

HISTORY IRELAND

IRELAND'S HISTORY MAGAZINE



Readership of over
30,000
PER ISSUE
(based on average sales and subscriptions)

80%
of subscribers have subscribed for
over 3 years

Main occupation
of readership:
**Professional or
Academic**

MEDIA
PACK
2017

About *HISTORY IRELAND*

- History Ireland is a high quality full colour illustrated bi-monthly magazine that reaches a highly targeted audience in Ireland and across the globe.
- **Published since 1993**, each issue features a wide variety of topics from the earliest times to the present day giving the reader a sense of the distant past when offering a contemporary edge.
- Every article is illustrated with photographs, maps or paintings to provide a vivid impression of the topic.
- Over **65%** of our readers are subscribers to the magazine and **80%** of subscribers have done so for **over 3 years**.
- *History Ireland* is widely available in newsagents and bookshops and over 55% of those who buy the magazine in shops, buy every issue.



Our most recent readers' survey tells us



Our readers:

- Are typically middle-aged (**83% are 50+**) and **live in Ireland (85%)**
- Are in an occupation requiring a medium to high level of professional or academic training, although the majority (67%) are general readers, with no professional interest in history.
- Pay a lot of attention to advertisements—**90% read the adverts** and 51% have purchased items as a consequence.
- Have a **very high level of satisfaction** with the magazine and **over 80% of readers are particularly interested in the book reviews.**

What our readers say about *History Ireland*

I look forward to every issue, in the past 3 years the quality has achieved 5 stars in content and presentation'

'Very well produced good book reviews.'

'It is a super journal, very easy to read, always interesting.'

'Brilliant, enlightening, highly reliable.'

'Great artwork, easy to read copy; look forward to its arrival; good resource.'

Advertising in *History Ireland* magazine

If you are a book publisher, Interpretive Centre, University department, summer school, tourist or heritage attraction, travel agent for cultural/heritage tourists, provider of genealogy services, historical society or planning a conference then you should consider *History Ireland* as we have an advert to suit every budget.

rates	Back cover	€1400
	Full page	€1200
	1/2 page	€730
	1/3 page	€558
	1/4 page	€465
	1/8 page	€243
All prices exclude VAT at 23%		

Discounts apply for the same advertisements being run on the following basis.

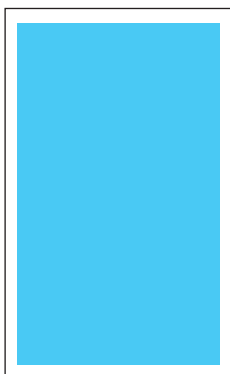
2 insertions	5% discount
3 insertions	7% discount
4 insertions	14% discount
5 insertions	17% discount
6 insertions	20% discount

Inserts Please call for a quote.

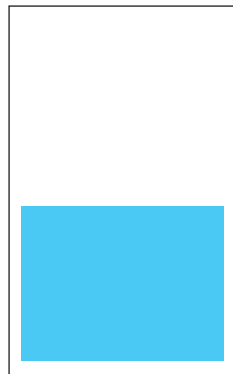
Discount Policy

We do not generally discount—prices are based on realistic page costings and are not inflated to allow for discounting. However, we are able to discount on series advertising—this is a saving for us and we are happy to pass on this saving to you, the advertiser.

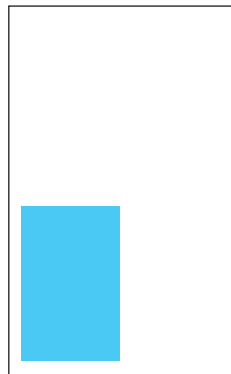
sizes



FULL PAGE
210 x 297 mm



HALF PAGE
184mm X 130mm



QUARTER PAGE
91mm X 130mm

Eighth page 91mm wide X 64mm high

Supply on disk: Quark Xpress 9 or earlier, images 400dpi or .pdf file.
Ring first for specifications. Supply on CD, flash drive, email. Adverts supplied as Microsoft Word documents will not be suitable, text only may be supplied.

We are happy to make up adverts for our customers and will not charge for this service, however, the adverts remain the copyright of *History Ireland* and a reproduction fee will apply if adverts are placed in other publications.



Schedule

2017

Jan/Feb 2017

Advertising Deadline Nov 20th (2016)
Publication Jan 3rd

March/April 2017

Advertising Deadline Jan 20th
Publication Mar 1st

May/June 2017

Advertising Deadline Mar 24th
Publication May 1st

July/August 2017

Advertising Deadline May 19th
Publication July 1st

Sept/October 2017

Advertising Deadline July 21st
Publication Sept 1st

November/Dec 2017

Advertising Deadline Sept 22nd
Publication Nov 6th

Jan/February 2017

Advertising Deadline Nov 24th
Publication Jan 3rd



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On-line rates 2017



About our website

The *History Ireland* website offers visitors access to over twenty years of *History Ireland* magazine. The website also offers visitors the opportunity to listen back to the *History Ireland* Hedge Schools and features books, events and activities of interest to our readers.

**'Banners ads...aren't about generating sales or clicks, they are forms of brand reinforcement. Banner ads are grossly undervalued...they are far more valuable than text ads as branding tools'.
Emmet Ryan, Editor, Sunday Business Post,**

Late news

Over 1,440,000 visits in 2016 (and counting!)

The *History Ireland* website—www.historyireland.com— has been attracting lots of visitors since it went live in 2009. In fact, it attracts an average of over 3,900 visits a day—that's an amazing 130,000+ visits a month. **www.historyireland.com** reaches a wide international audience who have an interest in Ireland and its history. Approx. 68% of the visitors to the site are from outside Ireland.

ONLINE ADVERT RATES AND SIZES*

Run of site adverts**	Per week	Per month
Top banner (slider) 690 x 106 pixels landscape	€75	€250
Display ad Right hand side 295 x 200 pixels landscape	€40	€120
Small display ad Right hand side 295 x 100 pixels landscape	€20	€60

To be supplied in RGB mode at 72 DPI

**All prices exclusive of VAT. Ads to be supplied as jpeg or png.*

***Banner and display adverts are run of site and available on a weekly/monthly basis*