

THE PHOENIX



MEDIA PACK 2018



Ireland's Best Selling Business & Political Magazine

PUBLICATION DATES 2018

January	12, 26	May	4, 18	September	7, 21
February	9, 23	June	1, 15, 29	October	5, 19
March	9, 23	July	13, 27	November	2, 16*, 30
April	6, 20	August	10, 24	December	14

* Phoenix Christmas Annual: Shelf Life 2 Months
Copy Deadline 7 days prior to issue date



Established 1983

Ireland's No.1 business & current affairs magazine.

70% of the Phoenix readership is ABC1

www.abc.org.uk

The Business Readership Survey conducted by IAPI – Institute of Advertising Practitioners in Ireland – states the Phoenix has the 2nd highest business readership of all magazines in Ireland.

RATES

ADVERT SIZE	PAGE COLOUR RATE
Full Page A4	€4,300
Half Page	€2,200
Quarter Page	€1,250
Inside Front/Back	€4,500
Back Cover	€4,800
Double Page Spread	€7,700
Inserts	Rates on request

ADVERT DIMENSIONS

A4 Full Page (bleed) 210mm x 297mm
(plus 5mm bleed on all sides)

A4 Full Page (non bleed) 186mm x 270mm

Half page (Landscape) 186mm x 132mm

Half page (Portrait) 91mm x 265mm

Qtr page (Portrait) 91mm x 132mm

Eighth Page (Landscape) 91mm x 64mm

*All sizes are **width x height**

MECHANICAL DATA

Printed: Heatset Web Offset

Trim Size: 210mm x 297mm

Type Area: 186mm x 270mm

Bleed: At least 5mm on all sides

SPECIFICATIONS

All copy to be provided on:

Media: Mac compatible CD or email.

Programs: InDesign, Photoshop 8. File

types: 300dpi + CMYK PDFs & JPEGs.

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