

2017 Advertising Rates

www.booksirelandmagazine.com

@booksirelandmag

Books Ireland magazine celebrated its 40th birthday in 2016. Published bi-monthly, *Books Ireland* acts as a platform to showcase Irish books, book related products and events to a keenly interested and discerning book buying and reading audience. Listing, assessing and reviewing circa 1000 Irish books per year, it is the only publication of its kind.

Advertising in *Books Ireland*

Whether you are a book publisher, bookseller, PR/marketing rep, printer, bookbinder, copy-editor, self-published author, agent or festival organizer, *Books Ireland* has an advert to suit every budget. Our advertising rates continue to offer incredible value through both our print and digital formats, reaching more readers than ever before.

Annual multi-advert packages now available with favourable discounts when booked in advance.

We also offer combination rates for advert bookings across our sister publications; *History Ireland* and *Archaeology Ireland*.



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Advertising rates | Print

Please supply all files as JPEG, TIFF, or PDF
Prices listed are subject to VAT @ 23%

Size	Price	Width (mm)	Height (mm)	Orientation
Back page	€525	210	297	Portrait
Full page	€475	180	260	Portrait
Half page	€250	180	126	Landscape
Third page	€195	56	257	Portrait
Quarter page	€150	90	126	Portrait

2017 Advert copy dates | Print

Issue	Advert booking deadline
January/February	Friday 25th November
March/April	Friday 20th January
May/June	Friday 24th March
July/August	Friday 19th May
September/October	Friday 21st July
November/December	Friday 22nd September



Banner advertising rates | On-line

Format	Month	Week	Width	Height	Orientation	Mode
Banner	€100	€35	690 pixels	106 pixels	Landscape	RGB

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Festivals and events support

Contact us to discuss our new *Books Ireland* Festival Support Policy offering sponsorship and discounted rates for festival promotion. *Books Ireland* is committed to supporting Irish literary and book festivals via print, online and social media and this policy offers festival and event organisers substantial discounts (up to 50%) and a robust support framework.



To discuss advertising in *Books Ireland*, please contact:

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