

THE PHOENIX

MEDIA PACK 2012

THE PHOENIX

VOL. 29, No. 19 September 23 — October 8, 2011 €2.65 (incl. VAT) (Irish €2.40)

Will you host me at the Aras?

With a twenty-one gun salute Ma'am

Eamon Gilmore dumps Palestinians
Aidan O'Brien's tax default
Profile: Brendan Gleeson
Denis O'Brien's Aras favourite
Young Blood: Paul 'Showbiz' Martin

Also: Nicola Byrne's Pink Tank; Mary Daly's millions; Thanks, but no thanks, for Madam; Julie Lynch's big payoff; Out of the loop with IMMA; The West Wing

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THE PHOENIX

VOL. 29, No. 22 November 4 — November 17, 2011 €2.65 (incl. VAT) (Irish €2.40)

I demand total loyalty

Not for fifty grand baby

The Phoenix and the phone taps
Profile: Micheál Martin now
James Osborne in the chair of INM
Joan Burton and Pat Nulty
Michael Carey's strange appointment

Also: Michael Jackson's pyjamas; Noel Smyth's paintings; Anton's conflict of interest; Bono's Tower of Babel; Maurice Mason's lost horse; The West Wing

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VOL. 29, No. 15 July 29 — August 11, 2011 €2.65 (incl. VAT) (Irish €2.40)

We can't find Bishop Magee

Have you tried St Anthony?

Diarmuid Martin for Outer Mongolia?
Michael Twee's Aras team
Profiles: Mick O'Leary for HR?
Mary Harney's pound of flesh
Young Blood: Hildegard Naughton

Also: Gillian Bowler's exit; Darryl Downey's promotions; Tom Kilroy's archive; John Cooney's Humbug School; Kevin Myere's circumcisions; The West Wing

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VOL. 29, No. 11 June 3 — June 16, 2011 €2.65 (incl. VAT) (Irish €2.40)

RYANAIR SHOCK!

I thought we had a good case

As usual you were miles out!

Blueshirts back, Cox for President
Profile: Eamon Gilmore
Richard Bruton's bitter pill
Young Blood: Stephen Donnelly TD
British Queen frees Irish from themselves

Also: Lucinda Creighton's Turkish delight; Ken Doherty snookered; In tune with John Reynolds; Sarah Harte's *Better Half*; The West Wing

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PUBLICATION DATES 2012

January	13, 27	May	4, 18	September	7, 21
February	10, 24	June	1, 15, 29	October	5, 19
March	9, 23	July	13, 27	November	2, 16*, 30
April	6, 20	August	10, 24	December	14

* 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.



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AUDIT BUREAU OF CIRCULATION

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Jan – Dec 2010:

16,601

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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WHY THE PHOENIX?

1. The Phoenix current circulation, as certified by the Audit Bureau of Circulations is **16,601** per issue. This is the highest **ABC** figure of any Business/Current Affairs magazine in Ireland.
2. The Phoenix is now *the only* fortnightly Business/Current Affairs magazine in Ireland.
3. **70%** of Phoenix readership is **ABC1**.



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