

THE PHOENIX

MEDIA PACK 2011

THE PHOENIX

VOL. 28, No. 13 July 2 — July 15, 2010 €2.65 (incl. VAT) (Irish €2.40)

ROYAL WEST SHOCK!

Is it true you're going to Killarney?

I want to see some decent football

Simon Coveney's double game
Cleaning up after Maeve Donovan
Profile: John McStay
Tony McCourt: judge and jury
Young Blood: Andrew 'Porn' Booth

Also: Gillian Bowler's debacle; Michael Noonan's comeback
 Lucinda Creighton's 'bad dream'; Losses at State magazine;
 Michéil Martin's backsliding; Biffo's briefs

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THE PHOENIX

VOL. 28, No. 19 September 24 — October 7, 2010 €2.65 (incl. VAT) (Irish €2.40)

FF POLL PANIC!

We're going to get hammered

Now you're talkin'!

New Martin-Hanafin Alliance
Denis O'Brien Vs Sam Smyth
Profile: Eoin McGonigal SC
'Tiger' protocol falls to work
Young Blood: The IT's Mary Fitzgerald

Also: All Hewson's headaches; John O'Connor's successor;
 Brian Whitehead's black mark; Noel Meenan's tax bill;
 Robbie Fox's losses; Biffo's briefs

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THE PHOENIX

VOL. 28, No. 7 April 9 — April 22, 2010 €2.65 (incl. VAT) (Irish €2.40)

They say I screwed the whole country

I know the feeling

The next cabinet reshuffle
Profile: Cardinal Sean Brady
Mrs Cyril Kelly joins the bench
The Gerry Adams conspiracy theory
Young Blood: Arthur Spring (of that ilk)

Also: Brendan Ogle at the barricades; Eamonn Rothwell's millions; Lady Sylvia's defection; Ivana Bacik banished;
 Peter Stritch grounded; Biffo's briefs

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THE PHOENIX

VOL. 28, No. 20 October 8 — October 21, 2010 €2.65 (incl. VAT) (Irish €2.40)

BLUESHIRT SHOCK!

Thank you all for your continued support

Swish family Robinson returns
Sir Garret screws poor Enda
Bono and Ali in Africa
Young Blood: Labour's Henry Upton
Michael Smith's Village mag

Also: Angela Cavendish's nuptials; Biffo's babes in the rough;
 John Taylor retreats North; Denis O'Brien's star witness;
 Wesley Carter's mansion; Biffo's briefs

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Ireland's Best Selling Political & Financial Magazine

PUBLICATION DATES 2011

January	14, 28	May	6, 20	September	9, 23
February	11, 25	June	3, 17	October	7, 21
March	11, 25	July	1, 15, 29	November	4, 18*
April	8, 22	August	12, 26	December	2, 16

* Phoenix Christmas Annual: *Shelf Life 2 Months*
Copy Deadline Friday prior to issue date unless otherwise requested

RATES

ADVERT SIZE

PAGE COLOUR RATE

Full Page A4	€4,300
Half Page	€2,200
Quarter Page	€1,250
Inside Front/Back	€4,500
Back Cover	€4,800
Double Page Spread	€7,700
Inserts	Rates on request

ADVERT DIMENSIONS

A4 Full Page (bleed) 210mm x 297mm
 (plus 5mm bleed on all sides)

A4 Full Page (non bleed) 186mm x 270mm

Half page (Landscape) 186mm x 132mm

Half page (Portrait) 91mm x 265mm

Qtr page (Portrait) 91mm x 132mm

Eighth Page (Landscape) 91mm x 64mm

*All sizes are **width x height**

MECHANICAL DATA

Printed: Heatset Web Offset

Trim Size: 210mm x 297mm

Type Area: 186mm x 270mm

Bleed: At least 5mm on all sides

SPECIFICATIONS

All copy to be provided on:

Media: Mac compatible CD or email.

Programs: Quark Xpress 7, Photoshop 8.

File types: 300dpi + CMYK PDFs & JPEGs.

For colour advertisements we require a digital Iris or Cromalin size for size proof.

Cancellation policy is 8 days prior to publication date.

THE PHOENIX

*Ireland's best selling business and political magazine,
published fortnightly since 1983.*

AUDIT BUREAU OF CIRCULATION

ABC PRIMARY FIGURE:	Jan – Dec 2009:	16,225
ABC ACTIVELY PURCHASED FIGURE:	Jan – Dec 2009:	16,225

For information on the ABC log on to: www.abc.org.uk

70% of Phoenix readership is ABC1

The Business Readership Survey conducted by IAPI – Institute of Advertising Practitioners in Ireland – states the Phoenix has the 2nd highest business readership of all magazines in Ireland.

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“The magazine with the inside stories.”

BOOK YOUR SPACE NOW!

WHY THE PHOENIX?

1. The Phoenix current circulation, as certified by the Audit Bureau of Circulations is **16,225** per issue. This figure is *100% actively purchased, that is, every copy is a sale.*
2. **70%** of Phoenix readership is **ABC1**.
3. Our **colour page rate** per 1,000 sales is substantially lower than that of any other business/current affairs magazine.



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