

THE IRISH NEWS IN PRINT AND ONLINE.



True to our words

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**

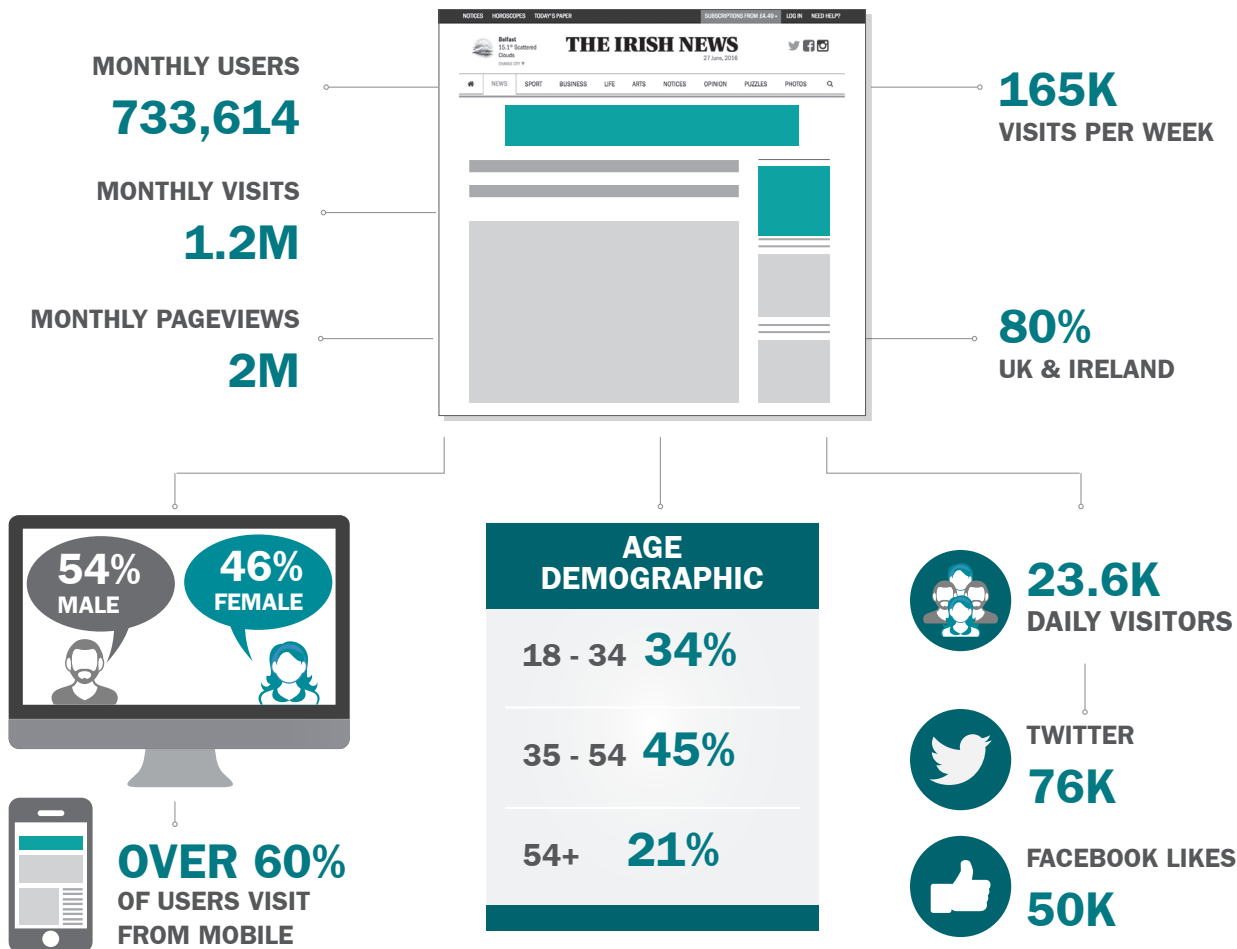
Our responsive website enhanced with online videos, image galleries, live blogs and up to the hour breaking news attracts **23.6K DAILY USERS** across mobile, desktop and tablet. Our newspaper is also available to download and view through our mobile app.

2016 READERSHIP FIGURES vs 2015

Irish News	160,000	+6,000	(+3.9%)
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 300 X 250
- 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

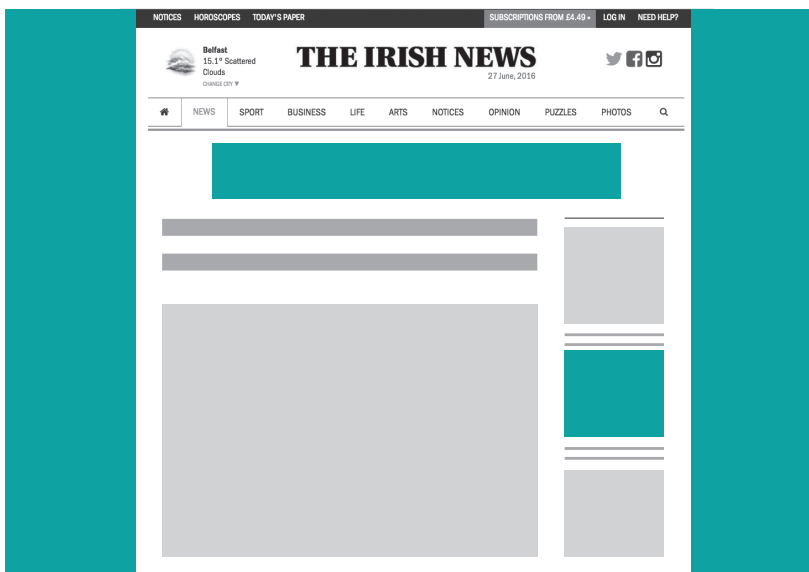
Technical spec and information available on request.

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

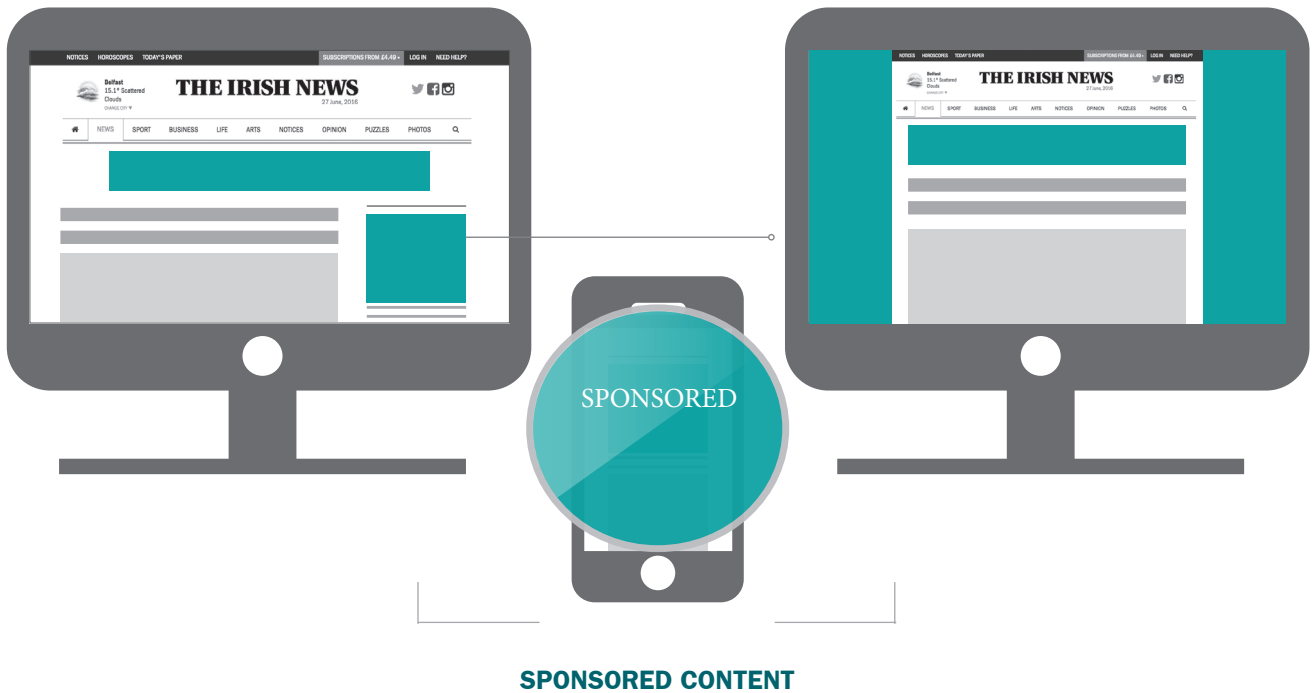
Formats: GIF, JPEG, 3rd Party Tags, HTML5



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	£13.25
Full Colour	£16.30
Full Page Mono	£3,600.00
Full Colour	£4,430.00
Half Page (170mm x 265 mm) Mono	£1,800.00
Half Page Colour	£2,215.00

CLASSIFIED RATES	
Display per single column centimetre	
Recruitment Mono	£19.00
Recruitment Colour	£23.50
Business	£13.25
Classified Others	£12.75
Entertainments	£10.75
Family, Acknowledgement & Church Notices	£11.00
Motors	£9.50
Property	£9.75
Public & Legal	£20.00

LINEAGE (PER LINE)	
Recruitment	£3.70
Classified Others	£2.80
Death In Memoriam & Acknowledgement Notice	£2.50
Motors	£3.10
Property	£3.50
Public & Legal	£5.00
Box Number by Post	£7.75

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%

All rates are liable to VAT at the standard rate.

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

All electronic copy should be sent where possible by ADFAST at www.adfast.co.uk

Contact Details

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www.irishnews.com

ADVERTISING CONTACTS

ADVERTISING AGENCIES

028 9040 8367

BUSINESS

028 9033 7461

CLASSIFIED

028 9033 7473 or 028 9033 7523

ENTERTAINMENT

028 9033 7532

FAMILY NOTICES

028 9032 2226

HOLIDAY ADVERTISING

028 9033 7533 or 028 9033 7534

INSERT ADVERTISING

028 9040 8352

MOTORS ADVERTISING

028 9033 7529

PROPERTY ADVERTISING

028 9033 7531

PUBLIC & LEGAL

028 9033 7530

RETAIL ADVERTISING

028 9040 8369 or 028 9040 8368

RECRUITMENT ADVERTISING

028 9033 7530

SPONSORSHIP ADVERTISING

028 9040 8352

SPORT ADVERTISING

028 9033 7532

Please forward all general advertising enquiries to advertising@irishnews.com
