

MEDIA PACK 2024

historyireland.com

ABOUT THE MAGAZINE

Ireland's leading history magazine

Published bi-monthly and continously since 1993

Available online and in bookshops & newsagents throughout Ireland

Covers all aspects and periods of Irish history

Publishes features, news, reviews and regular columns



ABOUT THE WEBSITE

Over 1 million visitors each year.

Extremely high Irish and international traffic, particularly UK & US

Offers subscribers access to the full archive of History Ireland dating back to 1993

The archive is a highly popular resource used by students, researchers, academics and history enthusiasts



ABOUT OUR READERS

Average readership of +30,000 per issue

85% of readership in Ireland

Main occupation professional or academic

83% aged 50+

Over 65% of our readers are subscribers and 80% have subsribed for +3 years

90% of readers read the adverts and 51% have been prompted to purchase

55% of readers who purchase in shops buy every issue

ADVERTISING RATES

Print rates

Back cover	€1,400
Full page	€1,200
1/2 page	€730
1/4 page	€465
1/8 page	€243

All prices ex VAT.

Inserts

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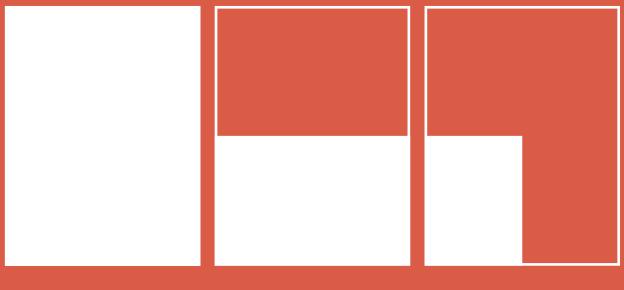
2024 Deadlines

Issue date

Jan/Feb Mar/Apr May/Jun Jul/Aug Sept/Oct Nov/Dec Jan/Feb 2025

Copy deadline

01 December o2 February 29 March 31 May 26 July 04 October 29 November



Full page: 297 x 210mm Half page: 130 x 184 mm 1/4 page: 130 x 91mm

We are happy to make up adverts for our customers and will not charge for this service. A reproduction fee will only apply if adverts are placed in other publications.

ADVERTISING RATES

Digital rates

Top Banner (slider) 106 x 690 pixels	Per week €75	Per Month €250	
Display ad Right-hand side 200 x 295 pixels	€40	€120	
Small display ad Right-hand side 100 x 295 pixels	€20	€60	
All prices ex VAT.			

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