

# WHY ADVERTISING WITH The Irish Catholic WORKS



*"In the past whenever I've used  
The Irish Catholic it has  
performed consistently  
well for my clients"*

**askdirect**  
a fundraising and direct marketing agency

*"We would highly  
recommend advertising  
with The Irish Catholic  
if you want to see  
significant returns for your  
investment."*

  
**irish  
cancer  
society**



## WHAT OUR CUSTOMERS ARE SAYING



MARIAN PILGRIMAGES  
~ The Medjugorje Specialists ~

*Marian Pilgrimages has used the Irish Catholic for over 10 years. As a pilgrimage tour operator, it is paramount that we have a presence in the paper as those wishing to travel on pilgrimage will go to the Catholic for information on upcoming trips. We have found the team in the Catholic consistently professional and easy to deal with.....It is our intention to continue to work with the Catholic for all of our advertising.*



*As a charity, it is important to us that we see significant returns from our advertising spend and our inserts in The Irish Catholic has achieved that for us. This year's inserts nearly doubled the return rates we achieved in comparison with other national publications. We have worked with The Irish Catholic newspaper on a number of campaigns including donor recruitment and legacies....we would highly recommend advertising with The Irish Catholic if you want to see significant returns for your investment.*

# Why Advertising with The Irish Catholic brings returns

## There are 3.8 million Catholics in Ireland.

### The Irish Catholic delivers international, national and local news, health, family & lifestyle features and Catholic Church news to that audience of Catholics every single week and online every single day.

**T**he last census (2011) showed that 84% Irish people identify themselves as Catholic. It also showed that just under 40% of Catholics go to mass. That's over 1.5 million Catholics in Churches every Sunday. This audience is generally in the 50 + age group.

The Irish Catholic newspaper is a weekly national newspaper which is sold in almost every church by an army of volunteers and promoted by the priests in their parish bulletins and sometimes from the altar. Our readership is over 90,000 based on our distribution network with 30,000 copies distributed to every church and many newsagents.

So why does The Irish Catholic work for advertisers? It is simple says Garry O'Sullivan Managing Director. "Our readers are predominately part of the older population and during the boom the income of this group grew four times more than

that of the 18-64 group and their average income fell only 5% between 2009 and 2011, according to new figures from the Central Statistics Office. 87% of those over 65 are living in owner-occupied housing."

"This age group is largely mortgage free, have raised their children and have disposable income and savings. As Catholics, they are of a generation that consistently gives to charitable causes and is also willing to spend on health and comfort products, never was there a better time to reach out to the 'grey pound' and The Irish Catholic which is distributed to nearly every church in Ireland reaches this target with brilliant results and has according to one national charity outperformed a well know national daily newspaper.

But don't just take our word for it, read what our advertisers are saying about their high returns in this niche newspaper.

## TO BOOK YOUR AD

Call the advertising office today on **01 6874024** to find out what type of advertisement fits the best for your business.

Book your space before 1pm Tuesday to ensure your ad appears in our next edition

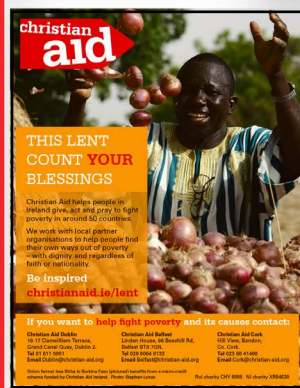




Banner ad

Full Page

Half Page



Quarter Page



2 columns x 8.5cm



2 columns x 8.5cm



2 columns x 5cm



# ADVERTISING RATES

## News Section

€2,000	Full Page
€1,000	Half Page
€500	Quarter Page 17(h)x 12.9cm
€750	Front Page Banner 5cm (h) x 26cm (w)
€360	18cm (h) x 8.5cm (w)
€240	12cm (h) x 8.5cm (w)
€160	8cm (h) x 8.5cm (w)
€100	5cm (h) x 8.5cm (w)

## Classified Section – Box Ads

€1000	Full Page
€500	Half Page
€250	Quarter Page
€180	18cm (h) x 8.5cm (w)
€120	12cm (h) x 8.5cm (w)
€80	8cm (h) x 8.5cm (w)
€50	5cm (h) x 8.5cm (w)
€25	Lineage ad (header and 4cm (w) x max. 6 lines of text)

## Inserts

€2750 – max. 8g

Inserts, weighting more than 8g are adjusted depending on the weight to correspond with additional postal charges.

## Wrap around

€5000

A full 4 page spread wrap around the outside of 30,000 papers.

## Online

€250	Headline banner advert 220x220 pixels
€180	Side-line banner advert 220x220 pixels

All of the above prices are subject to VAT.

# Online

The Irish Catholic Online offers high-impact advertising solutions whether your marketing goal is to launch a new product or service, drive traffic online, or build brand awareness. We do this by targeting our audience for a blended and balanced ad campaign.



## Some of our regular advertisers



Merchants Quay Ireland

