

2018 Advertising Rates

www.booksirelandmagazine.com

Published bi-monthly, *Books Ireland*, is the only publication of its kind in the marketplace, specifically focusing on Irish-published, Irish-authored and Irish-interest books. As such, it is a key reference for anyone interested in Irish books—domestically and internationally.

Books Ireland acts as an essential platform showcasing Irish books, book-related products, news and events to a keenly interested and discerning book buying and reading audience. Listing, assessing and reviewing circa 1000 Irish books per year, it celebrated 40 years of publication in 2016.



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*. Contact us for more details.

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Advertising rates | Print

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

Size	Price	Width (mm)	Height (mm)	Orientation
Back page	€625	210	297	Portrait
Full page	€575	210	297	Portrait
Half page	€325	180	126	Landscape
Third page	€225	56	257	Portrait
Quarter page	€185	90	126	Portrait

2018 Advert copy dates | Print

Issue	Advert booking deadline
January/February	Friday 24th November
March/April	Friday 26th January
May/June	Friday 23rd March
July/August	Friday 25th May
September/October	Friday 20th July
November/December	Friday 21st 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, on-line and social media channels and this policy offers festival and event organisers substantial discounts (up to 40%) and a robust support framework.



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

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