

Books IRELAND

2019 Advertising Rates

- Six issues per year.
- Full-colour 68 pages
- Print and digital format.
- Mobile app and online database.
- Available in bookshops/newsagents, by subscription and on-line.
- c. 1,000 new Irish books featured annually.
- Readership of c. 70,000 per annum.

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.



PRINT

Advert size	Dimensions (mm)	Orientation	Price
Back page	W 210 x H 297	Portrait	€625
Full page	W 210 x H 297	Portrait	€575
Half page	W 180 x H 126	Landscape	€325
One-third page	W 56 x H 257	Portrait	€225
Quarter page	W 90 x H 126	Portrait	€185

All prices quoted are excluding VAT@23%.

Print copy deadlines 2019

• Jan/Feb	23 November
• Mar/Apr	25 January
• May/June	22 March
• Jul/Aug	10 May
• Sept/Oct	19 July
• Nov/Dec	20 September
• Jan/Feb (2020)	22 November

Supply files as JPG, TIF or PDF.
Email completed artwork to:
caoimhe@booksirelandmagazine.com

DIGITAL www.booksirelandmagazine.com

Sliding Banner Advert

Weekly	€35	W 690 pixels	RGB mode
Monthly	€100	H 106 pixels	Landscape

“Banner 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

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Books IRELAND



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Books Ireland



Books Ireland magazine, est. 1976, is the country's longest running book magazine and is deeply committed to supporting and representing all areas of literature and publishing. Published 6-times a year, this full-colour, 68 page publication is packed with reviews, features, news and listings from the latest offerings on the Irish literary scene.

A proud member of Magazines Ireland and Publishing Ireland, *Books Ireland* is the only publication of its kind in the marketplace, specifically focusing on Irish-published, Irish-authored and Irish-interest books. It provides an essential platform for showcasing Irish books, book-related products, news and events to a keenly interested and discerning book buying and reading audience. *Books Ireland* lists and reviews circa 1,000 new Irish books each year and is a valuable literary resource for writers, readers, publishers and anyone with an interest in Irish books.

Now available in digital format and via mobile app:



“75% of magazine readers generally like advertising and are receptive to it. They are engaged with the reviews and say they have a major influence on their purchasing decisions.” - Magazines Ireland, 2018.

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