

# 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  
2020

## 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
1/4 page	€465
1/8 page	€243

All prices exclude VAT at 23%

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

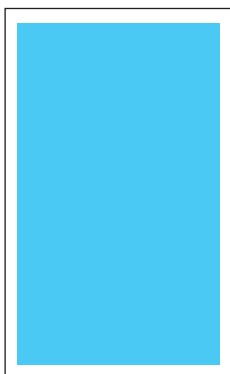
2 insertions	5% discount
3 insertions	7% discount
4 insertions	14% discount
5 insertions	17% discount
6 insertions	20% discount

**Inserts** Please call for a quote.

### Discount Policy

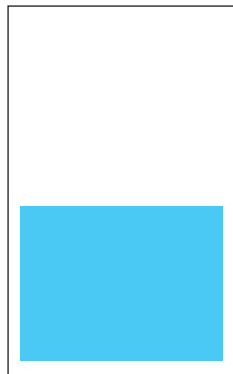
We do not generally discount—prices are based on realistic page costings and are not inflated to allow for discounting. However, we are able to discount on series advertising—this is a saving for us and we are happy to pass on this saving to you, the advertiser.

### sizes



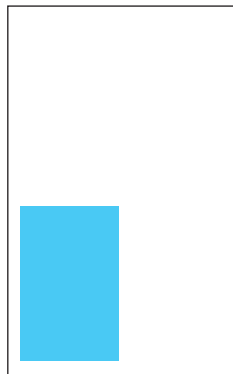
#### FULL PAGE

210 x 297mm



#### 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.



## 2020 Schedule

### March/April 2020

Advertising Deadline 7 February  
Publication 1 March

### May/June 2020

Advertising Deadline 7 April  
Publication 1 May

### July/August 2020

Advertising Deadline 10 June  
Publication 1 July

### Sept/October 2020

Advertising Deadline 7 August  
Publication 1 September

### November/Dec 2020

Advertising Deadline 7 October  
Publication 1 November

### Jan/February 2021

Advertising Deadline 2 December  
Publication 5 January 2021



## Contact

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## On-line rates 2020



### 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*,



## Over 1million unique visits in 2019

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 176,000+ 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*