guernsey. Growing in Jersey.

The List has built a highly engaged, predominantly female local audience in Guernsey.

Guernsey Audience Overview:

5,000+

Newsletter
Subscribers

50%+

Average Newsletter
Open Rate*

7,700+

Social Media
Followers

167,300+

Monthly
Social Reach*

9,500+

Website Page Views
per Month*

137,600+

Google Impressions
per Month*

Editorial Focus: Mind | Body | Living | Local | Style
Things To Do | Books | Family | Moon Guide

*Based on past 12 months, to September 2026

What We Offer...

Our partner packages include the following opportunities:



Dedicated Article

A sponsored article on our website featuring your business.



Dedicated Newsletter

Content created purely about your business emailed directly to our subscribers (in the form of a list!)



Dedicated Social Features

Posted on our social feeds



Newsletter Feature

Dedicated article is sent to our entire list as part of our weekly newsletter.



Newsletter Banner

A dedicated banner in our weekly newsletter

Bespoke Packages & Sponsorship Opportunities

Every business is different, so we're happy to create a bespoke package tailored to suit your business, campaign or event. Or align your brand with our campaigns.

Looking to Reach Both Islands?

All our partner opportunities can also be tailored to include Jersey. Just ask!

Packages Comparison

Our package offerings at a glance...

BANNER

1 Design

4 Newsletter
Placements

Direct Link to Event/
Business Page

£250

THINGS TO DO

Event Listing

Short Event Article

Newsletter Feature

Facebook Feature

£250

FEATURE

Article

Social Feature

Newsletter Feature

£550

THE WHOLE PACKAGE

Article

Dedicated
Newsletter

2 Social Features

Website Headline
Feature

Newsletter
Headline Feature

£975

A Newsletter Banner

Advertise your business on a banner in our newsletter.

£250
x 4 weeks

Our newsletter is sent weekly to our loyal, engaged audience looking for where to go, what to do and who to know each week.

Put your business or event right in front of their eyes with an email newsletter banner. We will create the banner for you to feature your branding but also fit organically within our newsletter. We will share the banner for four weeks to ensure it gets seen.

Example newsletter banner (right)

Bye for now,

Stef & Tracey x

P.S. Congratulations to Rhian who won our luxury Father's Day hamper from Plaisirs.



Catherine Moore.
Holistic Health.
Health & Nutrition Coaching.
Nurse led Reflexology.

Helping women break free from
burnout, chronic stress, fatigue,
pain & digestive issues.

[Book your appointment today](#)

Party by the Pearl



What's included:

One design, 4 week placement in our newsletter - £250



1 newsletter
banner

A Things To Do Feature

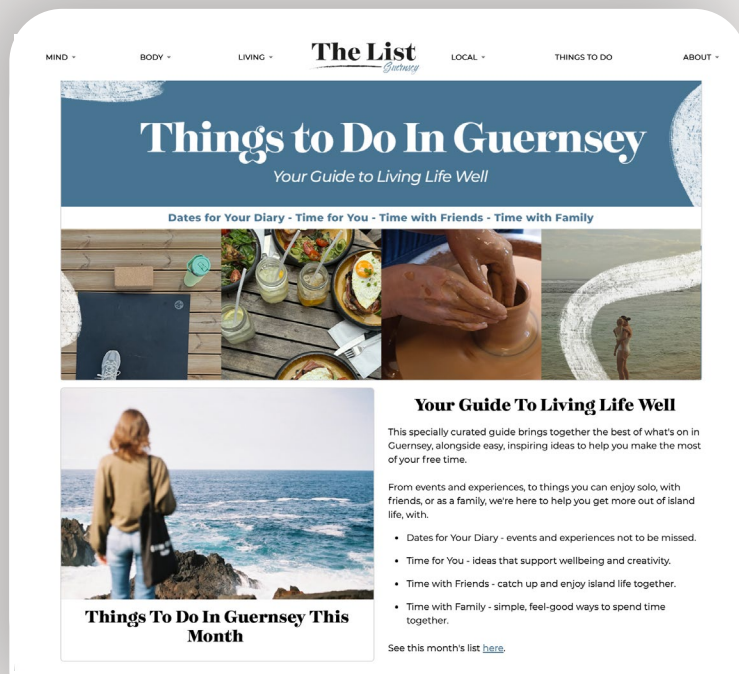
Put your event front and centre.

£250

Our Things To Do page is one of our most popular sections. This package has been created specifically to promote local events and experiences.

We'll showcase your event with a mini-article, including direct links to your web or social page.

Plus, we'll share the details on our Facebook page, in our general Things To Do listings and feature the article in our weekly newsletter.



What's included:

1 event listing, 1 event feature on our website, in our newsletter and on our Facebook page.



1 Dedicated
Facebook
Feature



1 Newsletter
Feature



1 Dedicated
Mini-Article

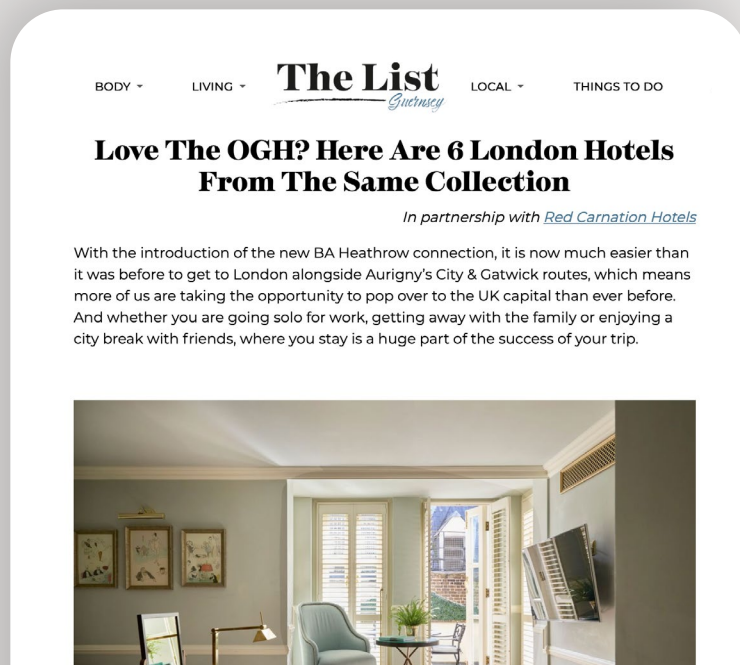
The Feature Package

£550

Let's write an article that features your business.

To make a bigger impact, why not partner with us to create an article that features your product or service? We will work with you on a concept to best feature your company whilst also remaining true to the kind of authentic content that resonates with our audience. We will then write it for you and send it to you for review. The article will also be shared on our social channels and will be one of the articles featured in our weekly newsletter.

Example dedicated article (right)



What's included:

1 article on our website that is then featured in our newsletter and on our social channels.



1 dedicated
social feature



1 newsletter
feature



1 dedicated
article

- Upgrade to Headline Spot on website and in newsletter for £150 -

The Whole Package

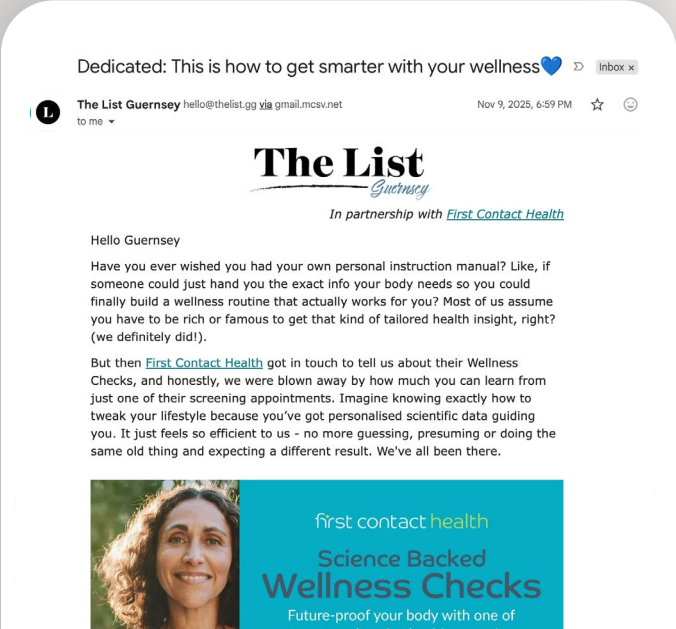
It does exactly what it says on the tin.

Yup, you guessed it... This includes everything that you get with the Feature Package but with one major added extra: A dedicated email about your business sent directly to our mailing list.

This will be crafted much in the same way as our weekly newsletter - lifestyle content written by us and of interest to our readers - but the email format allows for more links, specific product highlights and a more sales-driven approach.

You also get an extra social feature with The Whole Package. We'll work with you on the best use of this for our audience and the package.

£975



What's included:

1 dedicated article placed in the headline spot of our site and weekly newsletter, plus 1 dedicated newsletter to our database, as well as social shares.



2 dedicated
social features



1 dedicated
newsletter



1 dedicated
article



Website headline
feature for 1 week



1 newsletter
headline feature

We can also offer a one-off Dedicated Email for just £395
subject to availability

Be a Giveaway Partner on

The List

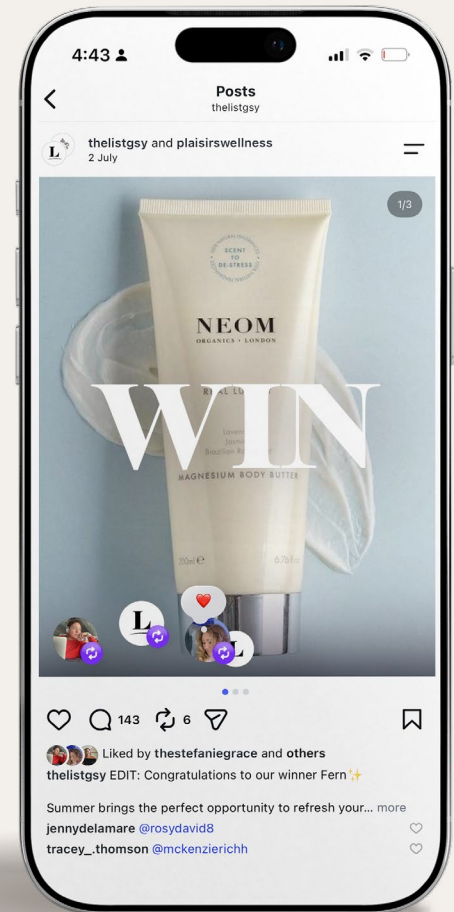
£0

We host regular giveaways for our followers, to showcase great local products and services, and also to give our audience the opportunity to live life well.

The giveaway is featured on our website, in our newsletter and shared on our social media channels.

In the past, prizes have included spa days, beauty products and treatments, health and wellbeing checks, coaching sessions and more.

We don't currently charge for this package - all we ask is that you provide the prize for our readers. Depending on the value of the prize, we may offer a dedicated web page, showcasing the prize and the business behind the giveaway.



Bespoke Sponsorship Opportunities

We can create bespoke content series. Examples include:

Financial Wellness



Are You And Your Partner Financially Compatible?

It's not about how much you each earn. It's your attitudes towards money and spending habits that really matter.



7 Everyday Financial Habits That Successful Women Swear By

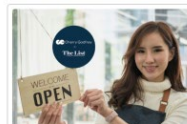
The most powerful money habits are small, consistent, and often overlooked.



The One Thing You Should Never Travel Without

Your reminder that a well planned trip starts long before you set foot off the island.

Helping You Live Your Best Island Life



Thinking of Starting Your Own Small Business? Invest In Yourself & Make It Happen.

You've got the idea, you've got the skills, you've got the motivation - it's time to make it happen. But where to start?



Move or Improve? We Take A Look At The Benefits Of Renovating Rather Than Moving Home.

If you're wondering if your home is right for you, consider a home improvement project before you move.



The One Thing You Can Do RN That Your Future Self Will Thank You For

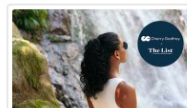
There are some things you can put off, but life insurance isn't one of them.

Are you on The List?

Get content on wellbeing and local life straight to your inbox

email

SIGN UP



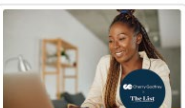
A Life Sabbatical Can Take Many Different Forms. What Would Yours Look Like?

It's an opportunity to enjoy an extended break from everyday life, and it's more achievable than you



How To Get On Top Of Your Life Admin

It's time to sort out your life.



4 Ways To Set Yourself Up To Live The Life You Really Want

Are you living your best life? A life audit can help you identify areas of your life you may need to work on.

LOVE LOCAL
with The List

CHAMPIONED BY Close Finance

A message from our sponsor

"We're proud to be championing Love Local; the core values and ambitions of the campaign are so closely aligned to our own at Close Finance."

"As a responsible Channel Islands lender, we are committed to always making a positive impact on our local business communities wherever we can. We want to see organisations of all shapes and sizes flourish and grow, and working with Love Local is one clear way that we can do this."

"Thank you to The List for creating such a meaningful campaign that ensures so many businesses in Guernsey are recognised, championed, and supported."

Robbie Clayton: Head of Operations & Risk, Channel Islands - Branch Manager Guernsey

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Love Local Businesses



Local Local with The List: Forme Pilates

When Lydia moved back to Guernsey, she brought a wealth of experience with her - and a quiet determination to create something of her own.



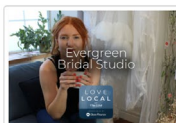
Love Local with The List: Rock Photography

From weddings and boudoir to family moments, local photographer Jodie is all about capturing people as they truly are: relaxed, real and full of life.



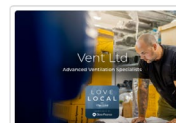
Love Local with The List: Chloe Adam Nutrition

A fresh, balanced approach to nutrition that's all about nourishment, not punishment.



Love Local with The List: Evergreen Bridal Studio

Imogen couldn't find a wedding dress locally that felt modern, affordable and sustainable, so she decided to open her own bridal studio.



Love Local with The List: Vent Ltd

A Guernsey-grown business built on craftsmanship, strong values and a refreshing take on what makes a great team.

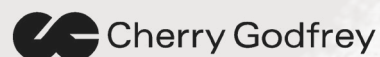


Love Local with The List: The Soil Farm

A love of compost quickly expanded into a business with biodiversity, animal welfare and food security at its heart.

Are you on **The List?**

Join us in our mission - together we can inspire our local community to embrace local and get the most out of local life.



Get in touch

partners@thelist.gg

TheList.gg/BecomeAPartner

Together we can agree the best package
for your needs. We can't wait to
have you on board!