

eolas

Informing Ireland's decision-makers...



Media Pack

Informing Ireland's decision makers

eolas magazine reaches Ireland's key decision-makers and influencers in government and business.

The magazine discusses a variety of key business affairs along with crucial policy issues through a mix of interviews and in depth editorial articles. eolas has a team of in-house journalists who research and produce high quality articles covering all aspects of Irish business and political affairs as well as regular Europe and Public Affairs updates.

The comprehensive editorial content provides an excellent backdrop to profile your company to a captive audience of public and private sector professionals across a range of sectors.



Special in-depth features are scheduled during the year and include topics such as:

- business and finance
- health
- education
- energy
- infrastructure
- export
- technology
- environment & sustainability
- housing
- construction
- public affairs
- local government
- transport
- criminal justice
- learning and skills

Readership

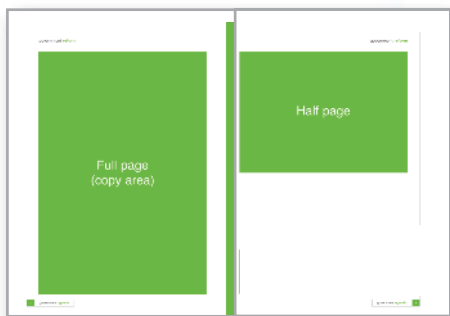
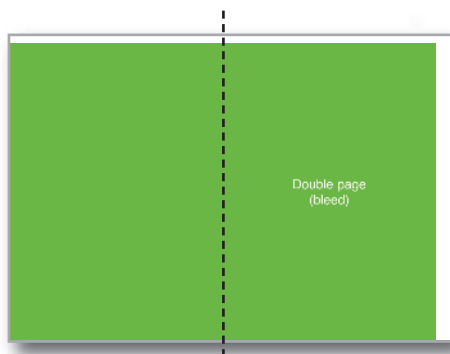
eolas takes a modern approach when covering in-depth analysis of major policy issues that impact upon the business and public sectors in Ireland and readership includes:

- Managing Directors and Chief Executives of the Top 150 companies
- Chief Executives within the financial sector including banks, stockbrokers and financial advisory firms
- Government Ministers, Dáil and Seanad members and committees
- Ministerial special advisors
- Senior management in the Technology sector
- Managing Partners of the top Irish law firms
- Government departments and agencies
- Senior managers and directors in the health sector and education boards and trusts
- Managers in public transport bodies
- County Managers and heads of departments in Local Government
- Leaders in business and industry
- Managers in agriculture and food
- Voluntary & community sector management

Creative marketing opportunities

Creative marketing activities include: advertisements, advertorials (editorial style branded pages), front cover profiles, sponsorship of special reports,

Ratecard



Rate card for advertorial/profile*	
Double page spread	€2,995
Full page colour	€1,995
Half page colour	€1,295
Special positions*	
Inside front cover	€2,495
First right hand page	€2,395
Outside back cover	€2,695

*Series discount rates available. All prices are subject to VAT

Mechanical data

- **Double page spread**
Bleed - 426mm x 303mm
Trim - 420mm x 297mm
- **Full page**
Copy area - 170 mm x 246mm
Bleed - 303mm x 216mm
Trim - (A4) - 297mm x 210mm
- **Half page horizontal**
Copy area - 122mm x 170mm
- **Half page vertical** - 246mm x 81mm
- **Quarter page** - 81mm x 117mm
- **Banner advert (strip ad)** - 45mm x 120mm

High profile opportunities

Gatefolds, tip-ons, and wrap arounds are also available.

General

1. All artwork should be supplied in digital format.
2. All fonts, scanned images and graphics should be included on the disk or email (even though they may also be embedded into the artwork).
3. All fonts should be Postscript format.
4. All artwork, scanned images and embedded graphics must be CMYK ink separated for printing.
5. Scanned images and graphics should be saved as 'eps' files (filename.eps) or 'tif' files (filename.tif). Photographic files may also be saved as 'jpeg' (filename.jpg).