

Irishbuilding

the magazine of choice for construction professionals



Your multi-media marketing partner, in print, on the web, through social media... we've got you covered.



building connections

Irish building is the most widely read publication & most highly regarded media brand for the construction industry in Ireland.

Irish building is the only subscription based magazine reaching all key levels of the decision making chain. With a print, web & digital presence Irish building is the

Irish building has a clear editorial ethos: Credibility & Quality.

All content is written by experts in their field & provides a uniquely informed perspective on the sector. We provide a trusted reader friendly platform in which to access the most up-to-date information. A single focus of promoting excellence in the industry informs all content.

most effective tool you can use to connect with the construction industry. Business is about building connections. Over the past 25 years we have built a trusted relationship with our readers. We communicate the news, interview industry leaders, report on current affairs, events, provide industry analysis, company & project profiles to our sector. Irish building has an unrivalled exposure & influence with the industries decision-makers.

Distributed to main & specialist contractors, architects, engineers, QS's, suppliers, stake holders, key clients, specifiers, government departments, local authorities, manufacturers & the allied sectors, from concept to completion. Irish building is **the magazine of choice for construction professionals**

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join the conversation

digital edition

Substantially increasing the readership & exposure, each issue of Irish building now has an enhanced, cover to cover digital edition. Distributed electronically to our extensive email data base & accessed from our homepage the digital edition can be viewed on your PC, tablet and smart phone. The entire edition can be searched, downloaded, pages can be e-mailed & readers can discuss the topics with colleagues through social media. In combination with our print circulation there is no more effective way to get the industry to hear what you have to say.

All advertising placed in the magazine is published in our digital edition at no extra cost & has hyperlinks installed making your company email & website one click away from our readers. Video & other interactive elements can be added.

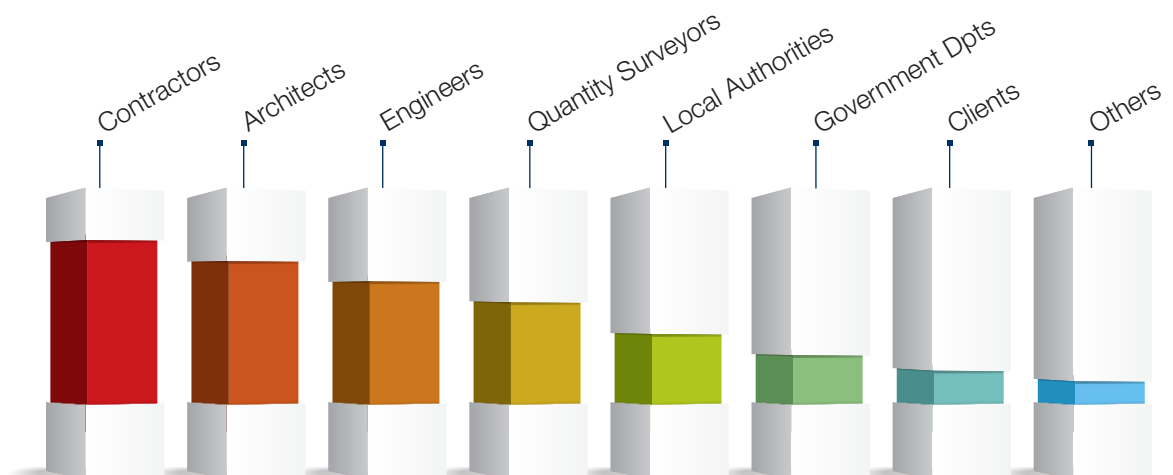
web

irishbuildingmagazine.ie is the industries most visited daily construction news & information portal. The site provides breaking news (updated several times a day), interviews, project & company profiles, legal & regulation articles plus the very latest technology & product developments.

social media

Irish building has fully embraced social media. Daily news items & selected web content is tweeted, added to Facebook and Google+ & posted to our LinkedIn group forums making Irish building part of our industries daily conversation. Through our site & social media we are connecting with industry professionals on a daily basis.

readership breakdown



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advertising rates

Irish Building Magazine Print & Digital

| Ad Size | Dimensions | Rate |
|-------------------|-----------------------------|--------|
| DPS | 290mm H x 480 W + 5mm Bleed | €3,995 |
| Full Page | 300mm H x 200mm W | €2,995 |
| Full Page Bleed | 330mm H x 240mm W + 5mm | €2,995 |
| 1/2 Page | 140mm H x 200mm W | €1,995 |
| 1/2 Page Vertical | 300mm H x 98mm W | €1,995 |
| 1/4 Page | 140mm H x 98mm W | €1,395 |

www.irishbuildingmagazine.ie

Banner Placement

| Ad Position | Dimensions | Rate |
|---------------|--------------------------|------|
| Top Banner | 700 x 90 pixels 1 month | €995 |
| Side Banner | 330 x 250 pixels 1 month | €495 |
| Bottom Banner | 700 x 90 pixels 1 month | €695 |

Breaking News Item Placement

| Ad Position | Dimensions | Rate |
|---------------|------------------------------------|------|
| Breaking News | 700 x 120 pixels Exclusive 1 month | €795 |
| Shared | 1 month (3 Co's Max) | €495 |

technical

For the printed magazine, please send the advert artwork as a Print Ready PDF laid out at the correct dimensions (as detailed above) and crop marks. Add bleeds when appropriate.

For web advertising, we accept JPG and PNG files laid out at the exact pixel dimensions.

contact

For information on any of our services please get in touch with Colin Walsh our Marketing Director.

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