

THE PHOENIX

TEL: (01) 66 11 062

MEDIA PACK 2017



THE PHOENIX

44 Lower Baggot Street, Dublin 2

Tel: (01) 66 11 062 Fax: (01) 66 24 532

www.thephoenix.ie

Ireland's No.1 business & current affairs magazine

PUBLICATION DATES 2017

January	13, 27	May	5, 19	September	8, 22
February	10, 24	June	2, 16, 30	October	6, 20
March	10, 24	July	14, 28	November	3, 17*
April	7, 21	August	11, 25	December	1, 15

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

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.

For colour advertisements we require a digital Iris or Cromalin size for size proof.

Cancellation policy is 8 days prior to publication date.

THE PHOENIX

Established 1983

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

70% of the Phoenix readership is ABC1

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.

To Advertise Contact:

Tel: (01) 66 11 062

Biddy Mulcahy

email: biddymulcahy@eircom.net

Paul Hayden

email: paulh@thephoenix.ie

Copy & Advertising Production

Tel: (01) 66 11 062

email: production@thephoenix.ie

“The magazine with the inside stories.”

BOOK YOUR SPACE NOW!