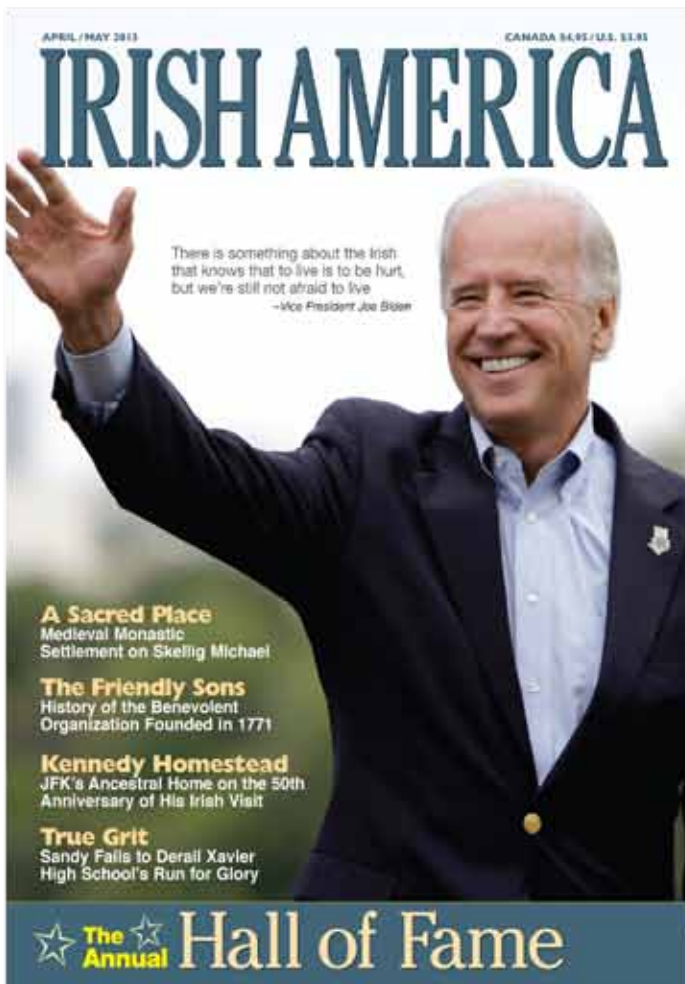


OVER 30 YEARS IN PRINT

The following are the titles of the featured articles on each cover:

- January 2007:** The Year of Michael
- February 2007:** Judy Collins
- March 2007:** THE TOP 100 IRISH AMERICANS EVER!
- April 2007:** 50
- May 2007:** FINIAN MCCORMACK
- June 2007:** COURTNEY BISHOP
- July 2007:** LEADING WITH PURPOSE
- August 2007:** George Clooney
- September 2007:** top 100
- October 2007:** The Report on Ireland
- November 2007:** Bill Clinton
- December 2007:** William F. Buckley Jr.
- January 2008:** 10/12 The 1916 Easter Uprising
- February 2008:** Gregory Peck
- March 2008:** Joe Sacco
- April 2008:** Coco Rocha
- May 2008:** Screen Legend Maureen O'Hara
- June 2008:** 100 Tom Hanks Irish American Year
- July 2008:** Hall of Fame
- August 2008:** Edna O'Brien
- September 2008:** Gabriel Byrne
- October 2008:** Rhythm & Strings
- November 2008:** 50 The Life of Brian
- December 2008:**

## EVENTS



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. (34.7 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.

Celebrating over 30 years in print, 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

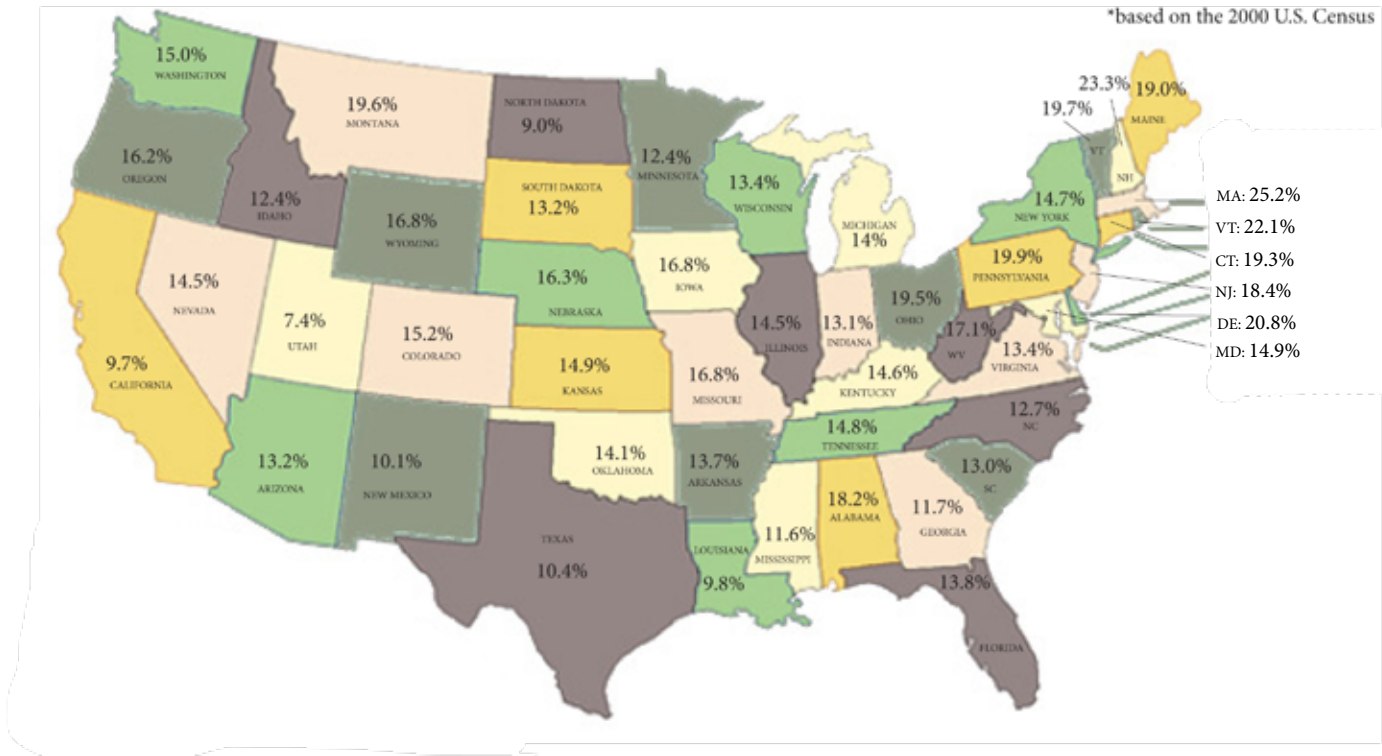
Americans such as superstar and humanitarian Bono, President Bill Clinton and silver screen legend Maureen O'Hara.

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





# The Irish in America



## Where are our readers?

Total Readership: 100,000

### BREAKDOWN BY REGION

NORTH EAST: 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,MO, MI, NM): 10,000

# Closing and On-Sale Dates

ISSUE	SPACE CLOSING	ARTWORK DUE	ON SALE
JAN/FEB	11/16	11/30	12/10
MAR/APR	2/1	2/22	3/11
MAY/JUNE	4/3	4/24	4/29
JULY/AUG	7/8	7/12	7/22
SEPT/OCT	8/28	9/5	9/2
NOV/DEC	9/19	10/10	10/14

**All materials should be shipped to the attention of:**

**Mary Gallagher**

Irish America Magazine  
875 Avenue of the Americas, Suite 1606  
New York, New York 10001

Tel: 212.725.2993 extension 217  
Fax: 212.244.3344  
mary@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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**\*\*ALL ARTWORK MUST HAVE A RESOLUTION OF 300 DPI AND CMYK COLORS\*\***



## Irish America Events 2019

### *Hall of Fame*

#### 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 Vice President Joe Biden, Hillary Rodham Clinton, Chuck Feeney, Michael Flatley, Mary Higgins Clark, and President Bill Clinton.



#### JUNE

##### **Honoring women from all professions**

The Irish America Top 50 Power Women Awards, recognizing the most innovative and influential Irish-American women leading the way in fields ranging from business and finance to healthcare, media, communications and technology.

### WALLSTREET50

#### SEPTEMBER

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

The 22nd Annual Wall Street 50 is a celebration of the accomplishments of Irish Americans in the financial community. Honorees offer an impressive display of business acumen, including financial leaders not only from New York, but from across the nation.

### THE ANNUAL IRISH AMERICA HEALTHCARE & LIFE SCIENCES 50

#### OCTOBER

##### **Celebrating excellence in medical care and life sciences**

The annual Irish America Healthcare & Life Sciences 50 list recognizes the excellence, performance, and extraordinary contributions of Irish-American leaders in fields including medical care, pharmaceuticals, biotechnology, medical devices, research and development, and life sciences venture capital.

### BUSINESS 100

#### DECEMBER

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

The 34th 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.