



Irish Farmers Journal

MEDIA KIT

IRISH farmersjournal.ie
FARMERS
JOURNAL

www.farmersjournal.ie

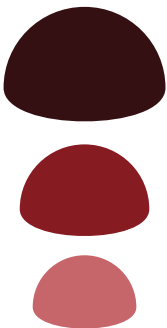
The *Irish Farmers Journal* is one of the top selling national newspapers in Ireland reaching 247,000 readers on a weekly basis. The *Irish Farmers Journal* and *farmersjournal.ie* is to farmers what the Financial Times is to business – it helps them make money, it's an essential tool for their business and is also read for pleasure.

Our Mission:

to enhance the competitiveness of Irish farming and the wellbeing of those involved in the sector

Our vision:

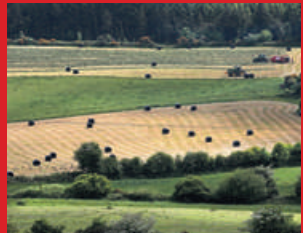
to be a force for positive change in Irish agriculture



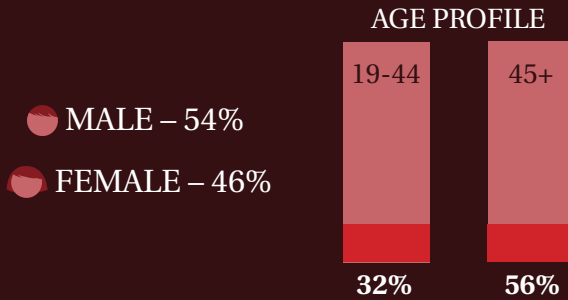
Editorially Diverse...

All the key farming sectors (beef, sheep, dairy, tillage and machinery) are covered extensively from both a national and international perspective by our leading team of agricultural specialists.

Irish Country Living, the consumer weekly magazine with *The Irish Farmers Journal* broadens the consumer focus of the whole publication with its editorial range from food and health to fashion to motoring, gardening and property.



Who are our readers



Weekly readership

247,000

(JNRS 2014-2015)

Leaving Cert students of Agricultural Science subscribe in large numbers due to the inclusion of the official curriculum for each discipline weekly in the paper.

Demographic

139,000

of our readers belong to F demographic (JNRS 2014-2015)

51,000

of our readers are ABC 1

48%

of our readers are main shopper for Family (JNRS 2014-2015)

Focus Features



Special Publications



Complete List of **Focus Features** and **Special Publications** available on farmersjournal.ie/advertising

News sections

FARM BUILDINGS: Using 3D imaging to design a shed
BEEF: What's on the menu for grass cattle rearing finally?
FARM SAFETY SPECIAL: Make your farm a safer place to work

IRISH FARMERS JOURNAL
 You have to be honest about how you feel

JFA & Goodman clash on levies
IT'S WAR

Take the stress out of sorting your cows...
 Drafting

1890-500-24-7

FARMER KNOW-HOW: How to hang a gate...
MILK LEAGUE: July price increase lifts gloom...
BEEF: Four options to consider for store cattle...

IRISH FARMERS JOURNAL
 Bringing it all home

Factories do not compete for farmers' cattle - report
Progress on live cattle to turkey

Top tips on animal health
FOCUS

THE ONLY EARLY IBR VACCINE RELY ON RISPOVAL
Rispoval IBR VACCINES

FARMERS JOURNAL
MACHINERY
 + **TOPLINK.IE CLASSIFIEDS**

Six pages of pedigree coverage
 See each page

Case studies
 We check out the New Loughans and Maudslows

OnePass easy pay This Amazon can be yours for only €3200

BUY REPOCELL INTERMEX 2004 AND GET A SET OF AMAZING TIRE TOOLS

PEDIGREE LIVESTOCK
 + **TOPLINK.IE CLASSIFIEDS**

EYES ON THE PRIZE

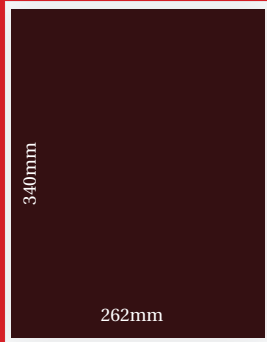
The award-winning pedigree breeder from...

This award-winning pedigree breeder from...

News sections

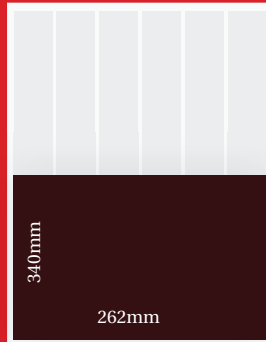
Journal 1 & Focus Supplement

Full page



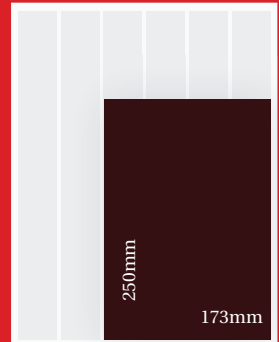
€9,996 Black & White
€15,300 Full colour

Half page



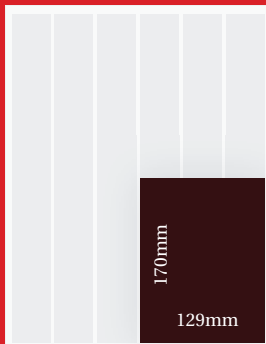
€4,998 Black & White
€7,650 Full colour

25x4



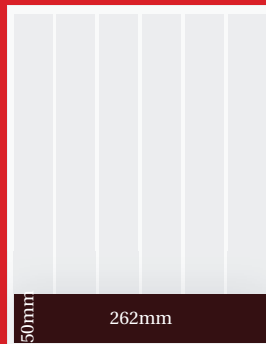
€4,900 Black & White
€7,500 Full colour

Quarter page



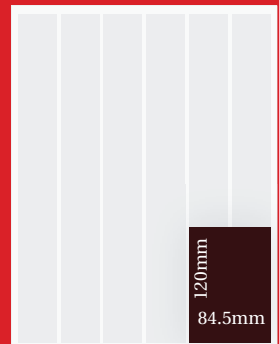
€2,499 Black & White
€3,825 Full colour

Front solus strip



€4,391 Journal Cover
€2,250 Focus Supplement

12x2



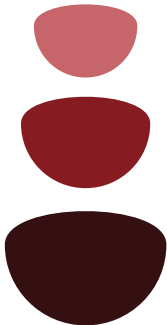
€2,499 Black & White
€3,825 Full colour

1 column = 40mm, 2 column = 84.5mm, 3 column = 129mm, 4 column = 173mm,
5 column = 218.5mm, 6 column = 262mm. Column depth = 340mm. SCC = €49 (B&W)
€75 (Colour) Booking deadline for the Irish Farmers Journal is Mondays at 5pm

Irish Country Living

Irish Country Living, the consumer weekly magazine with the Irish Farmers Journal broadens the consumer focus of the whole publication. With its diverse editorial range from food, health and fashion to motoring, gardening and property alongside recruitment, it enjoys tremendous loyalty among Irish farm families.

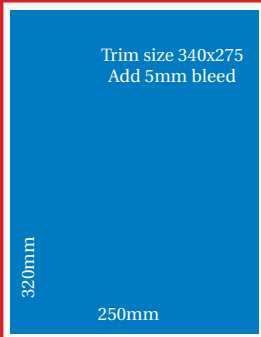
Irish Country Living's editorial reflects its readers' interests and it's Editor Mairead Lavery (also known from Newstalk) as well as Neven Maguire and Gerry Daly have a cult following.



Irish Country Living

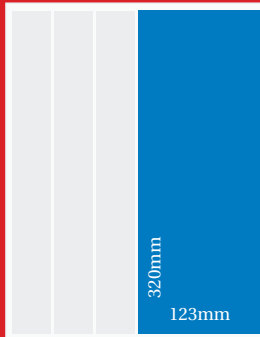
Including Property & Careers

Full page



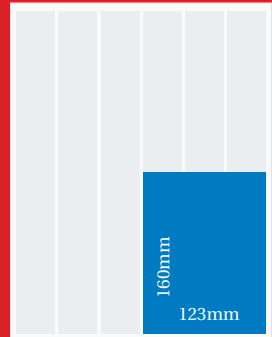
€6,272 Black & White
€9,600 Full colour

Half page vertical



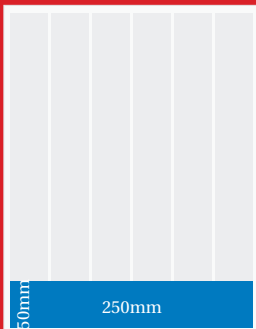
€3,136 Black & White
€4,800 Full colour

Quarter page



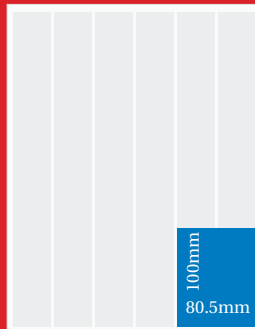
€1,568 Black & White
€2,400 Full colour

Front solus strip



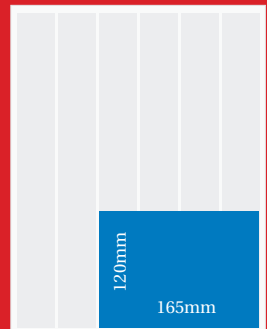
€1,500 Full colour

10x2



€660 Black & White
€1,000 Full colour

12x4



€1,584 Black & White
€2,400 Full colour

1 column = 38mm, 2 column = 80.5mm, 3 column = 123mm, 4 column = 165mm,
5 column = 208mm, 6 column = 250mm. Column depth 320mm. SCC = €33 (B&W)
€50CC (Colour) Booking deadline for for Irish Country Living is Mondays at 5pm

Toplink Linage Ads - Print & Online

Farming Classifieds for Farming People

Toplink.ie is the farming classifieds website from the publishers of the *Irish Farmers Journal*. It is a trusted, farming focused and easy to use online classified website which allows users to find exactly what they need without having to sift through what they don't.

The Toplink.ie website is a medium for serious farmers who wish to continue the practice of buying and selling Livestock & Machinery etc privately – a practice that has taken place over the last 60 years through the *Irish Farmers Journal* classifieds pages and continues to thrive and grow both in print and on-line

STANDARD €17 PER WEEK - Online and 15 words in print, with bold heading & phone number

Ashleigh Mullen PBR Limosin, is export tested, BVD tested, fertility tested, extremely docile.
087 788 5902 Meath

SHADED LINAGE €22 PER WEEK - Online and 15 words in print, with shaded background, bold heading & number

Ashleigh Mullen PBR Limosin, is export tested, BVD tested, fertility tested, extremely docile. **087 788 8402** Meath

STANDARD LINAGE BOX €25 PER WEEK - Online and 15 words in print, with ruled black box, bold heading & phone number

Ashleigh Mullen PBR Limosin, is export tested, BVD tested, fertility tested, extremely docile.
087 788 5402 Meath

PICTURE €29 PER WEEK - Online and 15 words in print, picture, bold heading & number with a line above and below



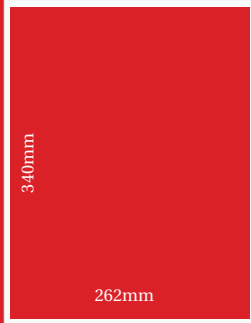
Ashleigh Mullen PBR Limosin, is export tested, BVD tested, fertility tested, extremely docile.
087 763 3402 Meath

IMPACT STYLE €35 PER WEEK - Online and 15 words in print, with ruled red box, bold heading & phone number

Ashleigh Mullen PBR Limosin, is export tested, BVD tested, fertility tested, extremely docile.
087 788 5402 Meath

Toplink Display Ads - Print

Full page



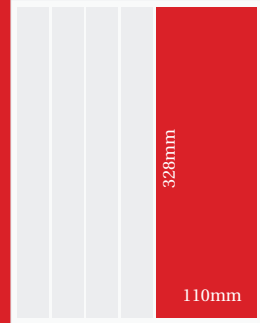
€9,996 Black & White
€15,300 Full colour

Half page horiz.



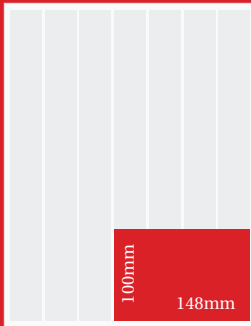
€4,998 Black & White
€7,650 Full colour

Column depth x 3



€2,499 Black & White
€3,825 Full colour

10x4



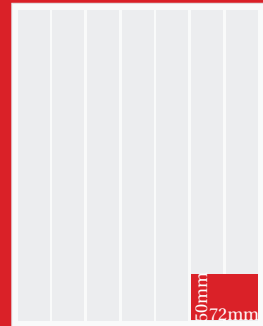
€600 Black & White
€800 Full colour

12x2



€360 Black & White
€480 Full colour

5x2



€150 Black & White
€200 Full colour

1 column = 40mm, 2 column = 84.5mm, 3 column = 129mm, 4 column = 173mm, 5 column = 218.5mm, 6 column = 262mm, 7 column = 262mm. Column depth 340mm. SCC = €75C
Booking deadline for the Toplink Telesales Print edition is Tuesdays at 5pm

farmersjournal.ie



ONLINE TRAFFIC



1,000,000

pageviews every month,
across all platforms.

Advertising Solutions - Digital Display



LEADERBOARD

728X90 pixels

€14



MPU

300x250 pixels

€14



APP MPU

300x250 pixels

€14



APP BANNER

320X50 PIXELS

€14



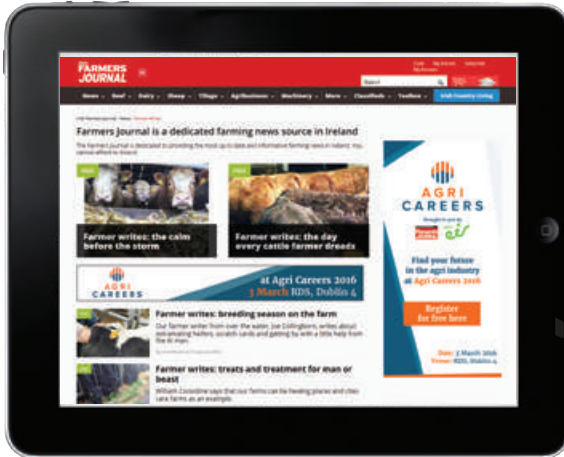
NATIVE CONTENT

ARTICLE

€1,500per month



Enhanced Options – Digital Display



DOUBLE MPU

300x600 pixels

€18

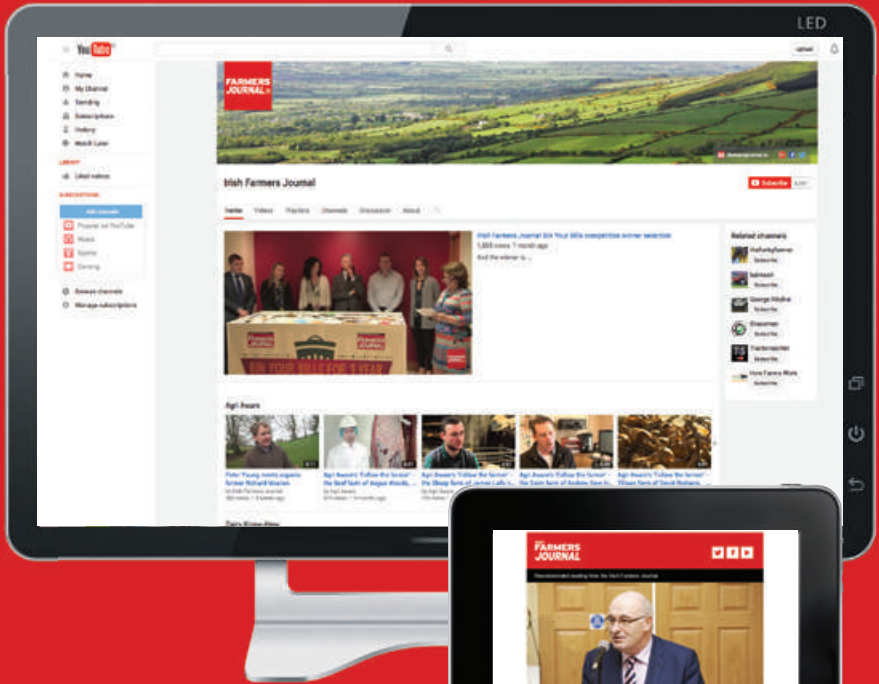


VIDEO

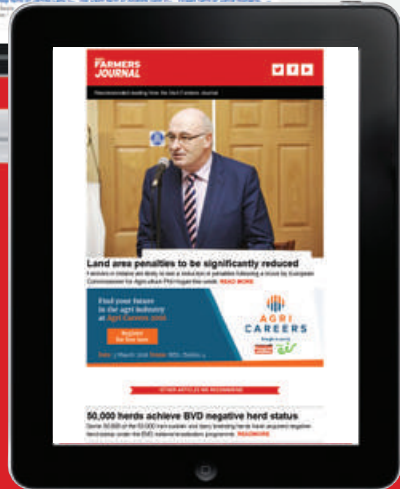
300x250 pixels

€18

Enhanced Options – Digital Display



**IRISH FARMERS JOURNAL
YOUTUBE CHANNEL**



**IRISH FARMERS JOURNAL
EMAIL NEWSLETTER**



Farmers Journal App – Options



Farmers Journal App – Options



APP OPTION 1:

Where:

When swiping left to right through articles it appears after every 5th article

TYPE OF AD:
Mobile MPU
300x250

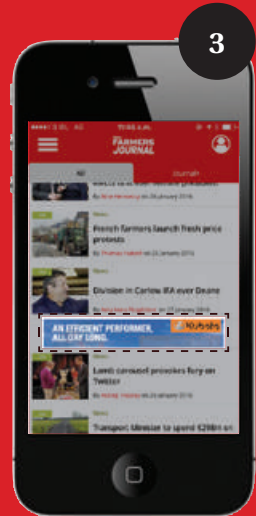


APP OPTION 2:

Where:

MPU at the bottom of the article.
– *Appears when somebody scrolls down to the bottom of the article/finished reading article*

TYPE OF AD:
Mobile MPU
300x250



APP OPTION 3:

Where:

In the main newsfeed for every channel ie. News, beef, sheep etc.
– *Appears after every tenth article*

TYPE OF AD:
Mobile Leaderboard
320x50

Traction Marketing Solutions is your one-stop-shop for all your advertising and creative needs.

Our specialist team are highly skilled at delivering your business marketing messages through multiple channels. With a wealth of knowledge and experience in the agricultural sector, we can help you build your brand, generate sales and stand out from your competitors.





Services from Traction Marketing Solutions:

Agency Solutions

Traction Marketing Solutions is much more than just advert creation. We will manage all of your marketing requirements from media planning, booking, creative design, video and photography. Giving you the complete service from dedicated agricultural specialists.

Campaign Building

If you have a campaign that you wish to promote but not sure how to go about it, let Traction Marketing Solutions help. We will work with you to create a fully integrated campaign to span across print, online and video giving you the confidence that your message is heard. We will brainstorm ideas and concepts with you and create engaging concepts that will engage with your customers.

Creative Solutions

Our team can create your print and online adverts for you to your requirements, ensuring that they stand out and give you that competitive edge.

Video

We will work with you from concept to final delivery and everything in-between to produce a high quality video that meets your requirements, whether it be for training purposes, a corporate video, and technical information or simply to build awareness.

Native Content

Traction Marketing Solutions can create and publish content written for you to promote your product or service. Our team are experts in their fields of technical and consumer content writing, giving you full confidence that your business is being represented to the maximum. We can help with booking media space online and in print, not only in the Irish Farmers Journal, but across a multiple of platforms to deliver your key business message.

So whether it's a brand launch, online and print adverts,
video or your own bespoke native photography,
Traction Marketing Solutions are your premier Agricultural agency.
Call 01 4199 582 or visit www.tractionmarketing.ie

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