

THE IRISH NEWS

MEDIA MATTERS

2011



Local advertising choice

One of the best performing regional daily newspapers of any Irish titles, the Irish News leads the way in today's competitive local newspaper market.

The Irish News sells more papers today in 2011 than it did twenty years ago, a claim no other local regional newspapers can make.

Increased market share and a very strong and steady readership means that the Irish News is a superb choice, delivering better value for money for our customers.



Quality journalism, credibility and strong values have kept readers loyal over many years.



Strength of local newspapers

The Irish News is a trusted and credible paper providing the best in local news, business, features and sport in Northern Ireland.

Our readers expect quality and value for money in their daily newspaper and meeting those expectations is our key priority.

The steady circulation of the Irish News over the past 20 years is testament to how effectively the paper connects with its core readers:

20 Years

	1990	2010	+/-
Irish News	43,353	44,222	+2%

ABC July-Dec

This is all the more remarkable in the context of what has been happening over the same period to competitive titles in the market place.



Circulation

44,222

Other titles

Newspaper title	Jul-Dec 2010
Belfast Telegraph	58,491
News Letter	23,669



Source: ABC Latest Release Jul-Dec 2010



20 year circulation trend

So whilst other newspapers here have suffered very significant declines in circulation, the Irish News has sought to engage our readers, actively providing the news and views which they really want adapting our daily offer to ensure that we can continue to thrive in today's marketplace.

20 year trend

	Jul-Dec 1990	Jul-Dec 2010	Change +/-	% Change
Irish News	43,353	44,222	+869	+2
Belfast Telegraph	132,817	58,491	-74,326	-56
News Letter	34,338	23,669	-10,669	-31

Source: ABC Jul-Dec 2010



How are we performing

The level of active purchase of the Irish News further demonstrates the commitment of our readers.

Active purchase

	ABC	% Active Purchase	Actual Active Purchase	Copies Given Away	% Given Away
Irish News	44,222	99.9%	44,197	25	0.19%
Belfast Telegraph	58,491	79.3%	46,344	12,147	20.7%
News Letter	23,669	98.2%	23,246	423	1.8%

Source: ABC Jul-Dec 2010

Over one fifth of the ABC circulation of the Belfast Telegraph is given away free. Newspaper research shows that when a newspaper is bought at full price the reader actively wants to read it and spends more time with the product, than someone to whom a newspaper has been given free at an airport, hotel or shopping centre.



Readership

168,000

With more readers today than 15 years ago, The Irish News continues to deliver a solid and reliable audience.



Readership - NITGI 2010



15 year readership trends

Over the last 15 years, The Irish News is the only local daily title to increase its readership and market share, while other competitors have suffered major declines - placing The Irish News at the forefront of the local media marketplace.

15 year readership

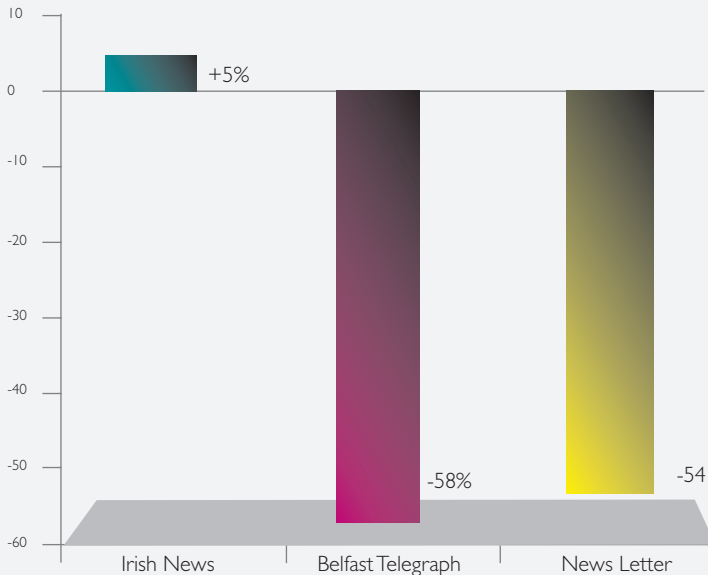
Newspaper	Readership 1995	Readership 2010	+/-	% +/-
Irish News	160,000	168,000	+8,000	+5%
Belfast Telegraph	464,000	194,000	-270,000	-58%
News Letter	148,000	67,400	-80,600	-54%

Source: NITGI 1995 / 2010



15 year readership trend

The Irish News has continued to increase readership while other titles have suffered major declines.

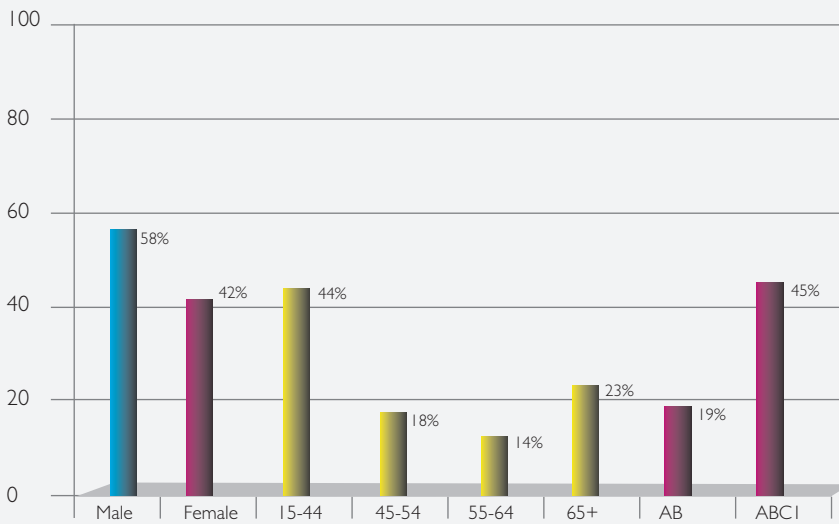


Source: NITGI 1995 / 2010



Irish News readership 000's

With **74,000 readers** under the age of 45, and 76,000 ABCI readers, The Irish News is a cost effective method of reaching that all-important younger market with disposable income.



Source: NITGI 2010



Age profile of Irish News readers

The Irish News has a younger age profile than any other local daily title, which means that **44% of the Irish News readers** - compared to 40% of the Belfast Telegraph readers - are under 45 years old. Therefore you can reach younger readers more cost effectively through The Irish News.

Age profile

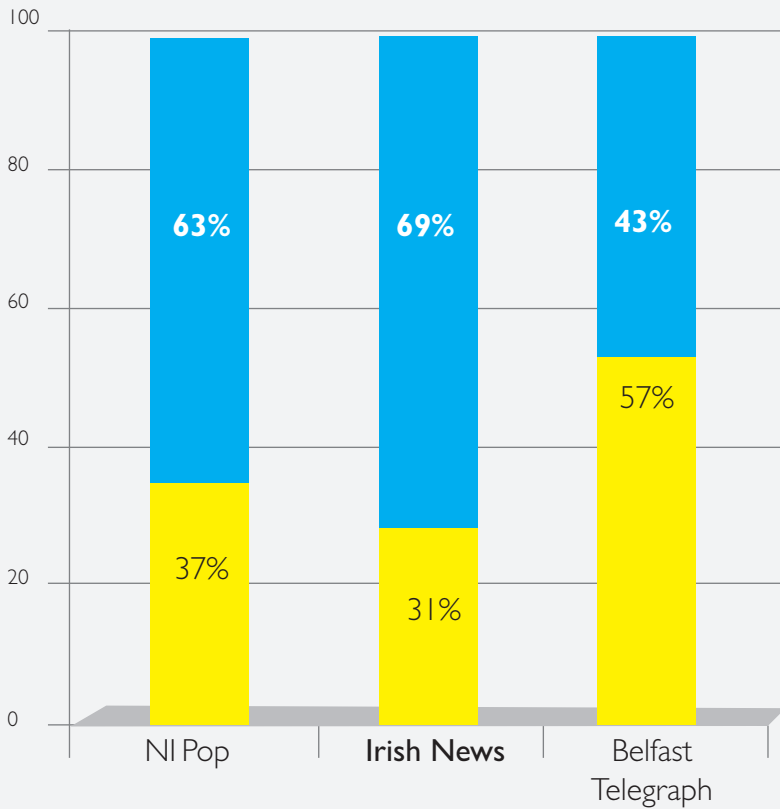
Age	Irish News		Belfast Telegraph	
	%	000's	%	000's
15-24	13	21,000	14	27,000
15-34	26	44,000	24	46,000
15-44	44	74,000	40	77,000
15-54	62	104,000	53	103,000

62% of Irish News readers are under 55 years of age

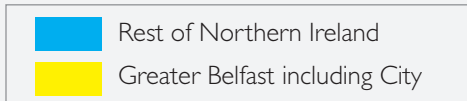
Source: NITGI 10



Geographical Profile



Source: NITGI 10



Reach the unique readers others don't

135,000 Irish News readers **DO NOT** read
The Belfast Telegraph

155,000 Irish News readers **DO NOT** read
The News Letter



Source: NITGI 2010



An award winning advertising department

Reach your target audience with the superb range of quality supplements published throughout the year.



For further information email. retail@irishnews.com



Platforms: Targeting your audience

Reach your target audience at specific times and maximise your sales by availing of our range of magazines and supplements.



For further information email: business@irishnews.com



Leaflet insert service

Inserting leaflets into a paid-for newspaper is a powerful and cost effective method of advertising that achieves stand-out representation within the paper:

Using state of the art inserting equipment we can distribute 60,000 inserts, leaflets or booklets across Northern Ireland, ensuring the prompt, effective and efficient delivery of your advertising message to our 168,000 readers.



For further information email: inserts@irishnews.com



Sponsorship opportunities

Sponsorship within The Irish News is a unique method of reaching a clearly defined audience, presenting a brand message with zest, clarity and consistency.

Sponsorship packages help increase awareness and build or reinforce brand image, as well as increase product sale.



Provincia
Jobs on Thursday



Victoria Square
WomenTalk

For further information email: sponsorship@irishnews.com



Mechanical data

Paper Size I

Size / Section Of Publication:	Tabloid
Full Page Height (mm):	340
Full Page Width (mm):	265
Double Page Width (mm):	550
Half Page Height (mm):	170
Bleed To Edge (mm):	5
Bleed To Centre Margin (mm):	5
Number Of Columns:	8
Single Column Width (mm):	30.5
Double Column Width (mm):	64
Inter-Column Gutter Width (mm):	3

PUBLICATION DAYS AND DEADLINES

Publication Frequency:	Daily
Publication Day(s):	MO,TU,WE,TH,FR,SA



Mechanical data (Continued)

DEADLINES

All classified advertising bookings and copy must be received at **12 noon**, one working day prior to publication date.

Display advertising bookings must be received by 5pm two working days prior to date of publication and copy received by **12 noon** on working day prior to date of publication.

ADDRESS AND CONTACT INFORMATION

The Irish News

Address: 113 - 117 Donegall Street, Belfast, BT1 2GE

Telephone: **02890 322226**

Copy via: Adfast, our preferred method,
or by email to brian.kearney@irishnews.com

Fax. **028 9033 7481**

Tel. **028 90337515**



Advertising contacts

Valerie Gourley

Advertising Manager

Tel: 028 9032 2226

Email: v.gourley@irishnews.com

Michael Connor

Deputy Advertising Manager

Tel: 028 9032 2226

Email: m.connor@irishnews.com

