

# IMJ

IRISH **MARKETING** JOURNAL

# Media Pack 2019



# IMJ Overview



**Irish Marketing Journal (IMJ)** is Ireland's leading magazine for the Irish marketing, advertising and media industries for the last 40 years and has been to the fore in reporting on and analysing the key issues that have helped create and shape the competitive, yet vibrant, marketing landscape that exists today.



Distributed to a veritable Who's Who of the industry including over 4,800 of the key marketing, media, PR and advertising executives in the Republic of Ireland and Northern Ireland, **IMJ** has earned an unrivalled reputation in the marketplace and has won numerous awards – including *Business Magazine of the Year* and *Editor of the Year* – on several occasions over the last 10 years.

Published and edited by John McGee, an award-winning journalist who has a long track record in business journalism in Ireland, IMJ is passionate about all things marketing, media and advertising. We can also confidently say that we also know the market and the people who make it tick.

Back in 1998, IMJ became the first publisher in Ireland to launch a digital version to complement the printed title. We recognised that peoples' media consumption habits were changing and that in the future, more time would be spent consuming media online. IMJ Digital is now a fully-functioning and responsive digital magazine that complements the printed version.

The third element to IMJ's cross-platform offering is Adworld.ie, Ireland's leading online source of news, features and information about the advertising, media and marketing industries.

Reaching over **50,000 unique users per month**, the weekly opt-in **Adworld.ie ezine** is now distributed to over **7,000 people every Friday** and has become the go-to source for all the breaking news and views from within the industry.

IMJ and Adworld.ie's unrivalled position in the marketplace has not gone unnoticed and over the past few years most of the leading agency and media brands have partnered with us to develop a wide-range of cross-platform advertising, sponsorship and content solutions. We must be doing something right, because most of them keep coming back year after year.

But we won't be resting on our laurels either. Over the coming months, we will be strengthening our offering to include a lot more video content – both online and within IMJ digital – more international news, white papers and case-studies as well as an online agency finder.

**You can contact Kellie Kearns at [kellie@adworld.ie](mailto:kellie@adworld.ie) or John McGee at [john@adworld.ie](mailto:john@adworld.ie). Or, give us a call on (01) 661 1660.**



# Our Clients



# Exclusive Opportunities



In addition to our normal advertising and branded content solutions, IMJ and Adworld also offers partners a range of other solutions including sponsorship, white papers, case-studies, events, customised digital and print solutions as well as social media promotions to key target audiences across all our platforms.

In a nutshell, we work really hard to ensure that your brand gets to put its best foot forward and reach the people that matter.

**For further details, please contact**  
**kellie@adworld.ie**

## Display Advertising Rates in IMJ

Full Page	€3,120
Half Page	€1,960
Third Page	€1,500
Outside Back Cover	€3,290
Inside Front Cover	€3,230
Inside Back Cover	€3,230
Double Page Spread	€5,200
1st Double Page Spread	€5,590
Sixth Page (minimum 3 insertions)	Price on Request
Belly Wraps, inserts and customised printing solutions	Prices on Request



# Print Specs



## IMJ Technical Specifications

Double Page Spread with bleed	460mm x 330mm (+ 5mm bleed all around.) **Please allow 20-30mm safe area across centre of DPS )
Full Page with bleed	230mm x 330mm (+ 5mm bleed all around)
Half Page Landscape, floating	204mm x 155mm (no bleed)
Half Page Landscape with bleed	230mm x 170mm (+ 5mm bleed)*
Half Page Portrait, floating	101mm x 303mm (no bleed)
Half Page Portrait with bleed	114mm x 330mm (+5mm bleed)*
Third Page Landscape, floating	204mm x 100mm (no bleed)
Third Page Landscape with bleed	230mm x 114mm (+ 5mm bleed)*
Third Page Portrait, floating	64mm x 303mm (no bleed)
Third Page Portrait with bleed	77mm x 330 (+5mm bleed)*

\* For Print: All artwork for print ads with bleeds must have at least 5mm bleed. Full Page Advertisements to be supplied as High- Resolution CMYK PDF. Half and Third Page Advertisement can be supplied as High-Resolution PDF, JPEG, EPS or TIFF format.

**Full Page**  
230mm x 330mm  
(+ 5mm bleed all around)

**Half Page Landscape**  
155mm x 204mm

**Third Page Portrait**  
64mm x 303mm

**DPS**  
460mm x 330mm  
(+ 5mm bleed all around)

**Third Page Portrait**  
64mm x 303mm

**Third Page Landscape**  
230mm x 114mm  
(+ 5mm bleed all around)

**Digital Transfer To:** production@adworld.ie  
**Advertising Copy Deadline:** 20th of the month previous to issue





# Inserts

Inserts are a creative way of reaching your customers. They can be single page, brochure, object, glue dotted to specific pages, belly wraps etc. In fact if it can be done we will do it.

IMJ Insert Technical Specifications			
Position	Cost	Specification	Deadline
Inserts (loose, bound-in, bespoke, various sizes: FP / HP)	Weight & Type dependant. (To be discussed with client & printer).	(To be discussed with client & printer).	20th of month before publication
IMJ Bellywrap Guidelines (based on wrap opening to middle of magazine.)	Weight & Type dependant. (To be discussed with client & printer).	(To be discussed with client & printer).	20th of month before publication
* For Print: All artwork for print ads with bleeds must have at least 5mm bleed. Full Page Advertisements to be supplied as High- Resolution CMYK PDF. Half and Third Page Advertisement can be supplied as High-Resolution PDF, JPEG, EPS or TIFF format.			

Full Page Insert

To be discussed with client & printer.

HP Portrait Page Insert

To be discussed with client & printer.

HP Landscape Page Insert

To be discussed with client & printer.

Bellywrap

To be discussed with client & printer.

Digital Transfer To: [production@adworld.ie](mailto:production@adworld.ie)  
Advertising Copy Deadline: 20th of the month previous to issue



# Digital Overview

A modern wooden desk with a white chair, a desk lamp, and a computer monitor displaying the AdWorld website. The desk is surrounded by white shelves filled with books, creating a library-like atmosphere. The monitor shows the AdWorld homepage with a navigation bar, a main headline about Spark, and several featured articles. The background is a light gray wall.

IMJ publishes a digital version of the magazine each month and we can incorporate a wide range of additional interactive features into the digital edition that are simply not possible in the hard copy version. Our unique digital platform means that we can make your advertisements and promotions fully interactive, making them stand out even more. In a nutshell advertisements can come to life in the digital version with embedded flash and video content, external and internal links, audio files, ticker advertising, digital gatefolds and bellybands. We can even create a digital version of your own publications, including sales and marketing collateral, that can be incorporated into IMJ Digital.



Ireland's Leading Marketing, Media and Advertising Online Resource

- ▶▶ Adworld.ie is the online information portal of Irish Marketing Journal (IMJ), Ireland's leading magazine for the marketing, advertising and media industries in Ireland. Continually updated with suburb new content and opportunities.
- ▶▶ Adworld.ie is Ireland's leading source of information about these important industries and has now established itself as the most important source of online news and gossip from the worlds of advertising, media and marketing.

### Adworld.ie Technical Specifications

Position	Cost	Specification
<b>ADWORLD Home Page Take Over</b>	<ul style="list-style-type: none"><li>• €1,800 per single week</li><li>• €3,000 per 2 weeks</li><li>• €5,000 per 4 weeks</li></ul>	
<b>ADWORLD Leaderboard</b>	<ul style="list-style-type: none"><li>• 1 x month rotating Leaderboard @ €600 ex VAT. 3 x month rotating Leaderboard @ €1,500 ex VAT (€495 pm)</li><li>• 6 x months rotating Leaderboard @ €2,500 ex VAT (€385 pm)</li><li>• 12 months rotating Leaderboard @ €4,500 ex VAT (€300 pm)</li></ul>	728 x 90px JPEG's, Gifs or HTML's with URL added into html formats
<b>ADWORLD MPU's (X4 rotating)</b>	<ul style="list-style-type: none"><li>• 1 x month rotating MPU @ €600 ex VAT</li><li>• 3 x month rotating or MPU @ €1,500 ex VAT (€495 pm)</li><li>• 6 x months rotating or MPU @ €2,500 ex VAT (€385 pm)</li><li>• 12 months rotating MPU @ €4,500 ex VAT (€300 pm)</li></ul>	300 x 250px JPEG's, Gifs or HTML's with URL added into html formats.

For further details, please contact: [kellie@adworld.ie](mailto:kellie@adworld.ie)

# Weekly eZine

Our self-subscribed eZine (Adworld Weekly) lands in 7,000+ mail boxes every Friday.

- ▶▶ The Adworld eZine has now firmly established itself as the most important source of news and gossip from the worlds of advertising, media and marketing.
- ▶▶ We receive dozens of submissions each week seeking to be included in the mix – a testament to its standing in the marketing universe!
- ▶▶ Ezine content is backed up by promotion across IMJ's social platforms.

### Adworld.ie Technical Specifications

Position	Cost	Specification	Deadlines
<b>eZine Leaderboard</b>	<ul style="list-style-type: none"><li>• €500 (ex VAT) for 1 week</li></ul>	650 x 83 pixels Basic GIFs or JPEGs only Leaderboard must be supplied as a JPEG or a GIF only as the e-zine does not support Flash (if an animated, it will need to be basic GIF)	Wednesday before publication (depending on availability)
<b>eZine MPU's</b>	<ul style="list-style-type: none"><li>• €500 (ex VAT) for 1 week</li></ul>	150 x 160 pixels MPU's must be supplied as a JPEG or a GIF only as the e-zine does not support Flash (if an animated, it will need to be basic GIF)	Wednesday before publication (depending on availability)

For further details, please contact: [kellie@adworld.ie](mailto:kellie@adworld.ie)





» The Adworld.ie jobsite provides advertisers with a platform to directly connect with potential new hires across the marketing, sales, advertising and digital landscape.

» In addition to current vacancies, the job site hosts a range of engaging and informative content from a host of industry experts.

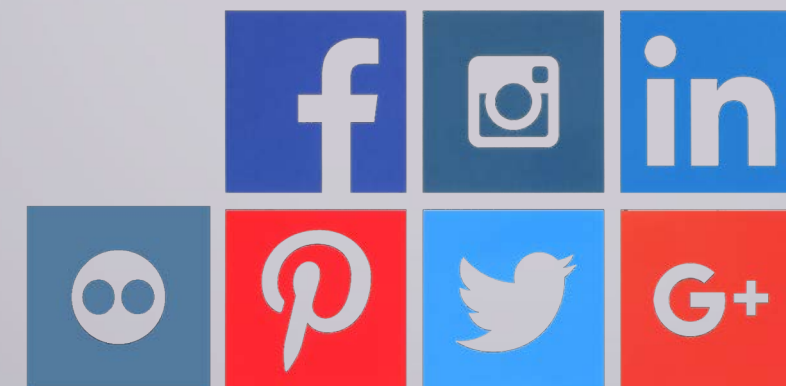
### Adworld.ie Technical Specifications

Position	Cost	Specification
Job Centre	<ul style="list-style-type: none"><li>• €350 (ex VAT)</li></ul> To include: <ul style="list-style-type: none"><li>• Your job posting for 6 weeks.</li><li>• Promotion on Social Media (Facebook, Twitter, Google Plus and LinkedIn)</li><li>• Excellent Volume discounts available for multiple listings</li></ul>	Email wording with high-res Company logo
MPU's	<ul style="list-style-type: none"><li>• 1 x month rotating MPU @ €600 ex VAT</li><li>• 3 x month rotating or MPU @ €1,500 ex VAT (€495 pm)</li><li>• 6 x months rotating or MPU @ €2,500 ex VAT (€385 pm)</li><li>• 12 months rotating MPU @ €4,500 ex VAT (€300 pm)</li></ul>	300 x 250 px JPEG's, Gifs or HTML's with URL added into html formats

For further details, please contact [kellie@adworld.ie](mailto:kellie@adworld.ie)

# Social Media

IMJ & Adworld.ie and our social media platforms.



Provide targeted access to an influential audience of brand managers, marketers, media planners and buyers. All eZine material is heavily promoted on social media each Friday and Adworld content is similarly supported as it is uploaded.



For more information please contact either  
**Kellie Kearns** at [kellie@adworld.ie](mailto:kellie@adworld.ie)  
 or **John McGee** at [john@adworld.ie](mailto:john@adworld.ie).  
 Or give us a call on **(01) 661 1660**.

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