

IRISH AMERICA

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Since

1985



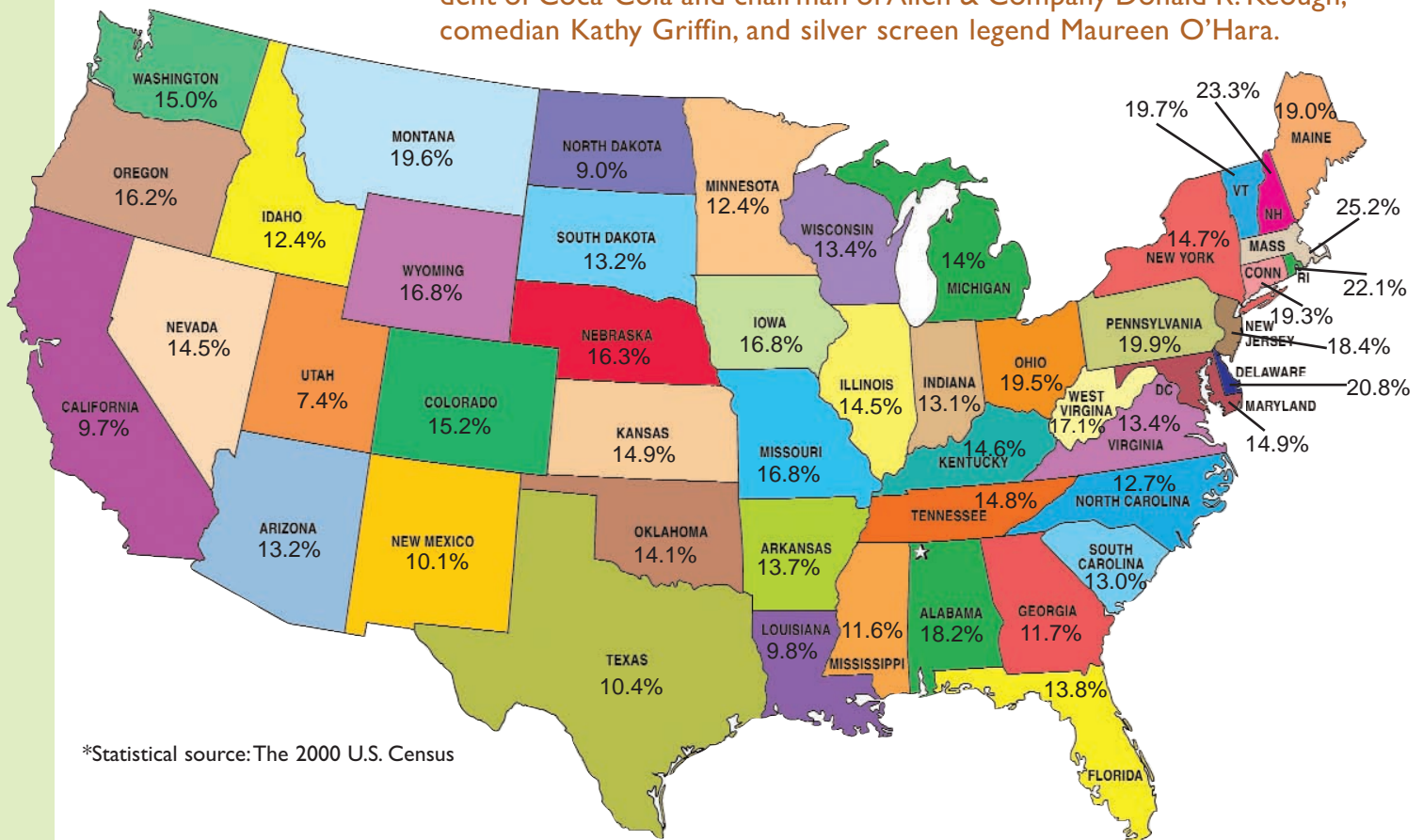
IRISH AMERICA

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Irish America magazine is the leading national glossy publication of Irish interest in North America.

Since its inception in October 1985, *Irish America* has become a powerful vehicle for expression on a range of political, economic, social and cultural themes that are of paramount importance to the Irish in the United States. It has helped re-establish the Irish ethnic identity in the U.S. (40 million according to the last U.S. census) and highlights the best political and business leaders, organizations, artists, writers and community figures among the Irish in America.

Now in its 26th year, each bi-monthly issue is a celebration of the growing resurgence of Irish heritage among Irish Americans here today, with an emphasis on the enormous achievements of distinguished and diverse Irish Americans such as superstar and humanitarian Bono, former president of Coca-Cola and chairman of Allen & Company Donald R. Keough, comedian Kathy Griffin, and silver screen legend Maureen O'Hara.



*Statistical source: The 2000 U.S. Census

We extend to you an invitation to target the Irish-American community in their magazine of choice.

Breakdown of Circulation

Irish America magazine is sold primarily through subscriptions, with a percentage of magazines sold via newsstands nationally through Curtis Circulation.

Total Readership: 100,000

BREAKDOWN BY REGION

NORTHEAST: 65,000
MIDWEST: 15,000
WEST COAST: 15,000
SOUTH: 10,000

BREAKDOWN BY STATE

New York: 35,000
New Jersey: 12,500
New England (NH, VT, ME, MA): 12,000
Connecticut: 10,000
California: 6,500
Illinois: 3,500
Florida: 3,000
Ohio: 2,500
Pennsylvania: 2,500
D.C.: 1,500
Texas: 1,000
Misc. (AZ, DE, GA, ME, MI, NH): 10,000



Irish America events images, clockwise from bottom: Taoiseach Brian Cowen with Vanessa Redgrave. President Bill Clinton with IA staff. Golfer Pádraig Harrington. Maureen O'Hara and Gregory Peck. Comedian Kathy Griffin.

*Please note: figures can vary +/- 4% due to newsstand sales – figures represent average circulation per issue.

Closing and On-Sale Dates

ISSUE	SPACE CLOSING	ARTWORK DUE	ON SALE
FEB/MAR	12/20	12/23	1/17
APR/MAY	2/21	2/24	3/7
JUNE/JULY	4/17	4/20	5/9
AUG/SEPT	6/19	6/22	7/10
OCT/NOV	8/21	8/24	9/11
DEC/JAN	10/29	11/2	11/13

All materials should be shipped to the attention of:

Ms. Tara Dougherty

Irish America Magazine

875 Avenue of the Americas, Suite 201

New York, NY 10001

(P): 212-725-2993 x150

(F): 212-244-3344

tara@irishamerica.com

Advertising Rates

Irish America events images, clockwise from top: US Secretary of State Hillary Clinton, IA editor Patricia Harty and publisher Niall O'Dowd with US Economic Envoy to Northern Ireland Declan Kelly and the Business 100, the cast of *Finian's Rainbow*, NY Times columnist Maureen Dowd, Bank of America President and CEO Brian Moynihan.



SIZE	COST
2 Page Spread 4/c	7500
Full Page 4/c	6000
1/2 Page 4/c	4850
1/3 Page 4/c	3930
1/4 Page 4/c	3175
1/8 Page 4/c	1350
Full Page b/w	5400
1/2 Page b/w	4365
1/3 Page b/w	3535
1/4 Page b/w	2850
1/8 Page b/w	1215
Covers 2, 3, & 4	8000

*All rates are Net Priced *No Additional Charge for Bleeds

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Ad Specs for Irish America Magazine

**Actual Magazine Page Trim Size:
8 inches by 10.875 inches**

Via E-mail:

Creative can be e-mailed as a JPEG or PDF file and must be at a resolution of at least 300 DPI.

PDF:

If sending a PDF file, please make sure that all images are 300 DPI and CMYK. Also, be sure to allow for trim & bleed. We cannot make any changes to a PDF file – everything must be correct.

- **Full Page Ad Non-Bleed:** 7 inches by 9.875 inches (this is a live area and a .5 inch safety on all sides).
- **Full Page Ad with Bleed:** 8.75 inches by 11.5 inches. The live area is 7 inches by 9.875 inches.*
- **Half Page Ad Non-Bleed:** 7 inches by 5 inches
- **Half Page Ad with Bleed:** 8.75 inches by 5.5 inches. The live area is 7 inches by 5 inches.*
- **Third Page Vertical Ad Non-Bleed:** 2.15 inches by 9.875 inches
- **Third Page Vertical Ad with Bleed:** 3 inches by 11.5 inches. The live area is 2.15 inches by 9.875 inches.*
- **Quarter Page Ad Non-Bleed:** 3.5 inches by 5 inches
- **Eighth Page Ad Non-Bleed:** 3.5 inches by 2.5 inches

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Irish America Events 2012



MARCH **Honoring the Legacy**

Irish America celebrates those Irish Americans whose impact in their various fields have left long and lasting legacies. Each year Irish America inducts new members into this most prestigious Hall of Fame, past honorees including Chuck Feeney, Michael Flatley, Mary Higgins Clark, President Bill Clinton and Dr. James Watson.



SEPTEMBER **The best Irish players on Wall Street**

The 15th Annual Wall Street 50 is a celebration of the accomplishments of Irish Americans in the financial community. Honorees make an impressive display of business acumen, including financial leaders not only from New York, but from across the nation.



OCTOBER **Ireland with a Southern flair**

In this special issue we pay tribute to the Irish contribution in the Southern states. The honorees profiled have inspired us with their work and dedication, and will be feted at our seventh annual Stars of the South dinner.



DECEMBER **A gathering of the best business minds of Irish heritage**

The 27th Annual Business 100 is a celebration of Irish-American corporate success across the nation. The executives honored represent some of the most powerful corporations in the world.