



MEDIA PACK & OPPORTUNITIES 2019

The Irish Post Media Group

48 years of supporting the Irish Diaspora is something we are very proud of at The Irish Post - but there is no denying times have changed. Over the past four years, we have taken significant strides to develop our online offering and a wider understanding of the challenges facing publishers today. Backed by a prestigious programme of live events, streamed both online and via television broadcast, we have been able to help develop the modern voice of the Irish, globally.

Through social media platforms like Facebook and Instagram, The Irish Post has successfully engaged with audiences both old and new, offering fresh and engaging content curated by a vibrant young team of video editors and writers. That's only half of the challenge though.

Our clients are the key to our business and delivering their objectives through well balanced editorial or socially engaging video content is as important now as it was with the well-balanced paper of 48 years ago.



**5 MILLION UNIQUE
ONLINE VISITORS**

Regularly achieving over 5 million unique visitors a month on our platforms



**OVER 20 MILLION
FACEBOOK REACH**

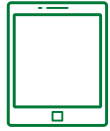
Our weekly facebook post reach is in excess of 20 million



**FACEBOOK FOLLOWING
DOUBLED TO 2 MILLION**

Continued growth and highly engaged with the content

Our services



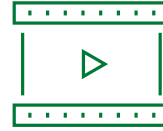
MULTI-PLATFORM

Pushing your brand across all relevant channels



SPONSORSHIP

Unique event sponsorship and content



VIDEO

Creating engaging content across all platforms



CREATIVITY

A creative team to help your visions become reality



EVENTS

3 highly regarded annual events



SOCIAL MEDIA

Access to our specialist team and platforms



EXPERIENTIAL

Attend our star-studded award ceremonies



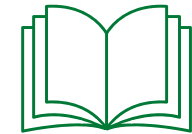
DATA ANALYTICS

Optimise your advertising with our analytics team



PARTNERSHIPS

Put your brand amongst the best



PRINT

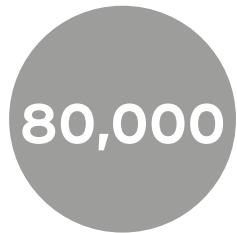
Magazines, newspapers and brochures

We can help you join up all the dots?

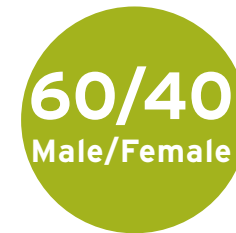
DIGITAL



PRINT MAGAZINES



EVENTS



all events televised by **TG4**

Our channels

THE Irish Post

THE Irish Post
AWARDS

 **IRISH TV**

Irish
eats.

loaded
.co.uk

TIPS.

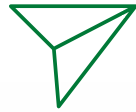


Channel: The Irish Post

We take a well balanced view of news features travel entertainment and celebrity on our web platform and are engaged with many top celebrities to bring some fun and great engagement to our social platforms.



2.1 MILLION FOLLOWERS



56 MILLION MONTHLY POST REACH



4.2 MILLION POST ENGAGEMENTS IN PAST 7 DAYS



1.8 MILLION LIKES



59% WOMEN
22% AGE 25-34

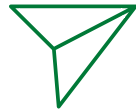


Channel: Irish Eats

A strong platform not only for Irish food and beverage brands but producing creative content that is well engaged for all food and beverage brands in the UK and USA.



18,000
FOLLOWERS



1 MILLION
POST REACH



100,000
DAILY PAGE VIEWS



19,000
SUBSCRIBERS
GROWING DAILY



57% WOMEN
27% AGE 25-34



OPPORTUNITIES BRANDED ONLINE CONTENT

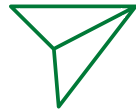


Channel: Irish Tips

A new platform but quickly growing with a well engaged audience. Fun but with a serious edge and a fans view of anything from GAA to Hurling and Rugby to Football.



24,000 FOLLOWERS



5 MILLION POST REACH



607,000 YTD PAGE VIEWS



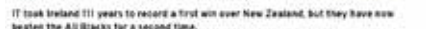
26,000 SUBSCRIBERS



74% MALE
45% AGE 18-24



IP | David Dunne | November 12, 2015 | 6.4k | Like | Comment | Share

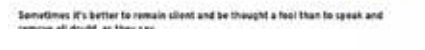


IP | Adam Lavin | November 12, 2015 | 5.4k | Like | Comment | Share

IRELAND and Ulster captain Rory Best has received an OBE from the Prince of Wales for services to rugby.



IP | Adam Lavin | November 12, 2015 | 4.6k | Like | Comment | Share



IP | Jack Bonner | November 12, 2015 | 1.7k | Like | Comment | Share

CONOR MCGREGOR has been handing out free bottles of his Proper Twelve whiskey to adoring fans in New York.

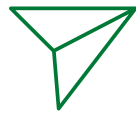


Channel: The Vault Sessions

Showcasing talent from the UK & Ireland normally live at the Vault in the old bank building we call our Office in London. But we also take the Vault Sessions on the road to some of London's top music venues for more intimate sessions with a crowd.



2.1 MILLION FOLLOWERS VIA IP



500,000 POST REACH



500,000 PAGE VIEWS



1.8 MILLION LIKES VIA IP



59% WOMEN
22% AGE 25-34

The Vault Sessions

19 videos · Updated about a month ago

▶ Play All



Vault Session - Donna Taggart
54K views · 6 June



Vault Session - Wyvern Lingo
7.9K views · 22 March



The Vault Sessions - Hudson Taylor
26K views · 17 January



The Vault Sessions Xmas Special - Hudson Taylor
60K views · 22 December 2017



The Vault Sessions - The Coronas
22K views · 11 October 2017

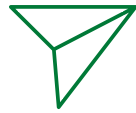


Channel: Loaded

We have nurtured the brand away from its recent incarnations of glamour. Exploring more of its roots around irreverent humour, creating original content for its online platform and growing its social media following to 1.4m; almost 3 times its readership back in the magazine's heyday.



1.4 MILLION
FOLLOWERS



12 MILLION
POST REACH



12 MILLION VIDEO
VIEWS IN PAST 5 DAYS



1.8 MILLION
SUBSCRIBERS



70% MEN
32% AG 25-34

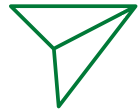


Channel: IrishTV

Irish TV is Ireland's first major international TV station. Having acquired this brand we use its skill to produce engaging content as the foundation for our content production.



120,000
FOLLOWERS



150,000
POST REACH



A MEDIA LIBRARY OF
OVER 100 UNIQUE
PROGRAMMES



140,000
SUBSCRIBERS



59% WOMEN
27% AGE 25-44



Events: The Irish Post Awards

The Irish Post Awards acknowledge contribution from the Irish globally since their founding in 1977. These prestigious Awards are televised across Ireland and globally via our social media channels.



1,200 BUSINESS LEADERS

Attendees of the Irish Post Awards 2018



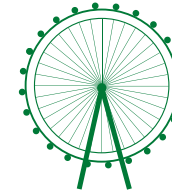
STREAMED LIVE GLOBALLY

A live television broadcast and social media channels



BRINGING IRELAND TO THE WORLD STAGE

Celebrating the Irish both in the UK and globally



LONDON VENUE

The event takes place at the Grosvenor House Hotel in London



ANNUAL CHARITY PARTNERS

Each year the Irish Post Awards select a charity partner

OPPORTUNITIES | RED CARPET SPONSORSHIP | POURING RIGHTS | AWARDS SPONSORSHIP



Events: The Irish Post Music Awards

Music is one of Irelands most alluring and captivating exports and has proved a powerful cultural connection to Ireland for the Irish abroad. The awards showcase the best of Irish talent and share it with a global audience.



10,000
ATTENDEES

Come together to celebrate
Irish music



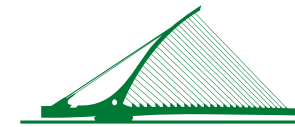
STREAMED LIVE
GLOBALLY

A live television broadcast and
social media channels



10 OF THE COUNTRIES
TOP ACTS PERFORM

Each year numerous acts
perform at the ceremony



DUBLIN
VENUE

The event takes place at the INEC
Killarney, Co. Kerr in Dublin



CELEBRATING NEW
TALENT

A platform for Irelands
emerging new talent

OPPORTUNITIES

EXPERIENTIAL

POURING RIGHTS

TV

AWARDS SPONSORSHIP



Events: The IP Country Music Awards

Country music as a genre is more popular each year and The Irish Post Country Music Awards, in association with TG4 and IMRO, is a momentous celebration of this timeless style.



2,500
ATTENDEES

Come together to celebrate
Irish country music



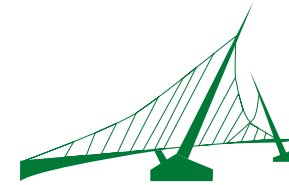
STREAMED LIVE
GLOBALLY

A live television broadcast and
social media channels



10 OF THE COUNTRIES
TOP ACTS PERFORM

Each year numerous acts
perform at the ceremony



DERRY
VENUE

The event takes place at the
Millennium Forum in Derry



STAR STUDDED
LINE UP

Each year over 10 of the countries
top performers take the stage

OPPORTUNITIES

EXPERIENTIAL

POURING RIGHTS

TV

AWARDS SPONSORSHIP



Rate card

We are proud to be a digital first platform, with the unique position of valuing our heritage of the newspaper.

DIGITAL

CPM	£6
Leaderboard Advert - 100,000 impressions	£500
MPU Advert - 100,000 impressions	£500
Sponsored Article	£750
Website Takeover	On Request
Video Content Creation * (inc. animation, filming, editing etc.)	As Per Brief
FaceBook Post	£500
Instagram Post	£300
Social Media competition	£1,000

PRINT

SCC:	£12.50
5x2 (50mm H x 84mm W)	£125
10x2 (100mm H x 84mm W)	£250
10x3 (100mm H x 129mm W)	£375
17x3 / Quarter Page (170mm H x 129mm W)	£640
17x6 / Half Page (170mm H x 262mm W)	£1,250
34x6 / Full Page (340mm H x 262mm W)	£2,500

*Typical campaigns are for minimum of 50,000 views
All prices are excluding VAT

