

**IRISH
FARMERS
JOURNAL**

MEDIA KIT

www.farmersjournal.ie





WHAT WE DO PRINT AND ...

For over 60 years we have worked to give our readers **unique content** that will encourage them to develop farming know-how, help them make better decisions for their farm-business and support their wellbeing. Each weekly paper contains industry news and commentary, a technical supplement on a seasonal area of agriculture, our *Irish Country Living* lifestyle magazine and much more.

Throughout the year we deliver several standalone magazines providing unique content for farmers. These publications **provide insights into sector practices** and are invaluable sources of technical knowledge.

While the newspaper is published every Thursday, our online presence reaches the rural community every day of the week. **The same quality content we put in the paper is available to read on www.farmersjournal.ie** along with useful business and farming tools, ePaper and special publications.

Our social media presence allows us to speak with our audience in different ways. We use facebook, twitter, whatsapp, snapchat and other platforms to share our content and promote the core messages for the farming and rural community.

EDITORIALLY *Diverse*

The *Irish Farmers Journal* is one of the top selling national newspapers in Ireland **reaching 295,900 readers on a weekly basis**. The *Irish Farmers Journal* and www.farmersjournal.ie are essential reading for commercial farmers and agribusiness while *Irish Country Living* is read by all the family.

All the **key farming sectors** (beef, sheep, dairy, tillage and machinery) are covered extensively from both a **national** and **international** perspective by our leading team of agricultural specialists.

Irish Country Living, the consumer weekly magazine with the *Irish Farmers Journal* broadens the **consumer focus** of the whole publication with its editorial range from food and health to fashion to sport, gardening and property.



*Source: Kantar Media TGI ROI Survey 2019 (Excludes Northern Ireland)

OUR RANGE OF PUBLICATIONS





295
thousand

WEEKLY READERS

T R U S T U S

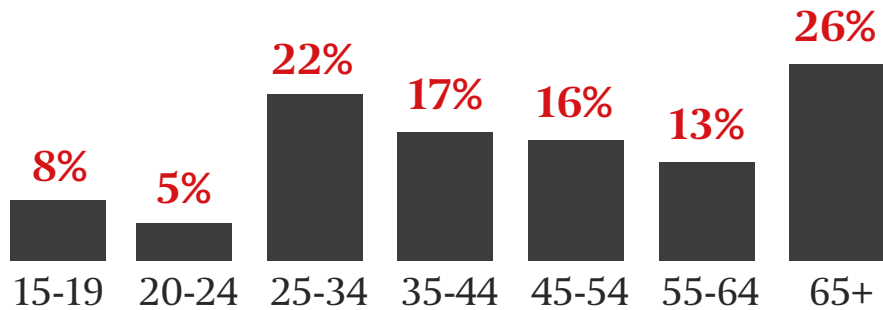
—>— *to provide them with* —<—

meaningful, lasting

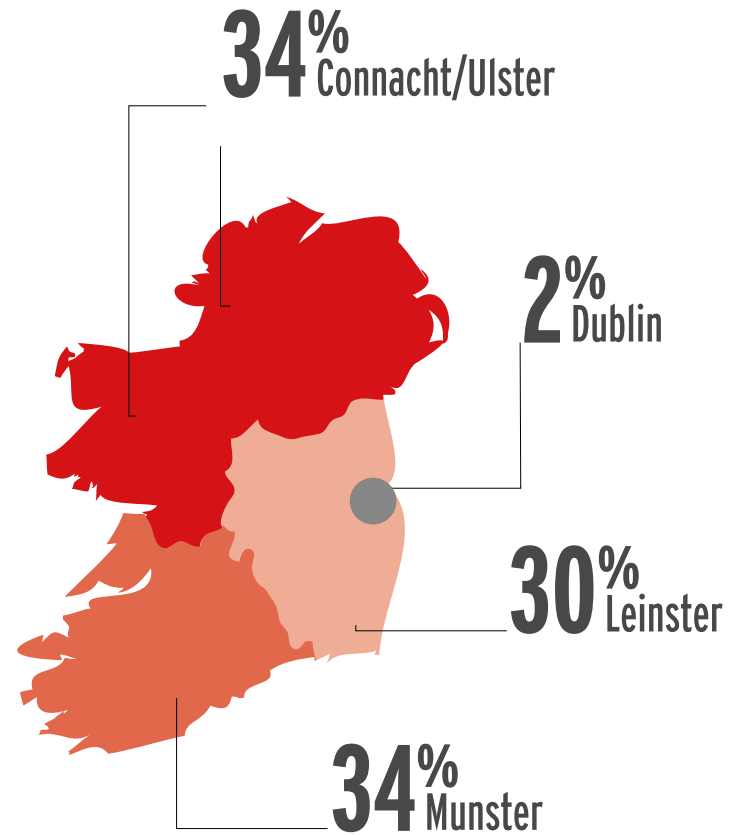
.....
KNOWLEDGE

OUR READERS

What do we have to say about our readers?



















READER AGE GROUPS



We pride ourselves on **knowing**
what the Irish farmer needs and
this goes further than just farming.

FARMERS ARE CONSUMERS

THEY DRINK TEA  GO TO THE
CINEMA  BUY NEW SHOES 
INSURE THEIR HOMES  CATCH THE
BUS  GO TO COLLEGE  EAT OUT
 TRAVEL  STRESS ABOUT
MONEY  READ BOOKS  BUY
CARS  NAVIGATE THE SCHOOL RUN
 GET THE OCCASIONAL COLD 
HEAT THEIR HOMES  WATCH
SPORTS  PLAY SPORTS AND HUNT
FOR BARGAINS  .

*We can help
Deliver your message to them*





IRISH COUNTRY *Living*

Irish Country Living, the consumer weekly magazine with the *Irish Farmers Journal* broadens the consumer focus of the whole publication. With its diverse editorial range from food, health and fashion to sport, gardening and property alongside recruitment, it enjoys tremendous loyalty among Irish farm families.

Irish Country Living's editorial reflects its readers' interests and it's Editor **Amii McKeever**, Consumer Editor **Ciara Leahy** as well as Neven Maguire and Gerry Daly provide a broad range of content.

HIGHLIGHTING The Numbers



PRINT

295,900

Weekly readership

Source: Kantar Media TGI 2020



DIGITAL

300,000+

Average monthly visitors

1.9MILLION

Average monthly page views

70,000+

app downloads

115,000+

Email subscribers

SOCIAL

f 151,000+

t 47,000+

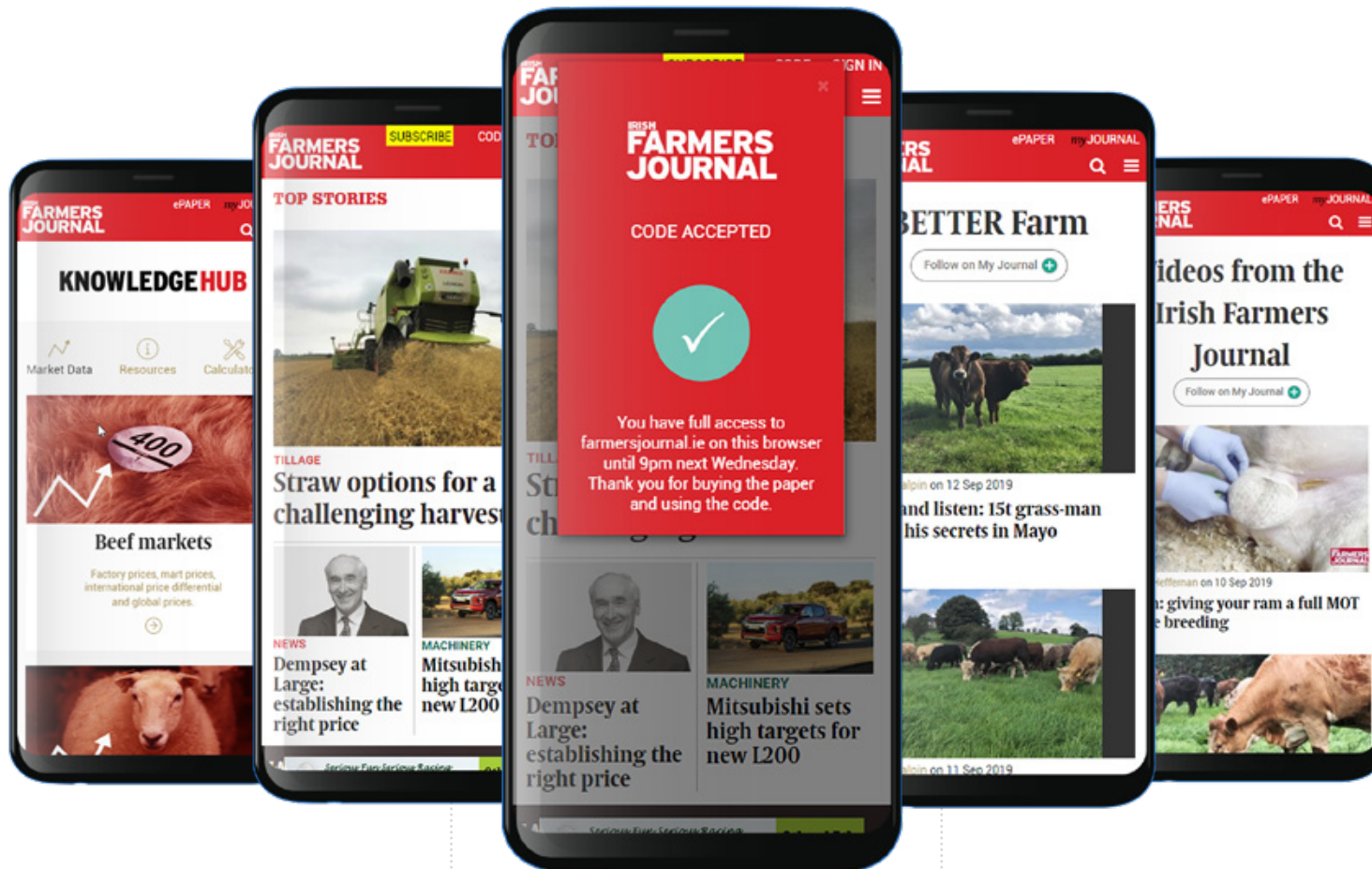
i 25,500+

s 40,000+

y 83,100+

DIGITAL Presence

We work to offer readers more ways to access our content. Our online and social presence allows us to communicate with them throughout the day.



ADVERTISING PRINT OPTIONS

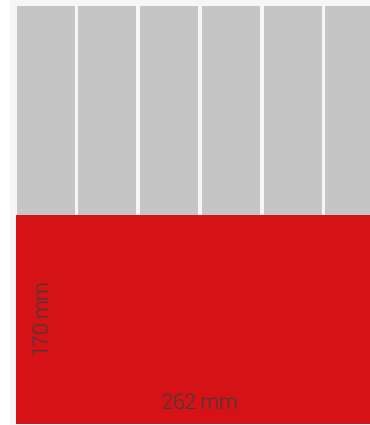


**JOURNAL 1 and
FOCUS FEATURE**

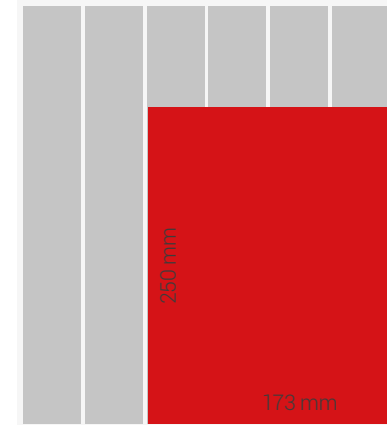
Full page



Half page horizontal



25x4



Specifications:

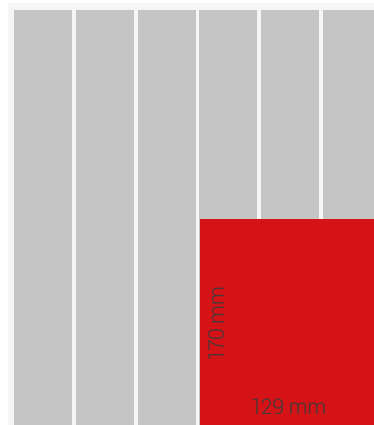
- 1 column: 40 mm
- 2 column: 84.5 mm
- 3 column: 129 mm
- 4 column: 173 mm
- 5 column: 218.5 mm
- 6 column: 262 mm
- Column Depth: 340 mm

SCC: €49 (B&W) €75 (Colour)

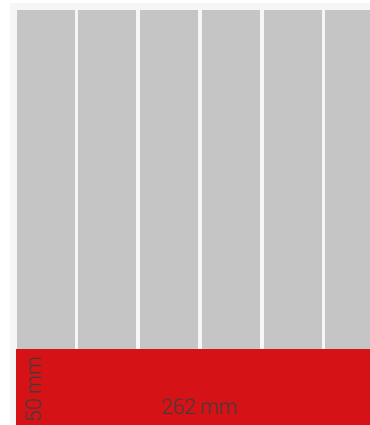
Booking deadline: Mondays at 5pm

Contact our sales team for advertising rates or to ask about creating your advertising campaign.

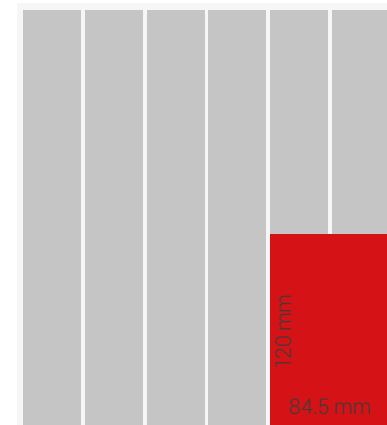
Quarter page



Strip advert



12x2

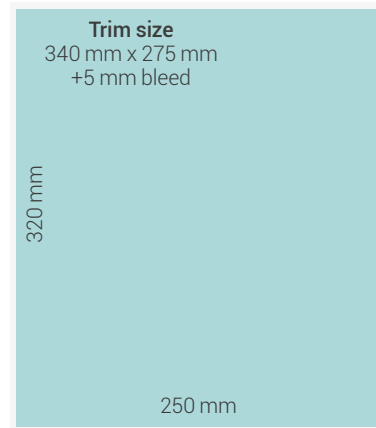


ADVERTISING PRINT OPTIONS

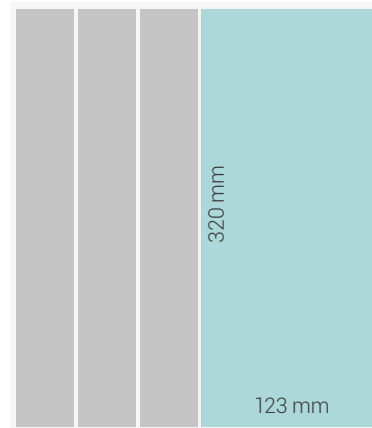


IRISH COUNTRY LIVING
including Property and Careers

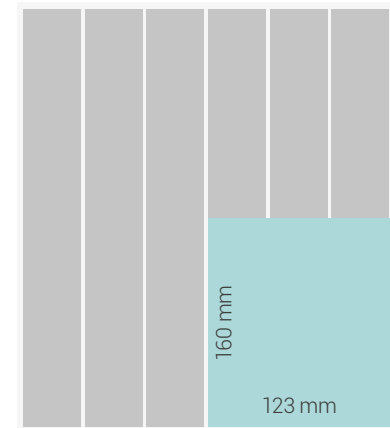
Full page



Half page vertical



Quarter Page



Specifications:

- 1 column: 38 mm
- 2 column: 80.5 mm
- 3 column: 123 mm
- 4 column: 165 mm
- 5 column: 208 mm
- 6 column: 250 mm
- Column Depth: 320 mm

SCC: €33 (B&W) €50 (Colour)

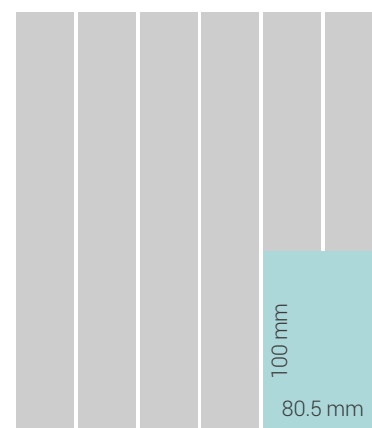
Booking deadline: Mondays at 5pm

Contact our sales team for advertising rates or to ask about creating your advertising campaign.

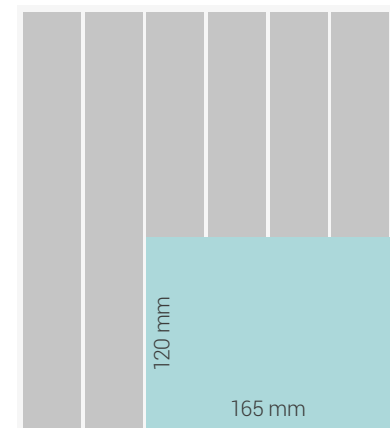
Strip advert



10x2



12x4



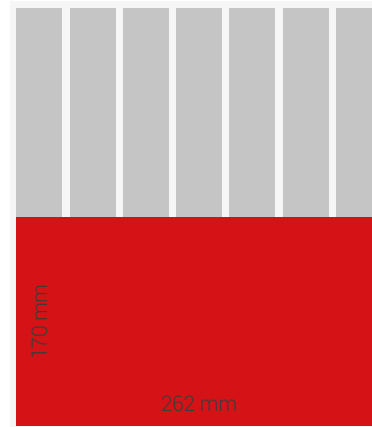
ADVERTISING PRINT OPTIONS

TOPLINK DISPLAY ADVERTISING

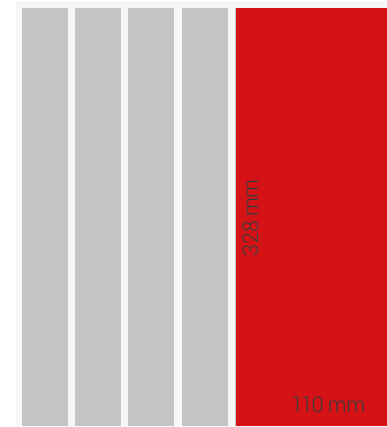
Full page



Half page horizontal



Column depth x 3



Specifications:

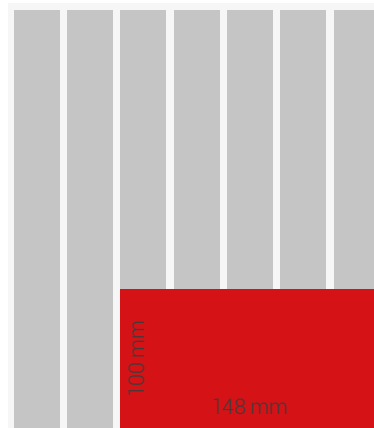
- 1 column: 34 mm
- 2 column: 72 mm
- 3 column: 110 mm
- 4 column: 148 mm
- 5 column: 186 mm
- 6 column: 215 mm
- 7 column: 262 mm
- Column Depth: 328 mm

SCC: €75 (Colour)

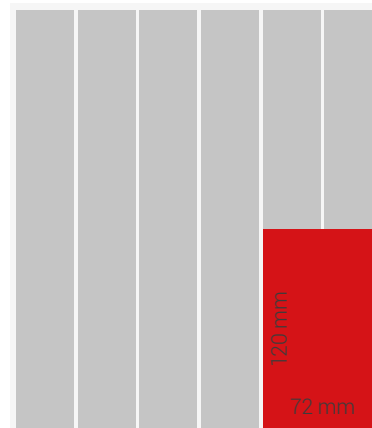
Booking deadline: Tuesdays at 5pm

Contact our sales team for advertising rates or to ask about creating your advertising campaign.

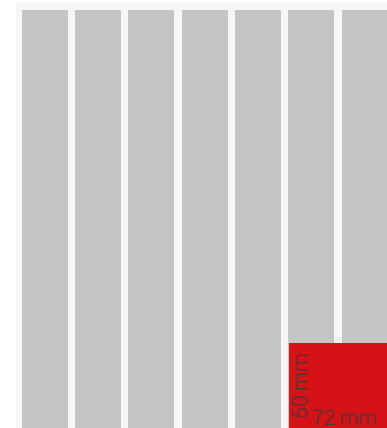
10x4



12x2



5x2



ADVERTISING DIGITAL OPTIONS

The graphics below illustrate the ad units available on www.farmersjournal.ie



Billboard

- Dimensions: 970 x 250 pixels
- Filetype: gif, jpeg, png, html5
- Max filesize: 200kb
- Availability: Homepage and channel homepages



Extended leaderboard

- Dimensions: 970 x 90 pixels
- Filetype: gif, jpeg, png, html5
- Max filesize: 200kb
- Availability: Run of site (ROS)



Leaderboard

- Dimensions: 728 x 90 pixels
- Filetype: gif, jpeg, png, html5
- Max filesize: 200kb
- Availability: ROS



MPU

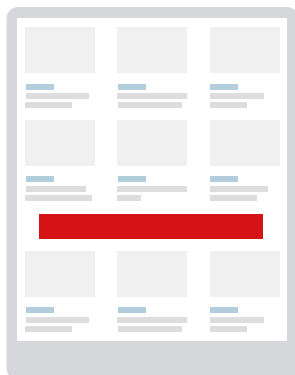
- 300 x 250 pixels
- Filetype: gif, jpeg, png, html5
- Max filesize: 200kb
- Availability: ROS

CPM: €14

ADVERTISING

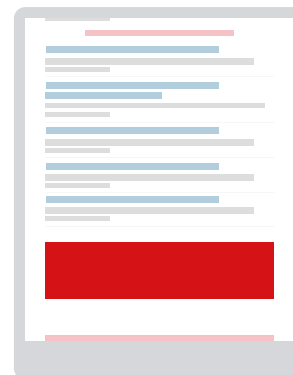
DIGITAL OPTIONS

The graphics below illustrate the ad units available on www.farmersjournal.ie



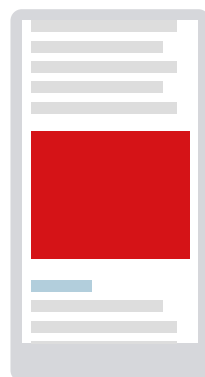
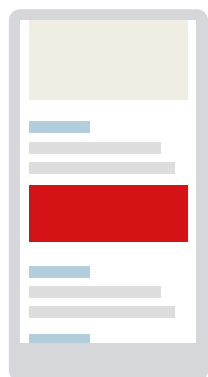
iPad leaderboard

- Dimensions: 728 x 90 pixels
- Filetypes: gif, jpeg, png, html5
- Max filesize: 200kb
- Availability: ROS



Email newsletter banner

- Dimensions: 600 x 150 pixels
- Filetypes: gif, jpeg, png
- Max filesize: 200kb
- Availability: Subscriber emails (80,000)



Mobile banner / MPU

- Dimensions: 300 x 100 / 300 x 250 pixels
- Filetypes: gif, jpeg, png, html5
- Max filesize: 100kb
- Availability: ROS



Fixed banner

- Dimensions: 320 x 50
- Filetypes: gif, jpeg, png, html5
- Max filesize: 100kb
- Availability: ROS

CPM: €14

ADVERTISING

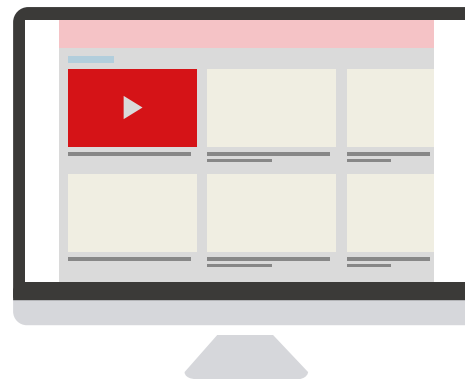
DIGITAL OPTIONS

The graphics below illustrate the ad units available on www.farmersjournal.ie



Homepage takeover

- Dimensions:
 - Billboard: 970 x 250 pixels
 - Skin: 1680 x 1200 pixels
 - Pillars(x2): 100 x 600 pixels
- Filetypes: gif, jpeg, png, html5
 - Only jpeg allowed for skin
- Availability: Homepage and channel homepages



Video/sponsored content

- Availability: Video channel



Native content

- Text and images
- Embedded video
- Promotion on media sales social channels
- Minimum of four days at 'top position' of sponsored articles

CPM: €14

THIS IS

FARMING

**IRISH
FARMERS
JOURNAL**

For advertising enquiries contact our team today
Call 01 4199 555 or email adverts@farmersjournal.ie