



**NewsBrands**  
Ireland

FITNESS  
MOTORING  
FOOD  
HOME NEWS  
BREAKING NEWS  
INTERNATIONAL NEWS  
MEDIA  
TRAVEL

# **PRESS PLANNING** 2015

SPORT  
TV  
BUSINESS  
PROPERTY  
POLITICS  
OPINION & ANALYSIS  
COLUMNS  
AGRICULTURE  
ENTERTAINMENT  
STYLE  
FAMILY LIFE  
CULTURE



## Newspaper advertising

comes in all shapes and sizes. Whether your strategy calls for conservative formats or new solutions, we want to help you to get the most from your budget.

We welcome whatever creative challenge is thrown at us. If you can come up with a novel format we'll do what it takes to make it happen on the page because we know that creative advertising strategies can achieve great cut-through to grab attention.

We've put together some of our favourite examples of innovative advertising formats to get your creative juices flowing! Now it's over to you...



Content Feature



Disruptive



Disruptive

## Fireplace



## Bookends







## One Day Domination



## Racecard Takeover



## Framed disruptive

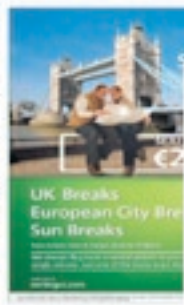




Fireplace



Front page



Inside front page



Inside back page



Back page



Stairs



Wrap

## YOUR NEWSPAPERS AT A GLANCE

	Total	All Adults	Men	Women	Main Shopper	Age 15-18	Age 19-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	
<b>Total</b>	100	100	49.1	50.9	57.1	6.4	8.2	19.1	19.9	16.8	13.4	16.3	
<b>Irish Independent</b>	100	100	52.3	47.7	57.9	1.9	6.1	14.8	23.3	19.7	14.9	19.3	
<b>Irish Times</b>	100	100	55	45	59.8	1.4	3.9	15	23.3	20.1	18.8	17.5	
<b>Irish Examiner</b>	100	100	53.3	46.7	52.9	3.5	4.5	13.6	18.7	21.7	15.4	22.6	
<b>Irish Daily Star</b>	100	100	56.4	43.6	55	3.3	10.1	24	22.3	16.4	14.2	9.7	
<b>Irish Daily Mirror</b>	100	100	51.5	48.5	58	4.1	9.7	20.8	19.5	13.6	13.1	19.2	
<b>Irish Sun</b>	100	100	57.8	42.2	51.2	5.1	11.1	23.6	21.8	17.2	11.5	9.8	
<b>Irish Daily Mail</b>	100	100	39.4	60.6	65.3	2.4	7.2	17.4	17.5	17.6	14.9	22.9	
<b>The Herald</b>	100	100	48.8	51.2	63.6	3.1	7	17.1	19.8	16.8	14.1	22.1	
<b>Sunday Independent</b>	100	100	48.6	51.4	58.2	3.7	5.5	13.2	19.6	18.5	15.7	23.8	
<b>Sunday World</b>	100	100	49.1	50.9	56.8	4.8	8.1	21.9	22.8	16	13.8	12.6	
<b>Sunday Business Post</b>	100	100	50.7	49.3	62.3	0.8	3.2	12.4	31.5	18.9	17.4	15.7	
<b>Sunday Times</b>	100	100	49.6	50.4	60	4.5	6.6	15	23.7	21.3	15.2	13.7	
<b>Irish Sunday Mirror</b>	100	100	50.7	49.3	54.8	9.4	8.9	19	14.9	19.7	13.4	14.7	
<b>The Irish Mail On Sunday</b>	100	100	41.7	58.3	64	4.6	5.4	11	16	18.5	16.7	27.8	
<b>The Irish Sun (Sunday Edition)</b>	100	100	49.1	50.9	56.8	6.5	12.7	22.6	18.7	15.3	12.7	11.5	
<b>Irish Farmers Journal</b>	100	100	55.7	44.3	48.9	11.6	5.9	12.4	14.5	21.9	16.1	17.7	



## Wrap



Homepage takeover



Video pre-roll



Homepage takeover



Cut-out



Disruptive across the DPS



Expandable Ads



20x4 Col Strip

Source: JNRS Report 2014 - AIR Printed and Online | Weight: Population Weight | Table - All Adults | Units : 1000's

	Age 18+	Age 55+	Social Grade C1	Social Grade C2	Social Grade AB	Social Grade DE	Social Grade F1F2 (All Farmers)	Any Working	Not Working	Dependant Child
	95.6	29.6	27.8	21	13.5	31.3	6.5	53	47	38.7
	98.8	34.2	34	18.2	21.8	14	12	64.1	35.9	40.3
	99.3	36.3	40.8	9.5	39.3	8.8	1.6	64.9	35.1	43.2
	97.8	37.9	29.9	15.3	21.1	26.8	6.9	59.1	40.9	36.8
	97.8	24	18.3	28.5	5.2	41.5	6.5	56.9	43.1	43.2
	98.8	32.3	19.2	25.8	6.9	46.2	1.9	47.7	52.3	32.3
	95.9	21.3	16.2	27.7	4.3	49.3	2.6	50.9	49.1	41
	97.9	37.9	30.4	22.8	12.6	30.6	3.7	51.4	48.6	33.7
	97.8	36.2	26.9	25.6	8.4	37.4	1.8	48.9	51.1	39.5
	97.5	39.5	34.9	16.9	19.9	16.9	11.4	59.3	40.7	36.4
	96.6	26.4	22.7	25.2	5.6	37	9.4	54.5	45.5	43.6
	100	33.1	37.8	8.6	38.2	7.1	8.3	70.4	29.6	48.4
	98.1	28.9	41.5	14.3	33.3	8.3	2.7	66.9	33.1	41.3
	92.7	28.1	24.2	26	7.5	37.9	4.4	43.6	56.4	36.9
	95.8	44.5	27.2	22.5	12.2	30.2	7.8	47.4	52.6	33.5
	95.2	24.3	20.6	28.5	6.1	40	4.8	49.3	50.7	<b>44.5</b>
	90.7	33.8	14.7	11.6	9.6	8.5	55.6	64.1	35.9	35.9





Disruptive across the DPS



Wrap



Disruptive



iPad InSkin



## Which newspapers provide the best fit for your campaign?

*Almost 3 million adults in Ireland read their news in print, on a mobile, a desktop or tablet every day. (Source: JNRS 2014).*

*That puts NNI news brands in an incredible position to help advertisers communicate effectively with diverse audiences.*

*Each newspaper, in print or digital format, has its own brand personality, which is one of the most important reasons why readers choose to read that newspaper.*

*The following profiles provide an overview of each national news brand's core strengths.*

*We hope that they will help you to plan creative and effective press advertising strategies.*

# THE IRISH TIMES

The Irish Times newspaper reader is twice as likely to be ABC1 social class, versus the population average. 64% of weekly visitors to [irishtimes.com](http://irishtimes.com) are ABC1.

The Irish Times offers advertisers numerous platforms to align their content with The Irish Times brand incorporating print, digital and podcasts.

The Irish Times has 251,438 Facebook likes and 142,600 followers on Twitter. Our Second Captains podcast has 135,000 downloads per week

## HOW MANY READERS DOES THE IRISH TIMES HAVE?

- 793,000 Irish adults read The Irish Times in print or online in an average week.
- 316,000 daily newspaper readers
- 140,000 daily online readers
- 410,000 daily total audience (print or online) . (JNRS/MBL Survey 2014)

## WHO ARE THEY?

- **Urban-based professionals** with above average disposable income. Health conscious, socially responsible, environmentally aware and financially responsible.
- **High Earners:** The Irish Times newspaper readers' pre-tax family income averages €60,852 compared with a population average of €43,173.
- **Highly Educated:** Weekly visitors to [irishtimes.com](http://irishtimes.com) are more than twice as likely to have a university degree or higher qualification, versus the population average.
- **High Social Class:** The Irish Times newspaper reader is twice as likely to be ABC1 social class, versus the population average.
- **Receptive to Advertising:** Our daily newspaper readers are 55% more likely than the average Irish adult to say they look with interest at advertising for financial services. Compared with the population average, our weekly total audience is 22% more likely to find newspaper advertising "most helpful" for making purchase decisions and 15% more likely to find internet advertising "most helpful", versus ads in other media.
- **Business Decision Makers:** 55% of our weekly total audience working full-time have responsibility over budget (e.g. departmental budget) in their workplace, or decision making power for purchases in their company/organisation.
- **Managerial/Professional:** Our weekly total audience are 155% more likely than the average Irish adult to be professional/director/senior manager/owner-manager in their occupation.

(TGI ROI Survey 2014; JNRS/MBL 2014; Irish Times Business Readership Survey, 2014)

## WHAT SETS THE IRISH TIMES APART?

- **Quality Journalism:** With our team of world-renowned journalists, The Irish Times delivers respected, in-depth editorial with a strong focus on opinion and analysis across current and breaking news, home and international news.
- **Business Coverage:** Our suite of business supplements

delivers educated readers, strong and focused editorial covering technology, innovation, commercial property, international finance, consumer & law matters.

- **Health + Family:** Our weekly supplement brings you a blend of news features and advice by health care experts and practitioners, covering all aspects of health, wellbeing, fitness, parenting, and alternative practices.
- **The Irish Times Magazine (weekends).** Interviews, life and style, fashion, beauty, food and interiors along with extensive travel coverage is produced by journalists who are all experts in their individual fields

## THE IRISH TIMES SUPPLEMENTS

### MONDAY:

**Business + Innovation** Covering innovation across SMEs. Up-to-date knowledge on the world of work, management and law.

### TUESDAY:

**Health + Family News**, features and advice on physical health and wellbeing. Readership: 231,000 per issue

**Business + Your Money** An insight into handling your personal finances, featuring Conor Pope

### WEDNESDAY:

**Business + Commercial Property** Weekly commercial property update, covering all aspects of the commercial property market.

Edited by Jack Fagan.

**Sports** Up-to-the minute sports report, commentary and analysis from leading sports experts

**Motors** An overview of the Irish motors market, covering a vast range of vehicles for sale, a must-have for the car enthusiast.

### THURSDAY:

**Business + Technology** New technology, media and marketing. Looks at smaller companies, start-ups and growing businesses within the sector..

**Residential Property** A must-have weekly property update covering exclusive property for sale home and abroad, with expert advice on interiors for the home.

### FRIDAY:

**The Ticket** The Ticket entertains you with all that's new in movies and music.

Readership: 196,000 per issue.

**Business This Week** The Irish Times' flagship business supplement featuring high-end recruitment roles and all the latest business news.

### SATURDAY:

**The Irish Times Magazine** The ultimate fashion statement for style, beauty, interiors, gardening, food & wine.

Readership: 345,000 per issue..

**Weekend Review** Culture and social news from events from throughout the week.

**POP CONTACTS: Linda Healy/Ciara Woods**

Email: [lhealy@irishtimes.com](mailto:lhealy@irishtimes.com) / [cwoods@irishtimes.com](mailto:cwoods@irishtimes.com)

Tel: 016758772



**Irish Mirror has a balanced readership between males (106,000) and females (97,000) which mirrors Ireland's population demographic breakdown.**

**Irishmirror.ie is Ireland's fastest growing publisher website, and already ranks 2nd highest in terms of mobile traffic (Comscore 2015)**

#### **HOW MANY READERS DOES THE IRISH MIRROR AND IRISHMIRROR.IE HAVE?**

The Irish Mirror has 203,000 readers every day (JNRS 2014). IrishMirror.ie has over 2.2 million unique readers and has over 11 million page views monthly (Omniture 2015)

#### **WHO ARE THEY?**

- Irish Mirror readers are young – 37% of our readers are under 35 years (25% of Irish population are under 35) and 63% are under 45 (38% of the Irish population are under 45) with an even split against males and females.
- They are home owners (64% have/had mortgages) with the majority (58%) married or living as a couple
- Mirror readers are family orientated. In line with the population average (39%) 36.5% of our readers have children in their household and 73% of our readers agree that family is more important to them than their career.
- They are price conscious – 55% of our readers like changing brands and are more likely to look for the lowest prices when they go shopping.
- (TGI 2014)
- IrishMirror.ie users are young, 43% of our audience are under 35.
- Irish Mirror.ie has a balanced audience online between males (48%) and females (52%)
- 72% of our online audience access the website via mobile
- 69% of users visit the site at least once a day.

(Irishmirror.ie online survey 2015)

#### **WHAT SETS THE IRISH MIRROR AND IRISHMIRROR.IE APART?**

- The Irish Daily Mirror's readership profile mirrors the Irish population more than any other national title across all demographics.
- The Irish Daily Mirror is a 'his and her' paper that is enjoyed by couples every day. This is reflected in our balanced readership between males (106k) and females (97k), which is in line with the population split (52% male, 48% female).
- With 54% of our readers married / living as a couple, it's inevitable that the Irish Daily Mirror is a family paper – 36.5% of our readers have children in the household, which is also in line with the population average of 36.2%. It positions itself as Ireland's family friendly tabloid with no graphic images or nudity appearing in the editorial.
- The topics in the paper that appeal most to our male readers are; Irish news, sport, motoring and entertainment. For our female readers, Irish news, lifestyle, fashion and showbiz are most popular.

(TGI 2014)

- IrishMirror.ie has something for everyone, offering the audience a balance between breaking news, comprehensive sports coverage, entertainment, showbiz and lifestyle.
- Irish Mirror.ie has over 280,000 Facebook Likes and is Irish media's most engaged Facebook page
- 45% of users feel our news coverage is more up to date than competitor websites. 85% of readers favour local Irish news.

(Facebook Engagement, irishmirror.ie online survey 2015)

#### **IRISH MIRROR SUPPLEMENTS AND FEATURES**

**Monday: Monday Game:** GAA supplement including in depth analysis, reviews and results of all games within the GAA league and championship.

**Mirror Football:** Football supplement providing premier league and FA cup coverage including full analysis of games, transfer news and results.

**Thursday: Richard Hammond on Motors:** Top Gears favourite TV host reviews the hottest cars on the market along with the most recent gadgets and gizmos of the motor industry

**Friday: The Beat:** entertainment guide with the latest news, reviews and events across the music and film industries in Ireland

**League of Ireland:** Football supplement featuring the latest results and analysis of all League of Ireland Games.

**Monday - Friday: Your Life:** lifestyle pages featuring fashion, beauty, health and real life stories

**Saturday: Mirror Racing:** Racing supplement which provides racing fixtures, results, top tips and the inside scoop for all racing enthusiasts

**Mirror Football:** Football supplement providing premier league and FA cup coverage. It contains full preview of upcoming games, transfer news, week's fixtures and results. **We Love Telly:** full colour magazine with exclusive interviews with TV stars, must watch programmes for the week ahead plus full TV listings

**Travel:** latest deals and reviews of the best holiday destinations from around the globe.

**Monthly: Chamber News:** The Irish Mirror has partnered with the Dublin Chamber of Commerce to provide the latest news and upcoming events for Ireland's small to medium businesses (SMEs).

#### **IRISH MIRROR SUPPLEMENTS AND FEATURES**

**Monthly: News:** Providing up to date, breaking news including local, world and weird news including live streams of top stories.

**Sport:** Featuring comprehensive sports coverage, streaming of games and tournaments. 32% of readers don't visit any other site for Sport's news.



**What's on:** Entertainment guide featuring events and things to do around the country, as well as gig guides, TV guide, and bar/restaurant reviews.

**Showbiz:** Features the latest celebrity news and gossip in Ireland and around the world.

**Lifestyle:** Featuring family, health, travel and motoring content.

[Online Reader's Survey 2015]

**COMMERCIAL MANAGER: Maria Scannell**

Email: maria.scannell@irishmirror.ie

Tel: 01 868 8615

**POP CONTACT: Aoife Bermingham**

Email: aoife.bermingham@irishmirror.ie

Tel: 01 868 8617

**Sunday Mirror has a much younger audience than the average Sunday reader – 51% of readers are under 35 years old**

**HOW MANY READERS DO WE HAVE?**

The Sunday Mirror has 148,000 readers every week. (JNRS 2014)

**WHO ARE THEY?**

- Sunday Mirror readers are younger audience who enjoy a lighter read every Sunday
- They like to have fun, enjoy life's pleasures and love trying new things
- They are image conscious and being fit is really important to them. They are more likely to look after their appearance than other Sunday title readers
- They are 154% more likely to read the newspaper for entertainment than for news than the population and magazines play a key role in their purchasing decision (TGI 2014)

**WHAT SETS THE IRISH SUNDAY MIRROR APART?**

- The Irish Sunday Mirror has something for everyone, offering readers a balance between serious news, comprehensive sports coverage and celebrity news and a Glossy Sunday magazine - Notebook.
- The Sunday Mirror has a younger audience than the average reader. 51% of our readers are under 35 years old and 69% under 45 years old.
- The paper is considered a lighter read on a Sunday with the topics that appeal most to readers being; Irish news, entertainment (music, film + theatre), sport, lifestyle, fashion and showbiz gossip (TGI 2014)

**SUNDAY SUPPLEMENTS AND FEATURES**

**Notebook Magazine:** This glossy magazine covers health, beauty, fashion and style, along with exclusive interviews with the biggest stars. Dubbed the 'Pinterest of Print', Notebook magazine is more ABC1 skewed than our competitors. (JNRS 2014)

**Sunday Mirror Football:** Football supplement provides premier league and FA cup coverage. It includes a full review of all the weekend's action, in depth analysis and league tables.

**Style on Sunday:** Covers the hottest Fashion and trends and features the best fashion buys on the high-street weekly.

**Travel:** Travel includes the latest deals and reviews of the best holiday destinations from around the globe.

**Gardening:** Carol Klein takes our readers through the best tips and advice on keeping their garden blossoming.

**COMMERCIAL MANAGER: Maria Scannell**

Email: maria.scannell@irishmirror.ie

Tel: 01 868 8615

**POP CONTACT: Aoife Bermingham**

Email: aoife.bermingham@irishmirror.ie

Tel: 01 868 8617



The Irish Daily Star is Ireland's No1 Tabloid newspaper for ABC1 individuals according to JNRS and the No.1 tabloid for readership with TGI of 298,000 readers

#### HOW MANY READERS DOES THE IRISH DAILY STAR HAVE?

The Irish Daily Star has 294,000 readers every day (JNRS)

#### WHO ARE THEY?

- The Irish Daily Star is the No.1 title for ABC1
- The Irish Daily Star is the No. 1 tabloid for Main Shoppers – 166,000 readers
- The Irish Daily Star is the No. 1 tabloid for Working Individuals
- 23% of our readers are categorized as ABC1; 46% of readers are C1C2; and 70% fall into the C2DE category
- The male/female split among Irish Daily Star is 167,000 men and 126,000 women

Source: JNRS 2014

#### WHAT SETS THE IRISH DAILY STAR APART?

- The Irish Daily Star is considered the most Irish of all the red tops as well as family friendly for readers
- The Irish Daily Star core values are accessibility, Irishness, and social relaxation\*
- The Irish Daily Star is an Irish paper, written by Irish journalists for Irish people, by writers who understand their readers and talking to them in their own language
- The key strengths of the Irish Daily Star are Sport, Crime, Music along with lifestyle and celebrity news
- Very strong on sports with particular attention given to Horse Racing and GAA worlds of sport & entertainment, style and showbiz.

Source: Millward Brown Lansdown Research

#### IRISH DAILY STAR SUPPLEMENTS AND FEATURES

**Monday** – 70 Minutes/Fanatic offers full coverage of all GAA/Football activity

**Thursday** – Kathryn Thomas writes an exclusive column and is a brand new voice within the Star

**Friday** – The Scene includes everything you need to know about going out

**Saturday** - Star Chic is our glossy Magazine with 258,000 readers every Saturday. Inside Sport is our 16-24 page sports pull out including Star Bets, the very best Racing coverage for the weekend

#### ADVERTISING MANAGER: Glen Brereton

Agency Sales Manager. Glen.brereton@thestar.ie  
Tel: 01 4993442

#### POP CONTACT: Elaine Rockett

Email:elaine.rockett@thestar.ie  
Tel: 01 499 3507

# THE SUNDAY TIMES

The Sunday Times has the youngest audience in the broadsheet market

#### HOW MANY READERS DOES THE SUNDAY TIMES HAVE?

The Sunday Times has 365,000 readers every week.

#### WHO ARE THEY?

- Our readers value quality content with a comprehensive look at the week's news
- A typical Sunday Times reader is interested in a broad spectrum of news and devours each section at a time
- Readers of The Sunday Times are predominantly ABC1, with 74% of our readers falling into this demographic category
- They are urban, tech-savvy, educated and surprisingly young

#### WHAT SETS THE SUNDAY TIMES APART?

- Content. Content. Content
- The Sunday Times is the only Sunday quality broadsheet in the market, carrying comprehensive and eclectic content
- This is a newsbrand readers take time to consume (roughly 45 minutes a sitting)
- Advertising works because they are loyal to the brand and trust the environment the ads are in

#### THE SUNDAY TIMES SECTIONS

**News Review** – eclectic review of the weeks news with hot topics and opinion pieces.

**Business** – detailed look at business and money in Ireland. There is a strong focus on SME's and startups.

**Sport** – broad coverage of all sports, special focus on rugby, soccer, GAA, golf.

**SUNDAY** – lifestyle section covering interiors, home & property, motoring and food & drink.

**Travel** – all things travel.

**Culture** – the culture section covering music, theatre, literature, film and special features.

**Style Magazine** – Style with substance - affluent and style savvy readers who know what they like. Professional and hardworking, they mix designer purchases with high street for an individual style to suit their life and personality.

**The Sunday Times Magazine** – Worlds longest running Sunday magazine with an intelligent, stimulating and eclectic mix of regular columns, exclusive features and interviews.

#### POP CONTACT: Dave Doyle

david.doyle@newsireland.com  
Tel: 01 479 2545

#### POP CONTACT: Rachel Anderson

rachel.anderson@newsireland.com  
Tel: 01 424 4470





**The Irish Sun outsells its nearest daily tabloid by nearly 10% every day. Now the #1 tabloid in the Irish Market**

#### **HOW MANY READERS DOES THE IRISH SUN HAVE?**

The Irish Sun has 303,000 daily readers, Monday to Saturday.

#### **WHO ARE THEY?**

The Sun reader wants their news delivered in an entertaining way; they are passionate about sport and look for in-depth coverage across all sports.

#### **WHAT SETS THE IRISH SUN APART?**

- The pillars of The Irish Sun are showbiz, crime, sport and value
- The Sun outsells its nearest daily tabloid by nearly 10% every day and the all-Ireland figure is higher than that of **any** other daily title in the country
- It is a campaigning paper fighting for the people, especially in tough times
- In terms of advertising the Irish Sun is an 'action paper'. We know readers of The Sun react to ads they see in the paper, they are known to purchase from what they have seen advertised, especially if it's considered a good deal.

#### **THE IRISH SUN SUPPLEMENTS (SEASONALITY APPLIES)**

**MONDAY: The Game, Goals** (comprehensive look at all things soccer)

**TUESDAY: Get Ireland Working** (free job listings, training and job seeking advice)

**WEDNESDAY: Champions League GOALS**

**THURSDAY: Champions League GOALS, Motors**

**FRIDAY: Something for the Weekend** (music and film supplement), **SoSueMe**

**SATURDAY: TV Magazine, Goals, The Game (GAA coverage), Favourite** (racing coverage)

#### **Thesun.ie**

Newly launched website and mobile app for the Irish Sun.

**THE IRISH SUN MOBILE App** includes the latest news on sports, media, crime, showbiz and gossip. We are also the only place you can catch exclusive on the go highlights of all GAA matches with the best moments from every game.

**GOALS App** – exclusive highlights of all Premiership, Champions league, SPL games. All goals and highlights during half time and 15 minutes after full time available to subscribers.

#### **POP CONTACT: Dave Doyle**

david.doyle@newsireland.com  
Tel: 01 479 2545

#### **POP CONTACT: Rachel Anderson**

rachel.anderson@newsireland.com  
Tel: 01 424 4470



**After only 2 years The Irish Sun on Sunday is the 2nd best read tabloid on a Sunday, outselling its nearest competitor by 37%**

#### **HOW MANY READERS DOES THE IRISH SUN ON SUNDAY HAVE?**

The Irish Sun on Sunday has 239,000 readers.

#### **WHO ARE THEY?**

The Sun reader wants their news delivered in an entertaining way; they are passionate about sport and look for in-depth coverage across all sports

#### **WHAT SETS THE IRISH SUN ON SUNDAY APART?**

- The pillars of The Irish Sun on Sunday are crime, sport and value. We focus on the weeks best round of sports in the Sunday title.
- The all-Ireland figure is higher than that of any other Sunday title in the country.
- It is a relaxed easy read for your everyday working person.
- The Sun on Sunday follows the same trend as the Irish daily Sun where our readers will always look for and react to advertisements they see with the best deals.

#### **THE IRISH SUN ON SUNDAY SUPPLEMENTS (SEASONALITY APPLIES)**

**Fabulous, TV Soap magazine, Goals, The Game (GAA roundup), Favourite** (racing supplement)

*The Sun on Sunday is our most flexible newspaper, here we can create a range of bespoke platforms to suit any clients needs.*

#### **POP CONTACT: Dave Doyle**

david.doyle@newsireland.com  
Tel: 01 479 2545

#### **POP CONTACT: Rachel Anderson**

rachel.anderson@newsireland.com  
Tel: 01 424 4470

The Irish Daily Mail has the highest profile of main shoppers (64 per cent) of any daily newspaper.

## HOW MANY READERS DO WE HAVE?

The Irish Daily Mail has 175,000 readers each day.

## WHO ARE THEY?

- Our readers are predominantly female (58 per cent)
- Our core readers are over 35 years of age (78 per cent)
- Maybe unsurprisingly, 68 per cent of our readers are parents
- They are located throughout the country
- 60 per cent of them are solus readers who don't read any other newspaper

## WHAT SETS THE IRISH DAILY MAIL APART?

- We produce an extremely wide range of supplements, with a different pull-out running on each day; this allows us to reach out to people of all tastes and personalities.
- Some of our specialist supplements lead to a boost in circulation of up to 80 per cent on a given day.
- We pride ourselves on the creativity of our offering and this filters through to our approach to advertising business. We won the award for Sales Team of the Year at the 2013 media awards for our constant creative approach to campaign briefs.

## IRISH DAILY MAIL SUPPLEMENTS

**Monday Sport** (The Title/The Championship) – Our Monday sports supplement runs as The Title during the soccer season and as The Championship during the GAA season.

**Good Health** – Good Health runs every Tuesday and features high quality editorial about a range of health issues. Tuesday is the IDM's highest circulation day.

**Life & Soul** – Life & Soul is an all- round guide to wellbeing and good living that runs each Wednesday.

**Femail** – Femail provides content focused on female interests.

**Weekend** – The standalone pull-out runs each Friday and includes content from what's on the box to hitting the town and some Sunday morning activities.

**YOU Magazine** – A full glossy, high-quality magazine running each Saturday targeting women of all ages with a selection of top quality editorial.

## KEY ACCOUNT MANAGER: Katharine Wolinska

Email: [katharine.wolinska@dmgmedia.ie](mailto:katharine.wolinska@dmgmedia.ie)  
Tel: 012561017

The Irish Mail on Sunday has the highest profile of both Females and Main Shoppers of any Sunday title.

## HOW MANY READERS DO WE HAVE?

The Irish Mail on Sunday has 293,000 readers each week.

## WHO ARE THEY?

- Our readers are distributed right across the country
- 80 per cent of readers are aged 35+
- We have the highest profile of female readers of any Sunday title (59 per cent)
- We have the highest profile of main shoppers of any Sunday title (64 per cent)
- Solus readership is also high at 50 per cent

## WHAT SETS THE IRISH MAIL ON SUNDAY APART?

- We provide relevant promotions that appeal to loyal readers and prospective buyers. Some of these promotions boost circulation over 80 per cent on a given day and offer huge value to our commercial clients.
- We pride ourselves on offering creative solutions to every campaign brief and as recognition of this we won the award for Sales Team of the Year at the Media Awards 2013
- Associated Newspapers makes a very high investment in editorial in the Irish Mail on Sunday and some of the best known Irish journalists write exclusively for our publications.

## THE IRISH MAIL ON SUNDAY SUPPLEMENTS

**More** – A proper Sunday supplement, More features every weekend topic you could want including a selection of sections like detailed TV listings which readers hold for the week to come.

**TV Week Magazine** – TV Week is our Sunday magazine giving readers an in-depth look at the week to come on the box as well as a range of editorial targeting our strong family audience.

## KEY ACCOUNT MANAGER: Katharine Wolinska

Email: [katharine.wolinska@dmgmedia.ie](mailto:katharine.wolinska@dmgmedia.ie)  
Tel: 012561017



**MailOnline is the number one website in Ireland for Entertainment Showbiz Content**

#### HOW MANY READERS DO WE HAVE?

- 3,219,225 unique ROI users per month\*
- 217,025 unique ROI users per day\*
- MailOnline has a Total Irish Audience reach of 21%\*\*
- 185,000 Active App users per month\*.

#### WHO ARE THEY?

- 68% of MailOnline users are Women / 32% are Men
- 71% of MailOnline users are ABC1
- Over two-thirds (67%) of MailOnline users access the site via mobile (on mobile app/browser or tablet)
- The average MailOnline user spends 6.7 minutes on the site per visit and consumes 4 pages per visit

#### WHAT SETS US APART?

- MailOnline users love the site because the 'content is addictive' and the site is a 'one-stop-shop'
- MailOnline leads the way in high-impact premium display advertising formats.
- In-Skin Tablet takeovers
- Mobile rich media ad solutions available
- Full in-house video production facilities
- Mobile rich media ad solutions available
- Native channels available
- Full digital creative services available, including rich media and web builds
- Reader events
- MailOnline App solutions

#### KEY CHANNELS

- **Main Homepage Takeover - delivers approx. 800,000 ad impressions per day and 100,000 UU per day**
- **TV & Showbiz**
- **News**
- **Sport**
- **Femail**

#### KEY ACCOUNT MANAGER: Katharine Wolinska

Email: [katharine.wolinska@dmgmedia.ie](mailto:katharine.wolinska@dmgmedia.ie)  
Tel: 012561017

**Evoke.ie is Ireland's fastest growing Female digital destination**

#### HOW MANY READERS DO WE HAVE?

403,975 unique ROI users per month\*  
49,000 Facebook Fans.

#### WHO ARE THEY?

- 85% of Evoke users are Female
- 71% of Evoke users are aged 25-44
- 80% of Evoke users access the site via mobile

#### WHAT SETS EVOKE.IE APART?

- Quality Irish content from the home of quality journalism
- Exclusive Beauty and Fashion content
- Fully responsive website design including responsive ad serving
- Quality native and video content opportunities
- Mobile rich media ad solutions available
- Full video production services available
- Full digital creative services available
- Reader events
- EVOKE Social Media campaign integration

#### KEY CHANNELS

- **News**
- **Showbiz**
- **Style**
- **Beauty**
- **Health**

#### KEY ACCOUNT MANAGER: Katharine Wolinska

Email: [katharine.wolinska@dmgmedia.ie](mailto:katharine.wolinska@dmgmedia.ie)  
Tel: 012561017

\*Source: Omniture Feb 2015, Mobile + Desktop

\*\* Comscore, Feb 2015

The Sunday Business Post is one of the most iconic Irish business media brands and offers readers unparalleled commentary and analysis from top journalists and editors on the most important news, business and political happenings on both a national and international scale which in turn sees the brand deliver one of the most sought after commercial audiences in the market. As well as offering the highest AB and ABC1 audience in the Sunday market, The Sunday Business Post has the highest profile of those employed at director, senior manager and owner manager levels and is Ireland's premium business media brand

## HOW MANY READERS DOES THE SUNDAY BUSINESS POST WE HAVE?

The Sunday Business Post has 114,000 weekly readers. The Sunday Business Post Magazine has 80,000 weekly readers.

## WHO ARE THEY?

- We have the number one profile for ABs of any Sunday paper. 39 per cent of our readers fall into this category, with a further 37 per cent in the C1 category.
- In terms of age profile our readership is spread across age groups, with 40 per cent falling into the 25-44 category.

## WHAT SETS US APART?

- The mission of The Sunday Business Post is to encourage enterprise and wealth creation in Ireland by providing readers with information that is of value to them in their personal and professional lives.
- The Sunday Business Post has achieved a must-read status with its target audience. We have the highest profile of any daily or Sunday newspaper amongst those employed at director, senior manager or middle manager level and owner managers.
- Ireland requires a thoroughly independent voice dedicated to business finance and politics. That is the mission of the Sunday Business Post, and it is a mission that has never been more valuable or important.

## THE SUNDAY BUSINESS POST SUPPLEMENTS:

**Money Plus** – The Money Plus section is our 12-page weekly supplement and focuses primarily on financial advice and guidance on how to best manage money as well as providing coverage on financial markets, personal finance, motoring, technology, recruitment, new Irish business and our popular Post Script page.

**Property Plus** – Property Plus is a weekly, innovative pull-out supplement packed with the latest topical news and analysis of the residential and commercial property market and with a wide range of expert columnists and contributors. The supplement also includes weekly specialist fine art and antiques coverage, a colourful weekly gardening column and architectural/renovation columns from well-known and

highly regarded commercial and residential architects and planning professionals. The supplement is a go-to guide for anyone interested in the property market from first-time buyers to veteran investors.

**The Sunday Business Post Magazine** – The Sunday Business Post Magazine is our weekly lifestyle offering and acts as the perfect balance to the business focus of the main title. Our magazine runs to 48 pages each week and includes a unique balance of high fashion features, interiors, going out and staying in, and some of the best food coverage on a Sunday including exclusive contributions from Clodagh McKenna. As well as this the 48 page magazine features full 7-day TV Listings.

**Connected**– Connected magazine is our guide to technology in business and is everything its forerunner Computers in Business was and more. It explains technology from a business perspective and provides a topical look at how technology shapes business today. It is published on the first Sunday of the month. Each edition is led by a Cover story and features a report on Mobile Business. Connected is Ireland's highest-circulating business technology magazine.

**Your Series**– Our 'Your' Magazine series offers readers expert industry advice on all aspects of financial planning including Investment, Mortgages, Healthcare, Business start-ups and much more. A 'Your' Supplement is published bimonthly and falls under the titles of 'Your Money', 'Your Assest', 'Your Finance', 'Your Investment', 'Your Business', and 'Out on You Own'.

**Website:** Currently undergoing a complete overhaul, The Sunday Business Post online offering covers all the same facets on the printed product in the digital space. The current site is made up of the free Daily Business Post and the premium subscription service that is The Sunday Business Post. The site has over 1,000 paid for subscribers at present and our daily newsletter goes out to over 15,000 recipients.

The new website launching in the coming days will give users a compete new digital desktop, tablet, and fully mobile suite as well as offering clients some of the most innovative content commercial opportunities in the Irish market.

## SALES MANAGER: Lorcán Hanlon

email: lhanlon@sbpost.ie

Tel: 01 602 6098



**The dominant newspaper in Munster with more readers in the province than any other national daily title.**

## HOW MANY READERS DOES THE IRISH EXAMINER HAVE?

194,000 people read the Irish Examiner every day.

## WHO ARE THEY?

- 176,000 of our readers are in Munster, making us by far the strongest national daily title in the province, with more readers than the Irish Independent and The Irish Times combined in the province.
- They make an active decision to pay €2 to purchase the newspaper every day, so it is not surprising that more than half of our readers are in the affluent ABC1F1 socio-demographic group.
- More than half of our readers are the main shopper in their household, these are the people that your clients want to influence as they make the purchase decision in the household.
- The Irish Examiner has 37,000 Online Readers. A combined Print and Online audience of 222,000.
- With 212,000 readers each Saturday, **Weekend** has the highest readership of any daily newspaper magazine in the province.
- **Property and Interiors** with 189,000 readers each Saturday is the second highest readership of any daily magazine in Munster. Whilst **Feelgood** each Friday is the third highest readership with 171,000.

## WHAT SETS THE IRISH EXAMINER APART?

- The Irish Examiner is the national newspaper for the people of Munster, offering a unique audience and a different view.
- No national advertising campaign should omit the almost 1,000,000 people that live in Munster and the Irish Examiner is the best vehicle to reach this market
- 120,000 people choose to only read the Irish Examiner as their daily newspaper of choice. They do not read any other national daily title and as such, are an audience that advertisers cannot reach by advertising in any other daily title
- The Irish Examiner is an award winning national daily newspaper for the people of Munster and Cork. This guarantees your brand is associated with a quality award-winning newspaper, reaching an educated and affluent audience

## IRISH EXAMINER SUPPLEMENTS

### MONDAY:

**Monday Sport** offers the complete sports package, plus a separate seasonal Premier League pull-out and Championship GAA Supplement.

### TUESDAY:

**County** is your weekly insight into Cork city and county community life, news and sport.

### THURSDAY:

**Farming** is your dedicated agri-business and farming

supplement. 102,000 people read Farming; making it the most popular Farming Publication in Munster.

### FRIDAY:

**Feelgood** is a dedicated health and well-being supplement delivering your energy fix. Feelgood had 171,000 readers, 104,000 of these are female (61%).

### SATURDAY:

**Weekend** is packed with interviews, travel, food, fashion, travel, fashion, beauty and a 7-day TV guide. 212,000 people read Weekend every Saturday; this is the highest readership of any daily newspaper magazine in the province.

Property & Interiors brings 189,000 readers through the keyhole of properties on the market every Saturday, and for those staying put, it offers ideas on how to renovate and update your home and garden.

Weekend Sport with Saturday's Irish Examiner is the most complete weekend sports supplement and with it, we aim to monopolise as much of our readers weekends as we possibly can.

Weekend Racing, Ruby Walsh, Pat Keane, Jessica Harrington and Tommy Lyons arm punters with the essential betting knowledge every Saturday.

## AGENCY ADVERTISING CONTACT: Paul Kelly

Email: paul.kelly@examiner.ie Tel: 01-533-0867

## IRELAND'S NO.1 NATIONAL DAILY NEWSPAPER

### HOW MANY READERS DOES THE IRISH INDEPENDENT HAVE?

The Irish Independent has 676,000 readers with a circulation of 112,502 daily.

#### **Independent.ie**

www.Independent.ie receives 83m Page Impressions and 9million Unique Users globally, with more than 60m PI and 5m Unique visitors per month in Ireland.

We have 432k mobile downloads and over 466k social media followers

### WHO ARE THEY?

- In print, 52% of our readers are male and 48% are female and on digital 53% male and 47% female
- More ABC1 readers than any other daily newspaper.
- Nationwide reach - our readership is almost evenly split amongst urban and rural readers.
- Almost 60% of our readers are the main shopper in their household.

### WHAT SETS THE IRISH INDEPENDENT APART?

- The Irish Independent holds the unique and undisputed position as Ireland's largest selling and best read quality daily newspaper.
- Independent.ie is Ireland's leading online news publishing site. We focus on enhanced social integration so our users not only enjoy our unique and exiting content themselves, they share it in vast numbers via social networking. Our site is optimized for mobile.
- Our digital innovation and multimedia focus ensures that we take news to the next level.
- With up to 120 stories added each day, Independent.ie is the go-to place for the latest News, Sport, Business, Life, Style and Entertainment.
- We focus on delivering innovative and first-to-market advertising solutions to connect with our readers.
- A truly national newspaper, the Irish Independent offers strong reach across each region. Our continued dominance of the Leinster (389,000) and Connaught/ Ulster (134,000) regions stand unchallenged in the daily market, with a substantial presence in the Munster region (153,000).
- The Irish Independent is the No.1 newspaper in the daily market across key audience sectors with 377,000 ABC1 readers, 354,000 male readers and 323,000 female readers.
- The Irish Independent remains the number one daily newspaper for main shoppers in Ireland reaching 391,000,
- Our comprehensive package of authoritative and trusted journalism communicates the top news stories, latest sports coverage, informative features and insightful

business reports to our readers across multiple platforms.

- Our supplements and magazines reach out to a wide range of demographics offering first class commentary on Health, Fitness, Farming, Motors, Irish Language, Culture, Lifestyle and Entertainment.
- The Irish Independent is home to Weekend magazine, Ireland's best read magazine in the Irish Daily newspaper market reaching 535,000 readers.

### IRISH INDEPENDENT SUPPLEMENTS

**Monday** – Health & Living, Ireland's best read Health publication in the newspaper market is packed full of issue driven content on areas such as health eating, fitness, beauty and lifestyle. Health & Living reaches 478,000 readers each week.

**Tuesday** – Farming published every Tuesday with the Irish Independent is read by 244,000 people. Its readership continues to grow significantly year on year. Editorial content for the supplement includes professional advice, Teagasc industry contributors and recognized farming columnists.

**Wednesday** – Seachtain Ireland's leading Irish language newspaper reaches 100,000 readers each week. It offers a fresh and contemporary view of Ireland, the Irish language and Irish culture

**Motoring and Commercial Property** - Our Motor and Commercial property supplements are packed with up to the minute industry reports, analysis and market trends.

**Thursday** – Business Week our popular broadsheet business supplement features Irish and international business news, shares, market reports, media news and recruitment.

**Saturday** – Weekend magazine includes exclusive interviews and high profile features on health and beauty, wine, cookery, dining out, fashion and TV listings. Weekend has 535,000 readers.

**Weekend Review provides a round-up of the week's news, politics and the arts.**

**Andrew McDermott** – Group Agency Manager  
01-8848914 amcdermott@INMsales.ie

#### **POP Contacts**

**Ailish Kelly** – Account Manager, Magazines Print & Digital  
01-8848925 akelly@INMsales.ie

**Gillian Verrecchia** – Account Manager, Agency  
01-7055842 gverrecchia@INMsales.ie

**The Herald is the No.1 daily print news title in Dublin**

### HOW MANY READERS DOES THE HERALD HAVE?

The Herald has 251,000 readers.  
Herald.ie receives 2.65, PI and 740I UU per month on a global level and 1.8m PI and 501k UU within the republic of Ireland with 49% male and 51% female split.  
We have a social following of 48k users

### WHO ARE THEY?

- 97% of The Herald's readers are based in Dublin and Leinster.
- The Herald is the No. 1 daily newspaper for Dublin Under 35s
- 49% of our readers are male and 51% are female.
- Our readers have a strong interest in news, entertainment and sports.
- The Herald readers spend on groceries per week is more than the average Irish adult.

### WHAT SETS THE HERALD APART?

- The Herald is the No.1 daily print news title in Dublin
- The Herald is the No. 1 daily newspaper in Dublin for under 35's.
- The Herald reaches more people in the Dublin marketplace than Dublin's 98FM.
- The Herald's eclectic range of columnists such as Sinead Ryan, John Giles and Rosanna Davidson, gives a unique journalistic voice.
- Our strong affiliation with GAA, Leinster Rugby, the Mini Marathon and the DDSL, AFL, LFL and many other soccer leagues allows us to bring our readers the latest sports news straight off the pitch and into their homes.
- Our sports partnerships represent our strong ties within the Dublin, Leinster regions and beyond.
- Our City Final edition offers our readers and clients a unique value proposition.
- Herald.ie covers all that's on in Dublin and features the best up to the minute Dublin news, entertainment, sports, staying in and going out guides. Featured columnists Terry Prone, Collette Fitzpatrick, Sinead Ryan and Anna Nolan gives Herald.ie a unique journalistic voice.
- If it's on in Dublin, it's on Herald.ie.

### THE HERALD SUPPLEMENTS/CLASSIFIEDS

**Monday & Tuesday** – Striker is published every Monday and Tuesday during the soccer season. It covers amateur and schoolboy soccer and provides comprehensive coverage of grassroots football in Ireland.

**Tuesday** – Dublin GAA 16 page section (during the GAA season).

**Wednesday** – Campaign Brief – Media, Marketing and PR news, along with our Take 5 interview with a member of the industry.

**Motors** – Wednesday is a key day for Motoring in The Herald. Edited by Ian Mallon our Motor section delivers superb car reviews for the motor enthusiast and an array of classified cars for sale advertisements

**Thursday** – Thursdays Herald showcases Diary with Elaine McCahill, Lifestyle plus Money & Business. Going out a Gig Guide hub is especially popular with our readers

**Friday** – Leinster Rugby (during the rugby season). Celebrity Diary - an insight into the lives of celebrities. Sport 72 -the essential guide to all your weekend sport and betting.

**The Punt - the essential weekly guide to horse racing at home and abroad.**

**Andrew McDermott** – Group Agency Manager  
01-8848914 amcdermott@INMSales.ie

#### POP Contacts

**Ailish Kelly** – Account Manager, Magazines Print & Digital  
01-8848925 akelly@INMSales.ie

**Gillian Verrecchia** – Account Manager, Agency  
01-7055842 gverrecchia@INMSales.ie



**Ireland's leading Sunday Tabloid, The Sunday World has produced dynamic content for the Irish market for over 40 years**

#### **HOW MANY READERS DOES THE SUNDAY WORLD HAVE?**

The Sunday World has 711,000 readers every week  
Sundayworld.com has a monthly reach of 6.25m with 1.9m UU users

#### **WHO ARE THEY?**

- Our readers are typically C2DE, with a good spread across age profiles
- Our readership is almost an even split of urban and rural and is particularly strong in
- Munster
- 51% of our readers are female and 49% are male
- We have more readers under 25, 35 and 45 years old than any other Irish
- publication and more male readers under 45 years old than any other Irish newspaper
- 57% of our readers are main shoppers.

#### **WHAT SETS THE SUNDAY WORLD APART?**

- The Sunday World is the leading Sunday tabloid newspaper
- Sundayworld.com is first for breaking news as it happens and regarded as number 1 for investigative crime journalism.
- It catapulted into the market as the first full colour paper in 1973. We have
- Produced dynamic news media for over 40 years
- The Sunday World provides a mixture of news, sport, entertainment and
- investigative journalism. We strive for addictive content and editorial
- excellence. The newspaper is campaigning, irreverent and probes into
- taboo topics
- Our core strengths are crime, light hearted entertainment, Irish stories and
- undercover stings. We are 100% Irish.
- With a highly engaged audience online and on social media, the irreverent tone of Sundayworld.com also brings you the latest from the worlds of sport & entertainment, style and showbiz.

#### **SUNDAY WORLD SUPPLEMENTS**

##### **SUNDAY MAGAZINE:**

Magazine + is the newly designed Sunday World magazine. It remains the definitive guide to fashion, style, celebrity gossip and cooking, while the new edition also offers an exciting Travel section, Advice column, Wine & Dine Reviews and a whole lot more besides. With all our very own celebrity columnists, our body & soul section, Emma's style file, real live stories and all the latest from soap-land, you are bound to be kept entertained. We also offer a full 7-day TV listings guide and a great readership of 482,000 every week.

##### **SUPPLEMENTS:**

**Zero to Seven** is our premier parenting supplement. It comes out six times a year with content on school, health matters, fertility, pregnancy, money matters, lifestyle, plus fashion and beauty.

**Motors** is published four times each year.

**Weightwatchers** magazine is published three times each year. They are produced in conjunction with Weightwatchers (with each ad getting additional endorsements in over 1000 WW classes across the country). Content includes dietary tips, exercise plans, light tasty meal options and inspirational dietary success stories.

**Home Sweet Home** is our guide to everything in and outside the home from DIY to solar panels and home décor to extensions. We also highlight all the best residential developments across the country.

**World Travel** is published five times each year, looking at holidays at home and abroad. This highly successful series covers all budgets – from city breaks and family escapes to luxury long haul trips and honeymoon destinations.

**GAA Road to Croke** is a 32-page magazine with a print run of 290,000 copies that is edited and designed by our award winning sports department and produced in May.

**Healthy Living** is a full-colour supplement inserted into our Magazine+ covering a range of health related issues. A seasonal offering that covers ailments and illnesses, homeopathy and complimentary medicine, allergies and general health and fitness.

**Ploughing Supplement** is published by the Sunday World in conjunction with the National Ploughing Championships. This 3 day extravaganza attracts over 189,000 visitors annually.

**Christmas Guide** is the definitive guide to Christmas. We cover an array of topics around this prime retail period – including gifts for him, her and children; Wining & Dining; Entertainment; Celebration on a budget and plenty more to make you Christmas the best ever!

**Andrew McDermott** – Group Agency Manager  
01-8848914 amcdermott@INMSales.ie

##### **POP Contacts**

**Ailish Kelly** – Account Manager, Magazines Print & Digital  
01-8848925 akelly@INMSales.ie

**Gillian Verrecchia** – Account Manager, Agency  
01-7055842 gverrecchia@INMSales.ie

Over half a million (526,000) Sunday Independent readers, read no other Sunday newspaper. The loyalty of our readers is second to none.

## HOW MANY READERS DOES THE SUNDAY INDEPENDENT HAVE?

The Sunday Independent has 968,000 readers

### WHO ARE THEY?

- 49% of our readers are male and 51% are female.
- 58% of our readers are the main shopper in their household
- Our readership is evenly split amongst urban and rural readers
- We reach more ABs (senior business people) than any other national newspaper.

### WHAT SETS THE SUNDAY INDEPENDENT APART?

- The Sunday Independent is the biggest-selling and most widely read Irish newspaper, topping both the Sunday and daily markets.
- The Sunday Independent is the number one choice in every key target market. It reaches 193,000 AB readers and 530,000 ABC1 readers. Our main shopper readership is second to none with 563,000 shopping decision makers reading the Sunday Independent every week.
- Topping its competitors in each province the Sunday Independent is read by 491,000 in Leinster of which 208,000 based in the Capital. The paper reaches 287,000 Munster readers and 190,000 in the Connacht/ Ulster area.
- Our supplements and magazines offer great writing, incisive journalism and entertaining content in Irish and World News, Sport, Business, Living and Entertainment
- Living, boasts a readership of 618,000 weekly.
- LIFE, edited by Brendan O'Connor reaches 595,000 readers each week.
- The loyalty of our readers is unwavering, with more than half a million reading no other Sunday newspaper.

### SUNDAY INDEPENDENT SUPPLEMENTS AND MAGAZINES

**Business** – Business investigates Irish and international business news and provides news, analysis of the markets, interviews with business personalities and information about personal finance options.

**Sport** – Sport marries the best sports writing and photography to bring you the ultimate Sunday sports package.

**Living** – Ireland's best read supplement showcases a vibrant mix of interviews, lifestyle, entertainment, travel and TV & radio highlights for the week ahead. It boasts a readership of 618,000 weekly.

**Life** – Life edited by Brendan O'Connor reaches 595,000 readers each week. The glossy magazine features leading articles on fashion, beauty, cinema, music, sports, current affairs, travel, health, interiors, food and family.

**Andrew McDermott** – Group Agency Manager  
01-8848914 amcdermott@INMsales.ie

#### POP Contacts

**Ailish Kelly** – Account Manager, Magazines Print & Digital  
01-8848925 akelly@INMsales.ie

**Gillian Verrecchia** – Account Manager, Agency  
01-7055842 gverrecchia@INMsales.ie

The Irish Farmers Journal is one of the top selling national newspapers in Ireland reaching 279,000 readers on a weekly basis

## HOW MANY READERS DOES THE IRISH FARMERS JOURNAL WE HAVE?

The Irish Farmers Journal has 279,000 readers weekly (JNRS) with an ABC audited circulation of 71,022. In addition to our print edition Farmersjournal.ie attracts close to 200,000 unique visitors per month

### WHO ARE THEY?

- The Irish Farmers Journal and farmersjournal.ie is to farmers what the Financial Times is to business- it helps them make money, it's an essential tool for their business and is also read for pleasure.
- The Irish Farmers Journal is read by the whole farm family with readership split 56% male and 44% female. Irish Country Living, the consumer weekly magazine with The Farmers Journal broadens the consumer focus of the whole publication with its editorial range from food and health to fashion to motoring and gardening.
- All the key farming sectors (beef, sheep, dairy, tillage) are covered extensively from both a national and international perspective by our leading team of agricultural specialists.
- Leaving Cert students of Agricultural Science and Home Economics now subscribe in large numbers due to the inclusion of the official curriculum for each discipline weekly in the paper. This is partly reflected in our 57,000 + Facebook fans!

### WHAT SETS US APART?

- Our mission is to enhance the competitiveness of Irish farming and the well-being of those engaged in the sector
- Our unique content and our relationship with our readers allow us to provide a high quality environment that provides access to advertisers to our loyal readership in a market relatively unscathed by the overall economic recession.
- As we operate as a trust, all profits are re-invested to help Irish agriculture grow and significant resources are invested in agricultural research.

### IRISH FARMERS JOURNAL SUPPLEMENTS

**Irish Country Living** is the lifestyle magazine with the Farmers Journal. It enjoys tremendous loyalty among Irish farm families. Irish Country Living reflects its readers' interest in health, personal finance, motors, fashion, food and gardening. Editor Mairead Lavery (also known from Newstalk) as well as Neven Maguire and Gerry Daly have a cult following.

The **Ploughing Supplement** is published the week before the National Ploughing Championships. The Ploughing Supplement delivers our peak circulation sales of the year with over 85,000 copies sold last year. The Ploughing Championships is the highlight of the agricultural calendar and has now also evolved into one of Ireland's foremost consumer events. Last year it attracted over 1,400 exhibitors and 279,000 visitors making it a massive commercial event.

Other key supplements to note include The Land Report, The Irish Farmers Journal/KPMG, The Agribusiness report, The Industry Magazine and various machinery magazines.

**KEY ACCOUNT MANAGER: Sandra Bothwell**  
sbothwell@farmersjournal.ie  
Tel: 01 4199558; 086 3532793

Newspapers invest more in journalism than any other media in Ireland

Newspapers are the most trusted source of information

More than 4 out of 5 of adults in Ireland read a newspaper regularly (Source: JNRS 2014)

Over 2 million adults in Ireland read a Sunday paper equivalent to 23 times the capacity of Croke Park. (Source: JNRS 2014)

JNRS 2014 found a high cross-over between print and online reading, with 7 in 10 of online newspaper readers also reading newspapers in print.

Total online daily readership increased by 39% year on year. (Source: JNRS 2014)

Over 60 per cent of adults in Ireland a newspaper every day (Source: JNRS 2014)

## DID YOU KNOW?

81 per cent of 25-44 year olds read newspapers regularly (Source: JNRS 2014)

Over 4,000 people are employed in the newspaper industry in Ireland, approximately 2,000 of these are editorial staff.

17 per cent of adults choose to read their newspaper online (Source: JNRS 2014)

42 per cent of those in the AB group read their newspapers online (Source: JNRS 2014)

Under 45's are more likely to read newspapers online (31%) compared with over 45's (15%) Source: JNRS 2014

In Ireland, more people read newspapers (84 per cent of adults) than use Facebook (60 per cent of people) or Twitter (28 per cent of people) (Source: JNRS 2014, IPSOS MRBI Social Networking Quarterly Q4 2014)

86 per cent of main shoppers read newspapers regularly (Source: JNRS 2014)



**NewsBrands**  
Ireland

**POP Contacts:**

Dara McMahon. Email: [dmcmahon@newsbrands.ie](mailto:dmcmahon@newsbrands.ie)

Ann Marie Lenihan. Email: [amlenihan@newsbrands.ie](mailto:amlenihan@newsbrands.ie)