

## THE COVERAGE

READERSHIP	Irish Independent	Evening Herald	Sunday Independent
All Adults	500,000	235,000	971,000
ABC1 Adults	259,000	72,000	494,000
Dublin Adults	113,000	185,000	225,000
Main Shoppers	298,000	136,000	579,000

## THE NUMBERS

1,486,000 combined Adult Readership  
41% of adults read an average issue of the Irish Independent, Evening Herald or Sunday Independent.

Source: JNRS 2010/2011

## THE AWARDS

"Newspaper Printer of the Year - Ireland and UK"  
2002 Newspaper Awards, London

"National Newspaper of the Year - Irish Independent"  
2001/2002/2005/2006 - Newspaper Awards, London

Admission to IFRA International Newspaper Colour Quality Club

"Coldset Colour Supplement of the Year - Ireland and UK"  
2002, 2003, 2010, 2011 - Newspaper Awards, London

## TECHNICAL SPECIFICATIONS

Technical specifications mono and colour for all publications can be found on our website [www.independent.ie/adspec](http://www.independent.ie/adspec)

### Page Type Area

Broadsheet (8 column page) 340mm x 530mm

Tabloid (6 column page) 255mm x 330mm

### Column Measures

1 column - 40mm 5 column - 212mm

2 column - 83mm 6 column - 255mm

3 column - 126mm 7 column - 298mm

4 column - 169mm 8 column - 340mm

## COPY RECEIPT

Electronic Copy: Quickcut Only

Full technical specifications available at [www.independent.ie/adspec](http://www.independent.ie/adspec)

Further information on Electronic Copy contact:

Declan Maguire (01) 705 5841

Eleanor Horan (01) 705 5882

## CONTACT DETAILS

Group Advertisement Director

Karen Preston

Group Advertisement Sales Manager

Jo Collins

### Advertisement Managers:

National Accounts & Advertising

Agency Sales Manager Robert Kinsella (01) 705 5501

Magazines and Features Eoin Healy (01) 705 5403

Direct Sales Des English (01) 705 5416

Classified Display Paul Muldoon (01) 705 5412

Inserts & Supplements Yvonne Doyle (01) 705 5462

Independent.ie Eileen Ruddy (01) 705 5863

Findajob.ie Shane McGourty (01) 705 5414

If you have a competition to be considered for publication, please email: [gdrum@independent.ie](mailto:gdrum@independent.ie)

Independent Newspapers (Ireland) Ltd

27/32 Talbot Street, Dublin 1, Ireland.

t: (01) 705 5333 f: (01) 705 5497/8

w: [www.independent.ie](http://www.independent.ie)

UK Representative

Mediaforce, Gunpowder Square,

Fleet Street, London, EC4A 3EP

t: (0207) 583 2100 f: (0207) 353 2111

e: [mediaforce@mediaforce.co.uk](mailto:mediaforce@mediaforce.co.uk)

Classified Advertising

t: 1890 516 516

e: [classifieds@independent-papers.com](mailto:classifieds@independent-papers.com)

Northern Ireland Representative

Carol Mc Menamin

t: (from Northern Ireland/UK) 028 437 51912

(From ROI) 048 437 51912

t: (from Northern Ireland/UK) 028 437 51455

(From ROI) 048 437 51455

e: [carol@ni-media.com](mailto:carol@ni-media.com)

## CONDITIONS OF ACCEPTANCE

- These terms and conditions, applicable to the insertion of an advertisement in the Irish Independent, Evening Herald or Sunday Independent may only be varied pursuant to a written agreement between the advertiser and Independent Newspapers (Ireland) Limited ("INIL").
- All content material of an advertisement shall be subject to the approval of INIL. INIL reserves the right at any time to decline, omit, suspend, discontinue or alter any advertisement without providing any reason for so doing and INIL will not be held responsible for any loss caused thereby.
- The advertisement provided by the advertiser must be legal, decent, honest and truthful. The advertiser warrants that the advertisement does not violate any provision of law, whether statute or otherwise; any Code of Practice (including the Code of Advertising Standards for Ireland); copyright, moral rights or the rights of any third party. The advertiser further warrants that the advertisement is not defamatory.
- INIL reserves the right to edit, reclassify or alter an advertisement so as to comply with production and editorial requirements. INIL will not be held responsible for loss or damage thereby occasioned to the advertiser, by readers and/or any other third party.
- INIL, its servants or agents will not be held responsible for any loss or damage resulting from the publication of the advertisement and occasioned to the advertiser or any other party howsoever arising, whether due to inaccuracy, error or omission or failure of an advertisement to appear on a particular date or at all, irrespective of any negligence on the part of INIL.
- INIL does not guarantee that an advertisement shall be published on an agreed date or at all.
- INIL will suffer no liability in circumstances where publication is interrupted by industrial action, breakdown of machinery or any other reason beyond the control of INIL.
- The submission of an advertisement for publication by an advertiser on behalf of a third party constitutes a warranty by the advertiser that all necessary authority and consent(s) have been obtained by the advertiser.
- The copyright in an advertisement originating in INIL (or the copyright in any material contributed by INIL which forms part of the advertisement) shall vest in INIL.
- The advertiser indemnifies INIL against any liability, claim or legal proceedings arising from publication of an advertisement in accordance with instructions supplied by the advertiser.
- The advertiser undertakes to insure, where necessary, all material delivered to INIL to facilitate publication of the advertisement. INIL will not be held responsible for any loss or damage howsoever occasioned to the said material whilst in the possession of INIL. INIL reserves the right to dispose of such material if unclaimed within a reasonable time.
- The advertiser accepts and agrees to comply with the technical requirements and deadlines set out in the current advertising ratecard and at [www.independent.ie/adspec](http://www.independent.ie/adspec)
- An advertisement which is published in the Irish Independent, Evening Herald or Sunday Independent may also be published on the newspaper's websites - [www.independent.ie](http://www.independent.ie) and/or [www.herald.ie](http://www.herald.ie) at INIL discretion.
- A 50% cancellation fee will be incurred on solus advertisements booked in the Irish Independent if cancelled with less than three days notice.
- International edition rates available on request.

Irish Independent

Evening Herald

Sunday Independent

# Rate Card



January 2012

# Irish Independent



# Evening **Herald** Weekend **Herald**



# Sunday Independent



## STANDARD RATE

**MONO** €  
**COLOUR** €

Full Page		29,425.00	36,955.00
Half Page		14,710.00	18,475.00
Front Solus			8,850.00
Guaranteed Positions		+20%	+20%
Run of Paper	SCC	75.15	98.35
Financial	SCC	87.65	102.55
Appointments	SCC	81.65	99.30
Property	SCC	75.15	86.40
Motor Page	SCC	55.70	69.50
Travel	SCC	55.50	66.50
Personal Notices	SCC	75.15	-
Legal Notices	SCC	74.15	-
Classified Lineage	per line	10.60	-
Inserts	1-8 pages	86.50 per 1,000	(larger sizes on application)

## STANDARD RATE

**MONO** €  
**COLOUR** €

Full Page		10,430.00	12,365.00
Half Page		5,210.00	6,190.00
Evening Herald Wrap		(price on application)	
Outside Back Cover		-	14,800.00
Guaranteed Positions		+20%	+20%
Run of Paper	SCC	48.95	61.40
Appointments	SCC	54.50	68.25
Motors	SCC	32.90	40.90
Property	SCC	48.95	61.40
Travel	SCC	39.00	46.80
Theatre/Cinema	SCC	13.00	25.00
Classified Lineage	per line	6.10	-
Inserts	1-8 pages	64.00 per 1,000	(larger sizes on application)

## STANDARD RATE

**MONO** €  
**COLOUR** €

Full Page		34,115.00	42,170.00
Half Page		17,060.00	21,090.00
Sunday Living Wrap		(price on application)	
Fly Sheet Creative		(price on application)	
Front Solus		-	14,935.00
Guaranteed Positions		+20%	+20%
Run of Paper	SCC	83.10	122.80
Financial	SCC	93.80	135.50
Appointments	SCC	96.25	124.00
Property	SCC	83.10	95.55
Motors	SCC	58.70	73.35
Travel	SCC	61.35	76.90
Entertainment	SCC	47.55	59.50
Classified Lineage	per line	13.35	-
Inserts	1-8 pages	100.00 per 1,000	(larger sizes on application)

## MAGAZINES

### STANDARD RATE

**WEEKEND** **day & night**

Full Page	12,180.00	8,500.00
D.P.S.	24,355.00	17,000.00
Outside Back	15,635.00	10,200.00
Listing TV (7 days)	2,265.00	-



### Sunday Independent

## LIFE

### STANDARD RATE

Full page	-	16,090.00
Outside Back	-	18,570.00

All prices above are subject to VAT @ 23%  
These rates apply to all editions