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POWER OF PRESS

NNI PRESS PLANNING 2013



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...



u-BEND



10 X 7
DISRUPTIVE AD



10 X 4 CENTRE
CIRCLE



DBL PG T-ADVERT



STYLED GATEFOLD



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+	
Total	100	100	49.1	50.9	58.9	6.3	9.2	20.5	19.4	16.3	13	15.2	
Irish Independent	100	100	55	45	59.1	2.4	4.7	15.6	18.7	21.1	17.5	20	
Irish Times	100	100	50.1	49.9	66.5	2	6	16.3	17.7	18.4	19.8	19.9	
Irish Examiner	100	100	56.6	43.4	55.4	1.7	8	15.8	15.2	18.9	17.6	22.9	
Irish Daily Star	100	100	59.4	40.6	55.9	3.8	12	23	22.2	16.9	10.9	11.3	
Irish Daily Mirror	100	100	50.2	49.8	57.5	3.7	8.5	17.2	16.5	16.2	18.2	19.6	
Irish Sun	100	100	52.6	47.4	57.8	6.3	11.6	24.7	23.7	11.9	9.4	12.4	
Irish Daily Mail	100	100	40.8	59.2	67.3	3.6	5.8	11.8	13	19.1	18.9	27.9	
The Herald	100	100	52.8	47.2	60.4	1.8	9	18.5	20.5	17.6	13.9	18.8	
Sunday Independent	100	100	50	50	59.8	3	7.4	13.7	18	19.3	16.4	22.2	
Sunday World	100	100	48.2	51.8	59.2	4.6	10.1	21.4	20.4	16.2	13.5	13.7	
Sunday Business Post	100	100	52.3	47.7	64.6	0.2	4.1	18.4	20	20.3	22.1	14.8	
Sunday Times	100	100	47.9	52.1	61.4	3.4	7.7	17.8	24.7	18.1	15	13.4	
Irish Sunday Mirror	100	100	47.1	52.9	50.6	11.2	11.1	14.9	16.9	13.5	15	17.4	
The Irish Mail On Sunday	100	100	43.9	56.1	65.8	4.5	7.5	11.5	16.6	17.3	16.6	26	
Irish Farmers Journal	100	100	55.7	44.3	47.3	8	8.4	13.5	16	23.6	14.8	15.6	



DISRUPTIVE ACROSS
THE DPS



INTEGRATION



DISRUPTIVE ACROSS
THE DPS

360
CAMPAIGN



FRAMED DPS



FULL MAGAZINE
WRAP



DOMINATION OF
PRIME POSITIONS



Source: JNC12 JNRS Calendar Year Report 2012

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
	95.5	28.2	27	22.5	13	30	7.5	51.1	48.9	33
	98.4	37.5	33.2	19.5	17.4	14.4	15.5	59	41	31.2
	98.5	39.6	38.5	10.6	39.9	9.2	1.8	57.9	42.1	31.7
	99.3	40.5	27.7	18.7	19.3	22.8	11.4	52	48	39.4
	97.4	22.2	22.6	30.7	5.1	36.2	5.5	55.5	44.5	35.9
	97.4	37.9	19.3	27.2	5.2	43.5	4.8	44.4	55.6	42.5
	95.8	21.8	20.1	30.6	2.5	41.8	5	49.1	50.9	26.6
	96.6	46.7	28.5	21.3	10.5	33.6	6.1	41.3	58.7	37.6
	98.6	32.7	25.3	30.8	8.6	35	0.3	48	52	30.2
	97.7	38.6	32.5	17.9	20	16.3	13.4	55.6	44.4	39.1
	97.3	27.2	20.8	27.6	3.8	37.1	10.7	50.8	49.2	35
	99.8	36.9	34.7	15.3	36.4	7.8	5.9	61.8	38.2	37.9
	98	28.4	39.5	13.3	34.3	9.4	3.5	60.9	39.1	34.9
	91.9	32.4	21.6	30.1	4.1	40.6	3.6	45.5	54.5	30.3
	96.4	42.6	29.4	23.8	11.3	30.3	5.2	44.3	55.7	34.6
	91.9	30.4	11.8	8	5.5	7.6	66.7	65.4	34.6	34.6

Which newspapers provide the best fit for your campaign?

4 out of 5 adults (16+) in Ireland read a newspaper regularly*. That puts Irish newspapers in an incredible position to help brands communicate effectively with diverse audiences.

Each newspaper 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 newspaper's core strengths.

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

****To be recorded as a "Regular" reader on the JNRS the participant must have read a newspaper within the frequency of its publication. For a daily newspaper they would have to have read yesterday and for a Sunday newspaper they must have read during the previous seven days***

THE IRISH TIMES READERS ARE 96% MORE LIKELY TO BE ABC1 SOCIAL CLASS, VERSUS THE AVERAGE SPREAD OF THE POPULATION

HOW MANY READERS DOES THE IRISH TIMES HAVE?

The Irish Times has 321,000 readers every day.

WHO ARE THEY?

- Our typical reader is urban-based, professional, with above average disposable income. They are health conscious, socially responsible, environmentally aware and financially responsible
- An Irish Times reader's pre-tax family income averages €60,923, compared with the population average of €41,945
- Our readers are 130% more likely to have a university degree or higher versus the average spread of the population
- Our readers are 43% more likely than the average Irish adult to say they look with interest at advertising for financial services.

[Sources: TGI ROI Survey 2012; JNRS 2012]

WHAT SETS THE IRISH TIMES APART?

- 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
- Our suite of business supplements delivers strong and focused editorial covering technology, innovation, commercial property, international finance, consumer & law matters for educated readers
- Health + Family brings you a blend of news features and advice from health care experts and practitioners who cover all aspects of health, wellbeing, fitness, parenting, and alternative practices
- Our weekend magazine with featured interviews, life and style, fashion, beauty, food, interiors and extensive travel coverage is produced by journalists who are all experts in their individual fields.

THE IRISH TIMES SUPPLEMENTS

MONDAY:

Business + Innovation covers innovation across SMEs, up to date knowledge on the world of work, management and law.

TUESDAY:

Health + Family brings you a blend of news features and advice on matters to do with your physical health and well being. Readership: 230,000

Business + Your Money provides an insight into handling your personal finances featuring Conor Pope.

WEDNESDAY:

Business + Commercial Property is a weekly commercial property update, covering all aspects of the commercial property market.

Edited by Jack Fagan.

Sports offers up to the minute sports report, commentary and analysis from leading sports experts.

Motors provides 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 features a look at new technology, media and marketing. It focuses on smaller companies, start-ups and growing businesses within the sector.

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

FRIDAY:

The Ticket entertains you with all you need to know about what's new in movies and music. Readership: 208,000.

Business This Week is the paper's flagship business supplement. It features high-end recruitment roles and all the latest business news.

SATURDAY:

The Magazine is the ultimate fashion statement for style, beauty, interiors, gardening, food & wine. Readership: 355,000.

The Weekend Review encapsulates the culture and social news from events throughout the week.



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WITH 536,000 READERS, WEEKEND ON SATURDAYS IS THE BEST READ MAGAZINE IN THE IRISH DAILY NEWSPAPER MARKET

HOW MANY READERS DOES THE IRISH INDEPENDENT HAVE?

The Irish Independent has 521,000 readers.

WHO ARE THEY?

- 55% of our readers are male and 45% are female
- We have more ABC1 readers than any other daily newspaper
- We offer true 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 best read quality daily newspaper
- We reach more people nationwide daily than Morning Ireland, Ireland's most listened to radio programme
- We have the number 1 reach in the Greater Dublin, Leinster and Connaught/Ulster regions
- We are number 1 in the quality daily market in all key audience sectors, including: ABC1 readers, male readers, female readers and main shoppers.

IRISH INDEPENDENT SUPPLEMENTS

MONDAY:

Health & Living is full of issue-driven articles on areas such as healthy eating, fitness, beauty and lifestyle. Health & Living has 415,000 readers.

TUESDAY:

Farming contains editorial from expert Teagasc contributors and industry-recognised columnists.

WEDNESDAY:

Foinse is Ireland's biggest Irish language newspaper. Foinse offers a fresh and contemporary view of Ireland, the Irish language and Irish culture. It has 121,000 readers.

Motoring and Commercial Property combine to bring you a supplement packed with the latest nationwide news on these subjects.

THURSDAY:

Business Week is our broadsheet business supplement featuring Irish and international business, shares, markets and media news, plus a recruitment section.

FRIDAY:

Day & Night is an edgy, exciting and young entertainment magazine featuring interviews, features, reviews and listings. Day & Night has 237,000 readers.

Property Plus provides editorial coverage of residential homes of all types, sizes and prices.

SATURDAY:

Weekend magazine includes exclusive interviews and high profile features on health and beauty, wine, cookery, eating out and fashion, plus TV listings. Weekend has 536,000 readers.

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



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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?

189,000 people read the Irish Examiner every day.

WHO ARE THEY?

- 174,000 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 Munster
- They make an active decision to pay €1.90 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
- With 185,000 readers in Munster, Weekend has the highest readership of any daily newspaper magazine in the province.

WHAT SETS THE IRISH EXAMINER APART?

- We are the dominant newspaper in Munster, with more readers in the province than any other national daily title. The Irish Examiner is the best vehicle to reach the 1,000,000 people who live in Munster
- In Cork we have more readers than the Irish Independent, The Irish Times, Irish Star, Irish Sun and Irish Daily Mail combined
- 125,000 people choose to read only 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. 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. 92,000 people read Farming; 58,000 readers don't read the Irish Farmers Journal.

FRIDAY:

Feelgood is a dedicated health and well-being supplement delivering your energy fix. Feelgood had 129,000 readers, 78,000 of these are female.

SATURDAY:

Weekend is packed with interviews, travel, food, fashion, beauty and a 7-day TV guide. 185,000 people in Munster read Weekend every Saturday; this is the highest readership of any daily newspaper magazine in the province.



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THE IRISH DAILY MAIL HAS THE HIGHEST PROFILE OF MAIN SHOPPERS (65 PER CENT) OF ANY DAILY NEWSPAPER.

HOW MANY READERS DOES THE IRISH DAILY MAIL HAVE?

The Irish Daily Mail has 195,000 readers each day.

WHO ARE THEY?

- Our readers are predominantly female (61 per cent)
- Our core readers are over 30 years of age (75 per cent)
- Maybe unsurprisingly, 70 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 US APART?

- We produce an extremely wide range of supplements, with a different pull-out running 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:

The Title/The Championship alternate based on the season. The Title runs during the soccer season and The Championship during the GAA season.

TUESDAY:

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

WEDNESDAY:

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

Femail provides content focused on female interests

FRIDAY:

Weekend is a standalone pullout that runs each Friday and includes content from TV to socialising and some Sunday morning activities.

SATURDAY:

You is a glossy magazine that runs each Saturday, targeting women of all ages with a selection of top quality editorial.



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THE HERALD IS THE BEST READ DAILY NEWSPAPER IN DUBLIN

HOW MANY READERS DOES THE HERALD HAVE?

The Herald has 250,000 readers.

WHO ARE THEY?

- 98% of The Herald's readers are based in Dublin and Leinster
- We are the No. 1 daily newspaper for both under 35s and over 35s in Dublin
- Our readers are interested in news, entertainment and sports
- The Herald readers' average spend on groceries per week is more than the average Irish adult.

WHAT SETS THE HERALD APART?

- The Herald is the No. 1 daily newspaper in Dublin
- We reach more people in the Dublin marketplace than the leading Dublin radio station – FM104
- We are the go-to paper for all that happens in the capital and beyond
- Our partnerships with Dublin GAA, Leinster Rugby, the Mini Marathon and the DDSL, AFL, LFL and many other soccer leagues represent our strong ties within the Dublin, Leinster regions and beyond. This also taps into the growing interest in health, fitness and exercise amongst Irish people.

THE HERALD SUPPLEMENTS/CLASSIFIEDS

MONDAY:

Striker is published every Monday during the soccer season. It covers amateur and schoolboy soccer and provides comprehensive coverage of grassroots football in Ireland. Celebrity columnist – Michael O'Doherty.

TUESDAY:

Dublin GAA is a 16 page section (during the GAA season). Celebrity columnist – Anna Nolan.

WEDNESDAY:

Campaign Brief includes Media, Marketing and PR news, along with our Take 5 interview with a member of the industry. Key motor advertising day.

THURSDAY:

Weekly, fun vox pop with young Dubliners. Celebrity columnists – Neil Francis, Coman Goggins and Michael O'Doherty.

FRIDAY:

Leinster Rugby (during the rugby season). **Celebrity Diary** – a weekly special edition of our Dubliner Diary featuring Irish and international celebrities. Celebrity columnists – Brent Pope, Colette Fitzpatrick.



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IRISH DAILY MIRROR HAS AN EVENLY BALANCED READERSHIP (50:50) BETWEEN MALES (112,000) AND FEMALES (111,000) WHICH PERFECTLY MIRRORS IRELAND'S POPULATION DEMOGRAPHIC BREAKDOWN

HOW MANY READERS DOES THE IRISH DAILY MIRROR HAVE?

The Irish Daily Mirror has 223,000 readers every day.

WHO ARE THEY?

- Irish Daily Mirror readers are young – 41% of our readers are under 35 years old and 57% are under 45, with an even split amongst males and females
- They are home owners (79% have/had mortgages) with the majority (58%) married or living as a couple
- Mirror readers are family oriented. In line with the population average. 38% of our readers have children in their household and 78% of our readers agree that family is more important to them than their career
- They are price conscious. 54% of our readers like changing brands and are more likely to look for the lowest prices when they go shopping. [TGI 2012]

WHAT SETS THE IRISH DAILY MIRROR 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 hers' paper that is enjoyed by couples every day. This is reflected in our perfectly balanced readership between males (112k) and females (111k), which is in line with the population split (49% male, 51% female).
- The Irish Daily Mirror is a family paper, 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, sports, motoring and entertainment (music, film and theatre). For our female readers, Irish news, lifestyle (real life, cooking), fashion and showbiz gossip are most popular. [TGI 2012]

IRISH DAILY MIRROR SUPPLEMENTS AND FEATURES:

MONDAY:

Monday Game is our GAA supplement, which includes in depth analysis, reviews and results of all games within the GAA league.

Mirror Football provides premier league and FA cup coverage including full analysis of games, transfer news and results.

TUESDAY:

Slimming World, our newly launched slimming section, promotes healthy living through the Slimming World health plan and offers real life stories to inspire.

WEDNESDAY:

Your Life is a lifestyle section featuring fashion, beauty, health and real life stories.

THURSDAY:

Chamber News provides the latest news and upcoming events for Ireland's small to medium businesses (SMEs), through Dublin Chamber of Commerce

FRIDAY:

The Beat entertainment guide includes the latest news, reviews and events across the music and film industries in Ireland

League of Ireland is our Football supplement featuring the latest results and analysis of all League of Ireland Games.

Richard Hammond on Motors includes reviews of the hottest cars on the market along with the most interesting new gadgets and gizmos of the motor industry, from the favourite host of Top Gear

SATURDAY:

Mirror Racing provides racing fixtures, results, top tips and the inside scoop for all racing enthusiasts

Mirror Football provides premier league and FA cup coverage. It contains full preview of upcoming games, transfer news, week's fixtures and results.

We Love Telly is a full colour magazine with exclusive interviews with TV stars, must watch programmes for the week ahead plus full TV listings

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

Gardening provides the best tips and advice on keeping the garden blooming, from Diarmuid Gavin



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THE IRISH DAILY STAR IS IRELAND'S NO1 TABLOID NEWSPAPER BASED ON THE LATEST JNRS DATA

HOW MANY READERS DOES THE IRISH DAILY STAR HAVE?

The Irish Daily Star has 360,000 readers every day.

WHO ARE THEY?

- The Irish Daily Star is the No.1 title for adults aged 15-34 and 15-44
- They are a young audience. Almost 40% of Star readers are under 35 years old and over 60% of Star readers are under 45
- 28% of our readers are categorized as ABC1; 53% of readers are C1C2; and 67% fall into the C2DE category
- The male/female split among Irish Daily Star is 214,000 men and 146,000 women [Source: JNRS 2012]

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's core values are accessibility, Irishness, and social relaxation*
- The Irish Daily Star is an Irish paper, written by Irish journalists for Irish people. Our writers understand their readers and talk to them in their own language
- The key strengths of the Irish Daily Star are sport, crime, music, lifestyle and celebrity news. * [Source: Millward Brown Research]

IRISH DAILY STAR SUPPLEMENTS AND FEATURES

MONDAY:

70 Minutes offers full coverage of all GAA activity

TUESDAY:

Target provides popular School Boy Soccer league coverage

WEDNESDAY:

Consumer Matter is filled with advice and news concerning all consumers issues facing our readers

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 289,000 readers every Saturday



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THE IRISH SUN OUTSELLS ITS NEAREST DAILY TABLOID BY NEARLY 10% EVERY DAY

HOW MANY READERS DOES THE IRISH SUN HAVE?

The Irish Sun has 306,000 daily readers, Monday to Saturday.

WHO ARE THEY?

- The Sun readers want 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 and **Goals** provide a comprehensive look at all things soccer

TUESDAY:

Get Ireland Working includes free job listings, training and job seeking advice

WEDNESDAY:

Champions League GOALS

THURSDAY:

Champions League GOALS

FRIDAY:

Something for the Weekend is a music and film supplement
Motors includes the most up-to-date information on motoring

SATURDAY:

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

SUNDAY:

Fabulous Magazine is our glossy magazine and it has 267k readers. On Sunday readers also get **Goals, The Game** and **Favourite**



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490,000 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 905,000 readers.

WHO ARE THEY?

- The readership of the Sunday Independent is evenly split amongst men and women
- 60% of our readers are the main shopper in their household
- Our readership is almost evenly split amongst urban and rural readers
- We reach more ABs (senior business people) than any other national newspaper.

WHAT SETS US APART?

- The Sunday Independent is the largest advertising medium in Ireland, reaching more people every week than the Late Late show, based on average viewership
- Our nationwide reach is second to none, we are the No. 1 national newspaper in every province and in our capital city
- With an array of highly regarded and award-winning journalists in the business, financial, political and sporting fields, such as Richard Curran, John Drennan, Nick Webb and Eamonn Sweeney, the Sunday Independent is the must read newspaper for Irish adults nationwide
- LIFE, Ireland's best read magazine, is about glamour, fun, fashion, gossip, celebrity, health, food and lifestyle.

SUNDAY INDEPENDENT SUPPLEMENTS

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

Living showcases a vibrant mix of interviews, lifestyle, entertainment, travel and TV & radio highlights for the week ahead.

Life is Ireland's best read magazine. The glossy magazine features leading articles on fashion, beauty, cinema, music, sports, current affairs, travel, health, interiors, food and family. Life has 598,000 readers.

THE SUNDAY TIMES HAS THE YOUNGEST AUDIENCE IN THE BROADSHEET MARKET

HOW MANY READERS DOES THE SUNDAY TIMES HAVE?

The Sunday Times has 380,000 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 quality broadsheet in the Sunday market, carrying comprehensive and eclectic content
- This is a newsbrand readers take time to consume
- Advertising works because they are loyal to the brand and trust the environment the ads appear.

THE SUNDAY TIMES SUPPLEMENTS AND SECTIONS

News Review offers an eclectic review of the week's news with hot topics and opinion pieces.

Business provides a detailed look at business and money in Ireland.

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

Sunday is our lifestyle section covering interiors, home & property, motoring and food & drink.

Travel includes all things travel.

Culture covers music, theatre, literature, film and special features - 254,000 readers

Style Magazine offers style with substance for 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 - 219,000 readers.

The Sunday Times Magazine is the world's longest running Sunday magazine with an intelligent, stimulating and eclectic mix of regular columns, exclusive features and interviews. It has 248,000 readers.



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THE IRISH MAIL ON SUNDAY HAS BUCKED THE TREND OF RECENT YEARS AND INCREASED BOTH READERSHIP AND CIRCULATION OVER THE LAST THREE YEARS.

HOW MANY READERS DOES THE IRISH MAIL ON SUNDAY HAVE?

The Irish Mail on Sunday has 383,000 readers each week

WHO ARE THEY?

- Our readers are distributed right across the country
- We've a slight (54 per cent) female bias to our readership
- 70 per cent are parents and 75 per cent are over 30 year old
- We have the highest profile of main shoppers of any Sunday title (62 per cent)
- Solus readership is also high at 50 per cent.

WHAT SETS US 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 is a proper Sunday supplement, More features every weekend topic you could want including a selection of sections and detailed TV listings which readers hold for the week to come.

TV Week is our Sunday magazine, which offers 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.



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IRELAND'S LEADING SUNDAY TABLOID, THE SUNDAY WORLD HAS PRODUCED DYNAMIC CONTENT FOR THE IRISH MARKET FOR 40 YEARS

HOW MANY READERS DOES THE SUNDAY WORLD HAVE?

The Sunday World has 801,000 readers every week (JNRS 2012).

WHO ARE THEY?

- Our readers are typically C2DE, with a good spread across age profiles
- The readership skews slightly rural (52:48) and is particularly strong in Munster
- 52.5% of our readers are female and 47.5% are male
- We have more readers under 25, 35 and 45 years old than any other Irish publication and despite the female skew of our readership, we have more male readers under 45 years old than any other Irish newspaper
- 70% of our readers are main shoppers. (Source: TGI 2012)

WHAT SETS THE SUNDAY WORLD APART?

- The Sunday World is the leading Sunday tabloid newspaper
- It catapulted into the market as the first full colour paper in 1973. We have been producing dynamic news media for 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.

SUNDAY WORLD SUPPLEMENTS

SUNDAY MAGAZINE:

Sunday World Magazine is the definitive guide to fashion, style, celebrity gossip and cooking with all our very own celebrity columnists, our body & soul section and all the latest from soap-land, Emma's style file, real live stories and a 7-day TV listings guide. Sunday World Magazine has 555,000 readers 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.

World Travel is published five times each year, looking at holidays at home and abroad.

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 covering a range of areas for the summer including festivals and entertainment; food and drink; BBQs and outdoor entertaining; children's camps; fashion & beauty; last minute breaks; and holidays at home etc.

Ploughing Supplement is published by the Sunday World around the National Ploughing Championships, which attracts over 189,000 visitors annually to New Ross.

Christmas Guide is the definitive guide to Christmas shopping including segments on food, drink, clothes, toys, electronics, getting ready for the party season and lots more.



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IRISH SUNDAY MIRROR HAS THE YOUNGEST AUDIENCE PROFILE OF ANY SUNDAY TITLE – 55% OF READERS ARE UNDER 35 YEARS OLD

HOW MANY READERS DOES THE IRISH SUNDAY MIRROR HAVE?

Irish Sunday Mirror has 195,000 readers every week.

WHO ARE THEY?

- Sunday Mirror readers are a young 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 very important to them. They are more likely to look after their appearance than other Sunday title readers
- They are 146% more likely to read the newspaper for entertainment than for news in comparison with the population and magazines play a key role in their purchasing decision [Source: TGI 2012].

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 brand new super Sunday magazine - Notebook
- The Sunday Mirror has a younger audience than any other Sunday title. 55% of our readers are under 35 years old and 73% are under 45 years old
- The paper is considered a lighter read on a Sunday. The topics that appeal most to readers are: Irish news, entertainment (music, film + theatre), sport, lifestyle (real life, cooking), fashion and showbiz gossip [TGI 2012].

IRISH SUNDAY MIRROR SUPPLEMENTS AND FEATURES

Notebook is a glossy magazine that covers health, beauty, fashion and style, along with exclusive interviews with the biggest stars.

Premier Plus is a football supplement that provides premier league and FA cup coverage. It includes a full review of all the weekend's action, in-depth analysis and league tables.

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

Gardening provides the best tips and advice to keep the garden blooming, from Diarmuid Gavin.



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THE SUNDAY BUSINESS POST HAS THE HIGHEST PROFILE OF ANY DAILY OR SUNDAY NEWSPAPER AMONGST THOSE EMPLOYED AT DIRECTOR, SENIOR MANAGER AND OWNER MANAGER LEVELS

HOW MANY READERS DOES THE SUNDAY BUSINESS POST WE HAVE?

The Sunday Business Post has 140,000 weekly readers.
The Sunday Business Post Magazine has 96,000 weekly readers.

WHO ARE THEY?

- We have the number one profile for ABs of any Sunday paper. 36% of our readers fall into this category, with a further 35% in the C1 category
- In terms of age profile our readership is spread across age groups, with 40% falling into the 25-44 category
- Our readers are predominantly urban (59 per cent) and based in Leinster. 37% of our readers live in Dublin and 62% are based in Dublin & Rest of Leinster, which gives us the highest profile in the region of any Sunday title.

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.

THE SUNDAY BUSINESS POST SUPPLEMENTS:

Money is a 12-page weekly supplement. It covers the markets, personal finance, motoring, technology spread, and recruitment.

Property is an 8-12 page section that runs every week covering residential and commercial property.

The Sunday Business Post Magazine is our culture and lifestyle magazine, it runs to 48 pages each week and includes a full 7-day TV Listings. (96,000 readers weekly).

Computers in Business magazine is published on the first Sunday of every month. It is Ireland's largest circulating business IT magazine and it leads the way with its coverage of information technology.



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THE IRISH FARMERS JOURNAL IS ONE OF THE TOP SELLING NATIONAL NEWSPAPERS IN IRELAND WITH 237,000 READERS OF WHICH 75% ARE F50+ AND ABC1

HOW MANY READERS DOES THE IRISH FARMERS JOURNAL WE HAVE?

The Irish Farmers Journal has 237,000 readers weekly (JNRS) with an ABC audited circulation of 70,111.

WHO ARE THEY?

- The Irish Farmers Journal 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
- 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 21,000+ Facebook fans!
- Our readership skews male (56%) and is spread throughout the country.

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
- Readers in independent research regularly refer to The Irish Farmers Journal as "The Farmers' Bible"
- 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 our lifestyle magazine supplement 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 FM) as well as Neven Maguire and Gerry Daly have a cult following.

The Ploughing Supplement is published the week before the Ploughing Championships. The Ploughing Supplement delivers our peak circulation sales of the year with over 85,000 copies sold last year. The National Ploughing Championships is the highlight of the agricultural calendar. It attracts over 1,100 exhibitors and 189,000 visitors making it a massive commercial event.



KEY ACCOUNT MANAGER:

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POWER OF PRESS

DID YOU KNOW?

SOME OF THE MOST WIRED COUNTRIES ARE HOME TO THE MOST DEDICATED NEWSPAPER AUDIENCES

DAILY, MORE THAN HALF THE WORLD'S ADULT POPULATION READ A NEWSPAPER

IN IRELAND, 84 PER CENT OF ADULTS IN IRELAND ACCESS NEWSPAPER CONTENT AND ENGAGE WITH NEWSPAPER BRANDS REGULARLY

ABOUT 40 PER CENT OF THE WORLD'S DIGITAL AUDIENCE READS A NEWSPAPER ONLINE

EVERY DAY, MORE PEOPLE IN IRELAND READ A NEWSPAPER THAN USE THE INTERNET

MANY NEWSPAPER READERS CHOOSE TO ACCESS THEIR NEWSPAPER CONTENT ON MORE THAN ONE PLATFORM, WITH SOME READERS READING IN PRINT, ON A DESKTOP, A TABLET AND A MOBILE DEVICE. THE READERS WHO READ ON ALL FOUR PLATFORMS TEND TO BE THE MOST ENGAGED NEWS CONSUMERS

OVERALL, ENGAGEMENT IS MUCH HIGHER IN PRINT THAN ONLINE BUT ENGAGEMENT WITH NEWS CONTENT ON TABLET DEVICES IS ALMOST AS HIGH AS WHEN THE READER READS IN PRINT

APPROXIMATELY 4,500 PEOPLE ARE EMPLOYED IN THE NEWSPAPER INDUSTRY IN IRELAND, 3,419 ARE EMPLOYED DIRECTLY WITHIN PUBLISHING HOUSES AND 2,096 EMPLOYEES ARE EDITORIAL STAFF