

# THE IRISH NEWS IN PRINT AND ONLINE.



We are the top regional daily newspaper in Northern Ireland, with a very **LOYAL READERSHIP** everyday across the week. With a daily circulation of **35,921\***, we are the best performing newspaper with **6,000** more readers than a year ago\*\*

*True to our words*

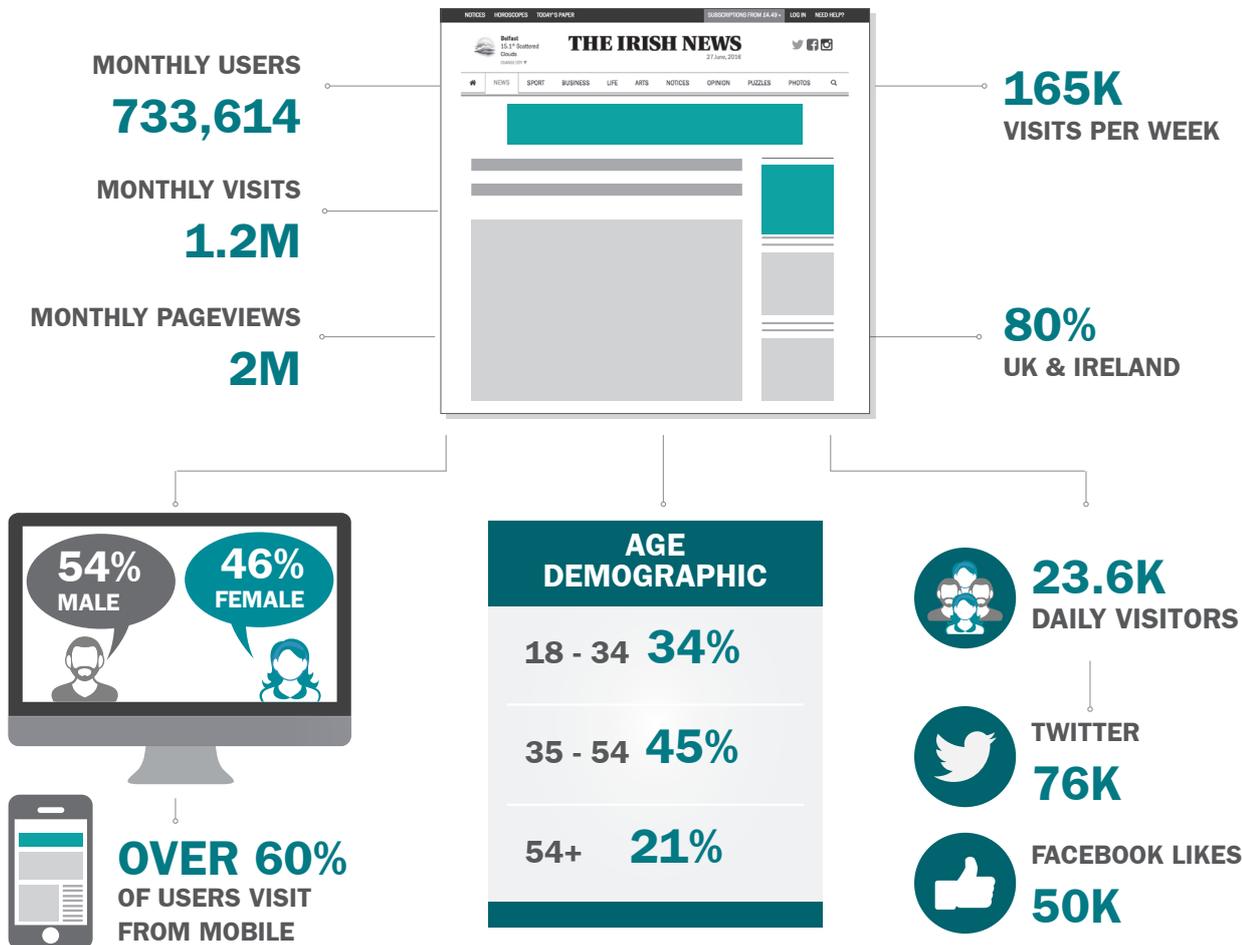
Our responsive website enhanced with online videos, image galleries, live blogs and up to the hour breaking news attracts **23.6K DAILY USERS** across mobile, desktop and tablet. Our newspaper is also available to download and view through our mobile app.

## 2016 READERSHIP FIGURES vs 2015

Irish News	160,000	<b>+6,000</b>	<b>(+3.9%)</b>
Bel Tel	154,000	-1,000	(-0.6%)
News Letter	63,000	-2,000	(-3.1%)
Mirror	182,000	-5,000	(-2.7%)

\* ABC Jan - June 2016-09-27  
\*\* NI TGI 2016

## Audience figures...



# Digital Advertising Opportunities

The Irish News advertising department is dedicated to delivering strategic and innovative solutions across print and digital to help advertisers connect and drive engagement amongst our loyal readers. A member of our team will work with you to build and deliver result driven campaigns from start to finish.

## Homepage / Section Sponsorship

- LEADERBOARD 728 X 90
- MPU 300X250 OR 300X600
- 25% OR 50% SHARE OF VOICE
- 14 CONSECUTIVE DAYS

Max File Siz: 50KB

Formats: GIF, JPEG, 3rd Party Tags, HTML5

### SECTIONS

- News
- Sport
- Business
- Life
- Arts
- Notices
- Opinion
- Puzzles
- Photos



## Homepage Takeover

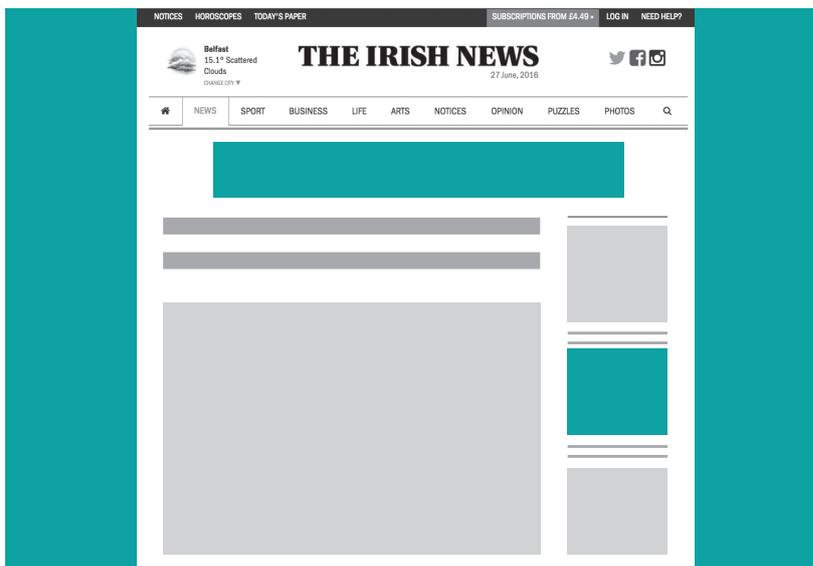
Technical spec and information available on request.

### HOMEPAGE TAKEOVER

Dimensions: 170x1086

Max File Siz: 200KB

Formats: GIF, JPEG, 3rd Party Tags, HTML5



## Mobile Advertising

### MOBILE MPU

Dimensions: 180x150

Max File Size: 50KB

Formats: GIF, JPEG, 3rd Party Tags, HTML5



### MOBILE LEADERBOARD

Dimensions: 300x50

Max File Size: 50KB

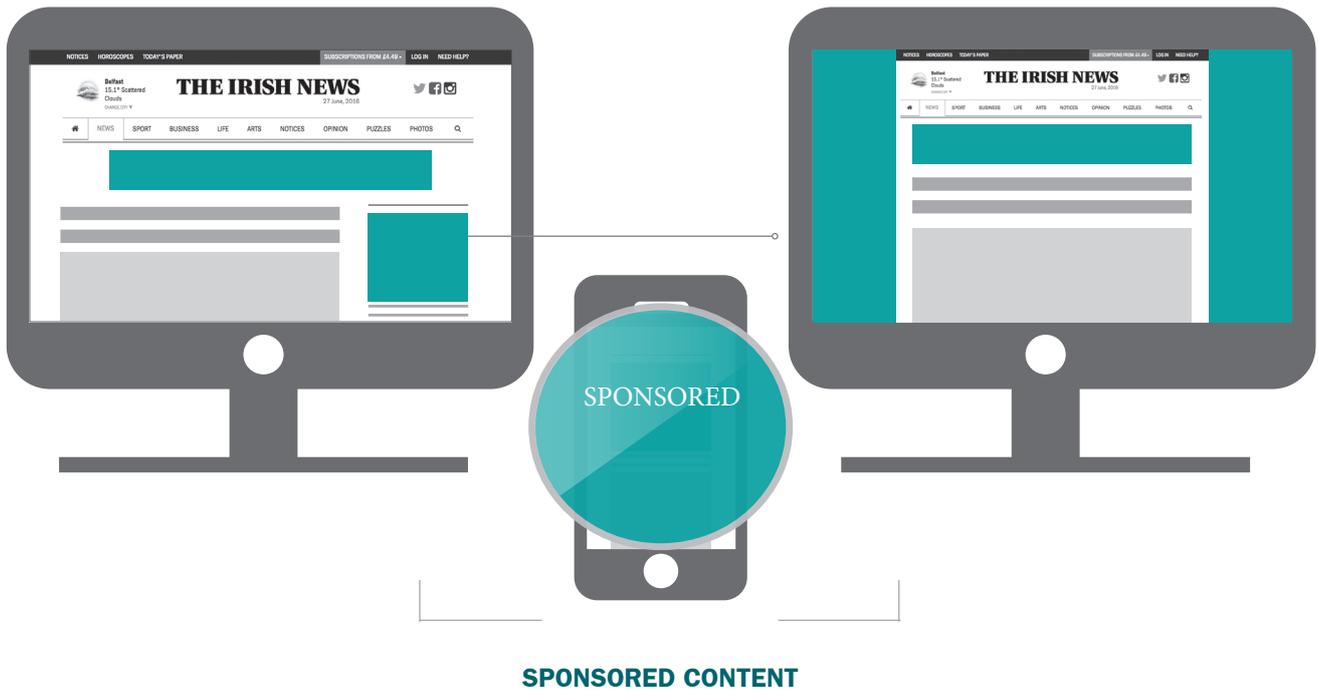
Formats: GIF, JPEG, 3rd Party Tags, HTML5



## Sponsored Content Packages

We provide paid for content that engages our audience and is relative to the consumer experience while remaining true to the natural form and function of our website.

Our Native Content team will work closely with your brand to deliver content that our audience relates to and aligns with your advertising goals. We offer sponsored features and native articles that can be enhanced with image galleries, video content and multimedia content to keep our audience actively engaged with your brand from start to finish.



## Billboard Advertising

**Dimensions:** 970x250

**File Size:** 50KB

**Formats:** GIF, JPEG, 3rd Party Tags, HTML5



## Print Advertising Rates

### DISPLAY RATES

#### *Display per single column centimetre*

Run of Paper Mono	£13.65
Full Colour	£16.80
Full Page Mono	£3,700.00
Full Colour	£4,560.00
Half Page (170mm x 265 mm) Mono	£1,850.00
Half Page Colour	£2,280.00

### CLASSIFIED RATES

#### *Display per single column centimetre*

Recruitment Mono	£19.60
Colour	£24.25
Business	£13.75
Classified Others	£13.25
Entertainments	£11.25
Family, Acknowledgement & Church Notices	£11.35
Motors	£9.80
Property	£10.00
Public & Legal	£20.60

### Lineage (per line)

Recruitment	£3.85
Classified Others	£2.90
Death In Memoriam & Acknowledgement Notice	£2.60
Motors	£3.20
Property	£3.60
Public & Legal	£5.15
Box Number by Post	£8.00

## Column Widths & Technical Data

Single Column	30.5 mm
Double Column	64 mm
Treble Column	97 mm
Four Columns	131 mm
Five Columns	164.5 mm
Six Columns	198 mm
Seven Columns	Not Accepted
Eight Columns	265 mm
Column Length	340 mm
Single Column	30.5 mm
Overall Type Area	340 x 265 mm
Column To page	8
Screen	100
Dot Gain	22%

## Contact details

### THE IRISH NEWS

113 - 117 Donegall Street | Belfast BT1 2GE

**Tel:** (028) 9032 2226

**Fax:** (028) 9033 7508

**Email:** [advertising@irishnews.com](mailto:advertising@irishnews.com)

**Copy Supply ADFAST:** [www.adfast.co.uk](http://www.adfast.co.uk)

[www.irishnews.com](http://www.irishnews.com)

### SALES OPERATIONS MANAGER

Sinead Cavanagh

**Email:** [s.cavanagh@irishnews.com](mailto:s.cavanagh@irishnews.com)

**Tel:** (028) 9032 2226

[www.irishnews.com](http://www.irishnews.com)

*All rates on this card are liable to VAT at the standard rate.*

All electronic copy should be sent where possible by ADFAST at **[www.adfast.co.uk](http://www.adfast.co.uk)**

**Copy deadline:** 5.00pm, two working days before the intended date of publication.

Rates correct as of 1st January 2017

# ADVERTISING CONTACTS

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**ADVERTISING AGENCIES**

028 9040 8367

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**BUSINESS**

028 9033 7461

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**CLASSIFIED**

028 9033 7473 or 028 9033 7523

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**ENTERTAINMENT**

028 9033 7532

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**FAMILY NOTICES**

028 9032 2226

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**HOLIDAY ADVERTISING**

028 9033 7533 or 028 9033 7534

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**INSERT ADVERTISING**

028 9040 8352

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**MOTORS ADVERTISING**

028 9033 7529

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**PROPERTY ADVERTISING**

028 9033 7531

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**PUBLIC & LEGAL**

028 9033 7530

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**RETAIL ADVERTISING**

028 9040 8369 or 028 9040 8368

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**RECRUITMENT ADVERTISING**

028 9033 7530

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**SPONSORSHIP ADVERTISING**

028 9040 8352

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**SPORT ADVERTISING**

028 9033 7532

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*Please forward all general advertising enquiries to [advertising@irishnews.com](mailto:advertising@irishnews.com)*

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