

236,000

people read the **Irish Examiner**
in print or online every day

The perfect fit for your advertising requirements

- Total readership has grown by **6%**.
- The strongest national daily newspaper in Munster and Cork.
- **30,000** more print readers in Munster than the Irish Independent and the Irish Times combined.
- **21,000** more print readers in Cork than all other daily titles combined.
- Highest proportion of sole readers of any national daily - that's **132,000** people you cannot reach through any other national daily title.
- **53%** in the affluent ABC1F category. More than half are the main shopper in their household, the people who make the purchase decisions and exactly who you want to target.
- With only **5%** of Irish Examiner readers reading irishexaminer.com, a cross platform campaign allows you to extend reach and target new audiences.



MONDAY

TUESDAY

THURSDAY

FRIDAY

SATURDAY



The complete sports package every Monday.



Weekly insight into Cork City and County community life, news and sport.



Dedicated agri-business and farming supplement.



A dedicated health and well-being supplement delivering your energy fix.



Your weekend companion with interviews, travel, food, fashion, beauty and 7-day TV guide.



For people buying, investing or just browsing property with a dedicated interiors section.



Your armchair guide to all the weekend action plus a Racing Weekend pull-out.

Irish Examiner MAGAZINES

Our portfolio of weekly magazines offers advertisers the opportunity to reach a more targeted audience.



Weekend

The latest fashion trends, mouth-watering food, dreamy holiday destinations and 16 pages of TV and film – Weekend is the perfect accompaniment to the perfect weekend.

The 7-day TV listings ensure a longer shelf-life for your advertising.

Highest readership of any daily newspaper magazine in Munster

195,000 readers



Property & Interiors

Whether buying, selling or happily staying put and doing up, Property & Interiors continues to be the property bible for our readers every Saturday, covering the latest homes to come onto the market, interiors, gardening, DIY and antiques.

Our readers love their homes

189,000 readers

61,000 expect to move or upgrade their homes in the next 12 months.



Feelgood

A health and lifestyle magazine with the Irish Examiner every Friday – the perfect vehicle to target a more health conscious female reader. The range of topics covered each week include mothers & babies, diet and fitness and health for the over 50s.

The most popular health magazine in Munster

162,000 readers

66% main shopper in their household

34% ABC1F female readers



Farming

The business of farming is covered in a dedicated supplement with the Irish Examiner every Thursday, providing our farming and agribusiness readers with the most up to date news, analysis, opinion and comprehensive farm finance and mart reports each week.

A unique and targeted farming readership

94,000 readers

67,000 who don't read the Irish Farmers Journal

Weekend

So good you won't want to sleep in

A high quality magazine that is the perfect accompaniment to the perfect weekend. Each week our readers can look forward to:

- The latest trends and news from the world of fashion and beauty, from the aspirational to the affordable, with a sneak peek at how the celebs do it. Your new fashion bible.
- Mouth-watering food with our top chefs Darina Allen and Michelle Darmody with recommendations on the perfect wine or beer provided by our wine expert, Leslie Williams.
- Restaurant review offering an honest opinion on eateries around the country.
- Take a break every weekend with our travel section, offering ideas for the perfect family holiday, once in a lifetime trips or a weekend getaway at home.
- 16 pages of TV and film with a preview of the week ahead and 7-day TV listings.



Why advertise in Weekend?

- **195,000** readers
- The highest readership of any daily newspaper magazine in Munster.
- The seven-day TV listings ensure a longer shelflife for the publication and your advertising.

SOURCE: JNRS 2014/2015

Property & Interiors

Whether buying, selling, or happily staying put and doing up, Property & Interiors magazine brings it all back home to readers – with style.

- We bring you through the keyhole of a range of properties on the market each week ranging from rural retreats to urban sophistication.
- An Interiors section opens the door to the latest, must-have trends for your home, from sublime sofas to cosy cushions.
- Step-by-step advice on tackling those nagging DIY projects you've been putting off.
- Garden lovers can dig deep with expert advice from Peter Dowdall and Kitty Scully.
- Antiques and fine art with a diary of upcoming events not to be missed.
- A classifieds section that caters for clients with smaller advertising budgets.



Why advertise in Property & Interiors?

- **189,000** readers
- **61,000** expect to move or upgrade their homes in the next 12 months.
- The property bible for our readers every Saturday

SOURCE: JNRS 2014/2015

Feelgood

A health and wellbeing magazine with the Irish Examiner every Friday — the perfect vehicle to target a more health conscious female market.

SECTIONS:

- Parenting and babies
- Pregnancy
- Diet and fitness
- Health for the over 50s

ADVERTISING OPPORTUNITIES TO CONSIDER:

- Prime sponsorship on front cover of the magazine
- Prime full-page advertising position on back page
- Special commercial features each month
- Feelgood Directory positioned prominently on the inside back page
- Sponsor one of our weekly sections ranging from Pregnancy & Babies to Health for the over 50s to the highly popular 'Shape I'm in'

We also design bespoke packages to suit clients needs

Why advertise in Feelgood?

- **162,000** readers every Friday.
- **99,000** female readers.
- **34%** ABC1F female readers.
- **The most popular** health magazine in Munster.
- **66%** of Feelgood readers are the main shopper in their household.

SOURCE: JNRS 2014/2015



Feelgood

FEELGOOD DIRECTORY

Cork Buteyko Course for Snoring and Asthma commencing Sunday, January 22nd, 2012

50% less wheezing and coughing & 70% less need for reliever medication within TWO WEEKS. 50% less preventer medication within 3-6 MONTHS. (Mater Hospital, Brisbane) 75% less snoring within TWO WEEKS.

By Patrick McKeown, author & International practitioner. As seen on RTE, Irish Times and Irish Independent.



Freecall: 1800 931 935 or visit www.asthmacare.ie

IKON HAIR DESIGN

10 Princes Street



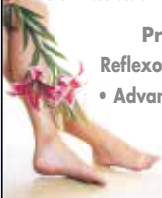
We are delighted to welcome back one of our top stylists

Alex Reid

Munster Stylist of the Year 2008

To book your appointment please call 021-4274588

Autumn Courses at **The Natural Healing Centre**



Professional training in:
Reflexology Therapeutic Massage
• Advanced/Remedial • Massage

Thompson House, MacCurtain St.
tel: 021-450 1600
email: info@nhc.ie www.nhc.ie



Cork Counselling

*Feeling Stressed/Anxious ?
Having Relationship issues ?
Suffered a Bereavement recently ?
Do you need to speak to someone ?*

We can help , We Understand
Fully Confidential Service

Open 7 days 9am-9pm.
Ardfallen Medical Centre, Douglas Road, Cork (021)493-6006
www.corkcounselling.ie

Enjoy Coffee and a Scone



ONLY
€3

g's restaurant
Caseys Furniture, Oliver Plunkett St.

Tel: 021 427 6430

To place your ad here please contact
Ger Duggan Tel. 021 4802192

Feelgood Directory

Prime position on the inside back page of Feelgood each week, offering a low-cost way to advertise everything from your products and services to new appointments and courses

SIZE:

5x2

(50mmh x 80mmw)



All rates subject to VAT at 23%.

Farming

HELPING FARMING TO GROW

The Irish Examiner's Farming supplement has the business of farming at its very core and provides Irish farmers with the information they need to grow.

The Irish Examiner's Farming supplement every Thursday delivers a series of devoted sections including general farming and agri-business news, targeted and up-to-date sectoral analysis and comprehensive farm finance and mart reports.

SECTIONS INCLUDE:

- General farming and agribusiness news sections
- Dedicated dairy, beef and general farming sections
- Animal health and farm task panels
- Machinery and technology sections
- Farm finance section
- Young farmers section
- Farm classifieds section

Why advertise in Farming?

- **94,000** people read Farming every Thursday.
- **67,000** readers of Farming do not read the Irish Farmers Journal.
- **The strongest** farming publication in Cork.

SOURCE: JNRS 2014/2015



Irish Examiner SPORT

The Irish Examiner's Sports package meets the high demands of our insatiable sports fans looking for the length and breadth, the whys and lows of what's happening in sport.

Our dedicated tabloid sports supplements take our readers from the pitch to the dressing room to the terraces.

- **Weekend Sport** every Saturday, is the most complete weekend sports supplement and with it, we aim to monopolise as much of our readers' weekends as possible.

- In **Weekend Racing** Ruby Walsh, Pat Keane and Tommy Lyons arm punters with essential betting knowledge every Saturday.

- **Monday Sport** our complete analysis of all the weekend action and a tee-up to the week ahead.

It's a breadth and quality of coverage you won't find anywhere else and an effective advertising vehicle to reach our sports mad readers.



Money & Jobs

Where the best people look for the best jobs
EVERY FRIDAY

Money & Jobs gives a round up of all the key business events, appointments and career opportunities every Friday.

Our recruitment pages are where everyone looking to move on or up the ladder goes to keep abreast of the latest job opportunities.

'On the Grapevine' profiles the latest business appointments. This is where our readers go to find out who the movers and shakers are.

Why advertise in Money & Jobs?

- **43%** of readers are ABC1.
- **More professional, manager/supervisor** readers than any other national daily title in Munster.
- **More readers who work full time** than any other national daily title in Munster.
- **More readers** who completed **3rd level education** than any other national daily title in Munster.

SOURCE: JNRS 2014/2015



Social & Personal

- HOTEL BREAKS & HOLIDAYS • CINEMA & THEATRE LISTINGS • DINING • BOUTIQUES
- CHARITABLE EVENTS • AUCTIONS • PROFESSIONAL, COMPANY AND FAMILY ANNOUNCEMENTS

A full page of entertainment and temptation in the Irish Examiner every day — anything from cinema and theatre listings to hotel breaks, restaurant deals and boutique sales.

For advertisers, it is a cost effective way to do display advertising. One look at the number of regular advertisers on the page is testament to its success.

If you haven't advertised on our Social & Personal page yet, give it a try. Our dedicated sales team will work with you to design and phrase your advert.

We're sure you will be back to do more!

- **More than Half** of Irish Examiner readers are the main shopper in their household.
- **62%** of Irish Examiner readers stayed in a hotel one or more times in the last 12 months.

SOURCE: JNRS 2014/2015

Weddings

A magazine so good, we do it twice a year, in January and September.

THE dress, fashion, beauty, honeymoon destinations, venue advice and those extra little ideas and tips that will make your day memorable. All beautifully packaged in a modern fresh stylish publication that is a must for any bride to be, her family and friends.

For any bride, there are so many decisions to be made, a publication like this is an invaluable source of ideas and suggestions. Make sure your business is part of that decision by advertising in these very special publications.

All supported by a multi-media marketing campaign to ensure all brides to be, their family and friends pick up the Irish Examiner on the day of publication.

Secure your slot today in our next Weddings Magazine.



The latest news everywhere, available anywhere

Providing a constantly updated blend of original and curated news, features and opinion across a wide variety of clearly segmented subjects, the Irish Examiner's digital platforms are growing in popularity across a broad demographic.

Supported by an experienced group of journalists and editors with one of Ireland's most trusted and

longest-established news brands and enhanced with videos, picture galleries, live blogs and much more, our content is available and fully optimised for desktop, tablet and mobile and is also distributed through our news app and ePaper.

All these digital platforms and our broad and eclectic range of content offers a wide range of impactful

advertising opportunities for clients, including:

- Online advertorials and sponsored content packages that can be enhanced with picture galleries, audio, videos and tv ads
- Homepage takeovers
- Display advertising on prime slots
- Section sponsorship
- In app advertising

- Combined website & app page impressions of over 13m per month.
- Nearly 4m unique visitors per month
- Over 86k app downloads
- 71% in the affluent ABC1 social demographic
- 66% of our Irish audience are in Munster

Source: Google Analytics, August 2015 & JNRS 2014/2015



Irish Examiner

INSERTS

Your one-stop design, printing and distribution solution

From flyers to booklets, the Irish Examiner can work with you to design, produce, print and distribute your print material to our **194,000 readers**. We can offer a range of options including:



1. Insertion only – you design and print your own material and use the Irish Examiner as your cost effective distribution channel.



2. Design, printing and insertion – this is a full service option for clients looking for a one-stop design, printing and distribution option. We have a range of print options ranging from glossy A4 sheets to postcards and posters.

We can work with you to define the format that best suits your requirements and budgets, across different paper options (newsprint and glossy), pagination and format (tabloid, broadsheet or booklet).

We are the experts in print design and production and we can provide you with an audience of

**194,000
print readers
every day**

Insert Information

COST:

€85 per 1,000
(Rates subject to 23% VAT)

PRINT ORDERS		
	National	Munster
Monday to Friday	60,000	50,000
Saturday	75,000	65,000

NOTE: Any leftovers will be inserted into the following days edition unless specifically advised not to do so by the agency/client. Rates available upon request for large /multipage inserts.

Booking Contacts:

Aidan Forde T. 021-480 2118
Paul Kelly T. 01-533 0867

Delivery Details

Pier Wall T. 01-675 8750

Technical Queries/Deliveries to CityWest

Donal O'Brien T. 01-675 8123
John Dunne T. 01-675 8102
Sheila Cassidy T. 01-675 8100

Delivery Address:

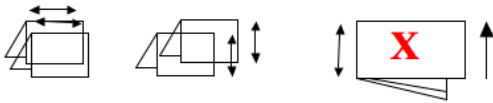
The Irish Times Print Facility,
4080 Kingswood Road,
Citywest Business Campus,
Dublin 24

BOOKINGS: TEN DAYS BEFORE INSERTION DATE DELIVERY: THREE DAYS BEFORE INSERTION DATE

ALL INSERTS SHOULD BE CLEARLY MARKED WITH PUBLICATION & INSERTION DATE

TECHNICAL SPECIFICATION FOR LOOSE INSERTS

Large Format/Feeder 440



Manual Feeding Maximum Size 348.5mm x 270mm
Minimum Size 210mm x 150mm (A5)

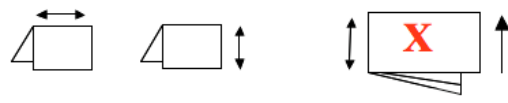
Number of Pages Tabloid Products Max. 80pp
(ex. Sat) Sat. 32pages
Min. 8pp
Broadsheet Products Max. 64pp
Min. 4pp

X Multipage products presenting with the spine on the long edge will not feed correctly side on and can only be inserted on spine edge, therefore be careful not to exceed the 270mm width spec.

Above based on Paper Weight: 45gsm

Other Paper Weights: Check Pagination with CityWest

Small Format/Feeder



Manual Feeding Maximum Size 300mm x 150mm
Minimum Size 148mm x 105mm (Postcard)*

• This Feeder will also take A4 folded to 210mm x 97mm (DL size)
X Multipage products presenting with the spine on the long edge will not feed correctly side on and can only be inserted on spine edge, therefore be careful not to exceed the 150mm width spec.

Number of Pages
Max. 3mm Thickness
Min. 1 Sheet 80gsm

Other Paper Weights

Check Thickness with CityWest, above are guidelines only, you will need to send a sample to CityWest for full conformation.

Insert Information

General Guidelines:

- Finish:** UV Varnish is not acceptable.
- Stitching:** Perfect bound products are not acceptable.
Line gluing is preferred to stitching for thin products.
- Staples:** Must be placed equidistant to each other and the head and tail of the booklet.
Staggered stitching would be preferred for thin booklets.
- Trimming:** All Inserts must be given a square and same size trim.
- Samples:** Bookings cannot be accepted prior to the approval of samples by Citywest.
- Print Order:** An extra 3% must be allowed over and above the Newspaper Print Order to allow for any damaged or spoiled Inserts. Any excess inserts will be distributed on next available date to original requested insertion date.
- Inserting:** The Company will take all reasonable steps to achieve as close as possible to a 100% inserting.
- Delivery:** Strictly by prior arrangement with CityWest (three days prior).
-

Packaging:

- Inserts must be delivered in Cartons on Pallets for handling by Pallet Trucks
- Pallets must have solid base and runners
- Pallets must have no cross bars on the bottom
- Tops, which must be wooden, should be the same size as the base.
- Pallets must be protected against transport damage and moisture penetration
- Pallets must not exceed 1,200mm x 1,000mm (4' x 3' 3") and 1,200mm (4') in height
- Inserts must be brick stacked in lifts of 120mm to 150mm (6" – 8")
- Inserts must have folded edges facing the same direction and preferably towards the centre of the Pallet
- Inserts must have the same top page up and must be well jogged
- Inserts must be recessed slightly from the edge of the Pallet to prevent damage
- Inserts must never be tied together by any material
- Inserts must be presented with the minimum of turns, not less than 100.
- Inserts which are boxed must have no turns of the insert.
- Pallets must have a top layer of cardboard and must be film wrapped
- Each Carton/Pallet must carry an identifying Insert
- Each Pallet should carry the Publication name and date of insertion.
- Deliveries that do not conform to these standards cannot be accepted.

Technical Information

	Tabloid trimmed	Tabloid	Broadsheet
Double Page Spread		No bleed	No bleed
Image area	310mm h x 518mm w	320mm h x 550mm w	n/a
Trim area	340mm h x 538mm w	n/a	n/a
Bleed area	350mm h x 548mm w	n/a	n/a
Full Page Ad			
Image area	310mm h x 249mm w	320mm h x 265mm w	520mm h x 340mm w
Trim area	340mm h x 269mm w	n/a	n/a
Bleed area	350mm h x 279mm w	n/a	n/a
Half Page Ad			
Image area	150mm h x 249mm w	160mm h x 265mm w	260mm h x 340mm w
Quarter Page Ad			
Image area	150mm h x 123mm w	160mm h x 130mm w	260mm h x 168mm w
Columns			
1	38mm	41mm	39mm
2	80mm	86mm	82mm
3	123mm	130mm	125mm
4	165mm	175mm	168mm
5	207mm	221mm	211mm
6	249mm	265mm	254mm
7	n/a	n/a	297mm
8	n/a	n/a	340mm

FTP Server available on request.

Files supported: Quickcut, PDF (all fonts embedded – PDF/X or Press Quality) Colour space CMYK, Image Resolution 150dpi (Colour and Grayscale).

No responsibility will be taken for file types outside our guidelines.

Technical contact: Telephone +353 21 4802121 Email adproduction@examiner.ie

Broadsheet: Irish Examiner, Money & Jobs.

Tabloid trimmed: Weekend, Property & Interiors and Feelgood.

Tabloid: Championship, Champions, County, Farming, Weekend Sport, Weekend Racing and Monday Sport.

Rate card 2017

ROP Main Paper & Business (Broadsheet)	Mono	Colour
Full page	€17,400	€20,880
Half Page	€8,840	€10,608
SCC (single column centimetre)	€43.50	€52.20
Recruitment	€47.50	€57
Page 1 (20cm x 3 or 8cm x 8)	n/a	€4,250
Back Page 20cm x 3	n/a	€3,150
Back Page 20cm x 2	n/a	€2,130

Money&Jobs/Commercial Property (Broadsheet)		
Full Page	€17,400	€20,880
Half Page	€8,840	€10,608
Quarter Page	€4,524	€5,428
SCC ROP	€43.50	€52.20

Weekly Supplements (Weekend, Feelgood, Property, Farming & Sport)	(Tabloid)	
Full Page	€7,160	€8,592
Half Page	€3,900	€4,680

County Supplement	(Tabloid)	
Full Page	€5,150	€6,180
Half Page	€2,630	€3,156

Inserts

Cost €85 per '000

CONTACT DETAILS

Head Office:	Linn Dubh, Assumption Road, Blackpool, Cork.		
	Tel. (021) 4272722	Fax (021) 4271017	Website: www.irishexaminer.com
Tele Sales:	Tel. (021) 4274455	Fax (021) 4271017	Email: ads@examiner.ie
Property Dept.:	Tel. (021) 4802144	Fax (021) 4271017	Email: marguerite.stafford@examiner.ie
Display Dept.:	Tel. (021) 4802192	Fax (021) 4271017	Email: ger.duggan@examiner.ie
Farming	Tel. (021) 4802192	Fax (021) 4271017	Email: ger.duggan@examiner.ie

Dublin Office: 12 Fitzwilliam Square, Dublin 2.
Tel. +353 1 5330890 Fax +353 21 4271017

Contact:
Suzanne Dwyer Tel. +353 1 5330890 Fax +353 21 4271017 Email: suzanne.dwyer@examiner.ie
Paul Kelly Tel. +353 1 5330867 Fax +353 21 4271017 Email: paul.kelly@examiner.ie

Conditions of Acceptance

Irish Examiner Ltd. reserves the right to decline, omit, suspend or alter any advertisement in any of its publications or to terminate any contract and will not be held responsible for any loss caused thereby. No liability is accepted for any loss caused thereby. No liability is accepted for any loss or damage caused by the error in the printing of any advertisement. No liability is accepted for any loss or damage alleged to arise through delay in forwarding replies to Box Numbers, however caused.

Code of Advertising Standards

Irish Examiner Ltd. is a member of the Advertising Standards Authority for Ireland and all advertising placed with it is subject to the Authority's code of Advertising Standards.

Classified Display & Lineage	Mono	Colour
Classified Display (10 cols.)	€43.50	€52.20
Legal Notice	€52.25	€62.70
Public Notice	€52.25	€62.70
Tender Notice	€52.25	€62.70

Family Announcements

Deaths	€8.50 per line
Acknowledgements - Lineage	€6.50 per line
- Display SCC	€40.00
In Memoriam - Lineage	€3.60 per line
- Display SCC	€21.00
Planning Applications	€9.90 per line
Classified Lineage	€5.94 per line
Super-semi Lineage	€7.42 per line

Box Numbers

€11.00 Posted
/ €6.20 Collected

Note:

Minimum size for mono display ads – 5cm x 1 col.
Minimum size for colour display ads – 10cm x 2 col.

Irish Examiner

NB: All rates are subject to VAT @ 23%