



TOTALLY CORK

media pack 2019

Totally Dublin magazine was created well over 10 years ago (2004) to challenge the forms of magazines and newspapers which existed in Dublin and Ireland.

Totally Cork covers a range of topics from the city and county, in terms of people, in terms of businesses, in terms of buildings, in terms of spaces, in terms of politics - the whole living, breathing mess of it. Totally Cork is informed, intelligent and irreverent. It is neither populist nor elitist. It has many moods, but it is at turns discerning, inquisitive and often celebratory of talent, either indigenous or from those that have come to find their home in Cork.



AT A GLANCE

Cork's leading full colour, FREE monthly lifestyle magazine, covering the arts, culture, food, drink, entertainment, travel, music and fashion.

Part of the Totally Group, publishing since 2004, with publications in Dublin, Galway and Cork.

Totally Cork's readers are active, professional, well educated, tech-savvy, discerning, creative, enjoy indulging in food and drink... and are always spending money.

Readership figures

25,000

Circulation

10,000

March						
			x			

**11 months
of the year**

100
citywide
pick-up points

cafés
bars
restaurants
cinemas
hotels
shops
shopping centres
entertainment venues

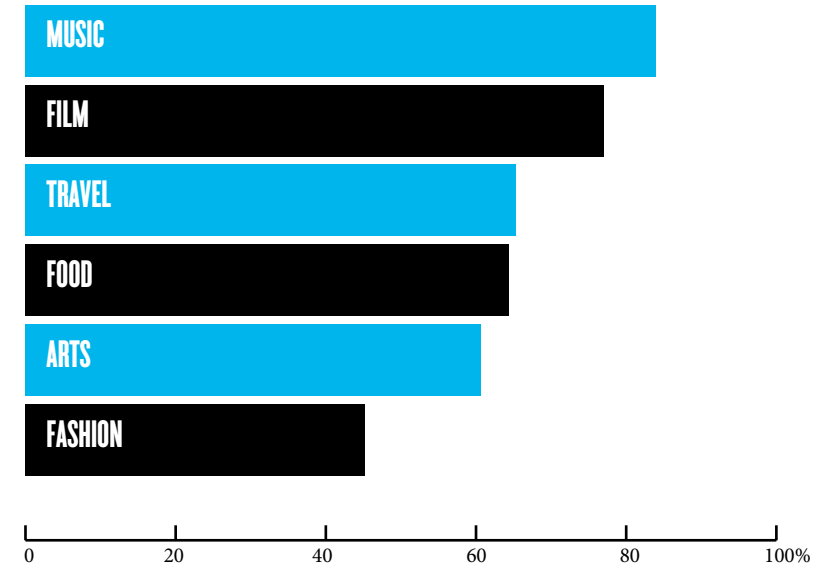
AUDIENCE

**Social
Energisers
and
Influencers**



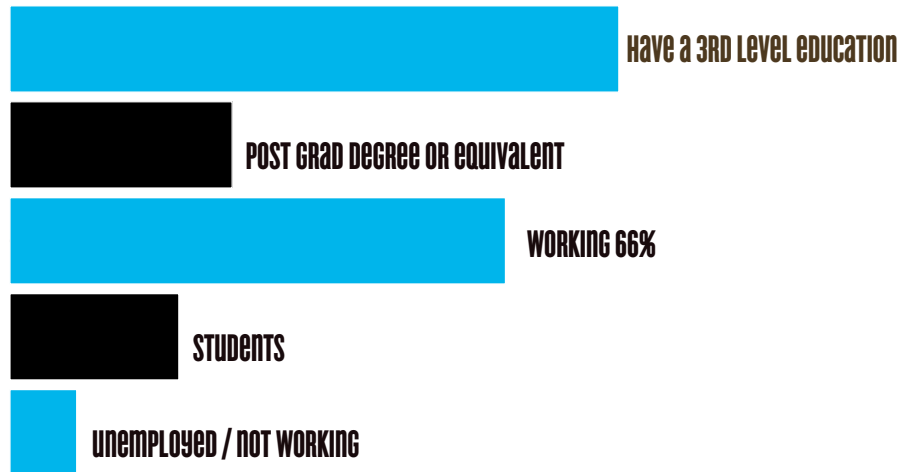
83.7%
of readers are aged
18-39

INTERESTS (OUT OF 18 OPTIONS)

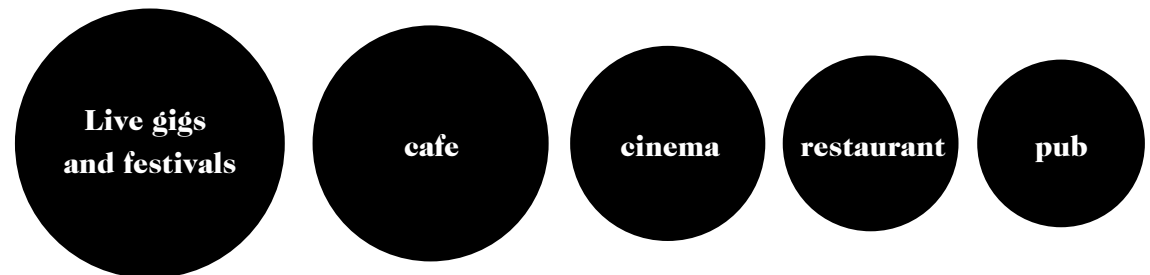


EDUCATION & OCCUPATION

Totally Cork's readers are well educated, working/studying and likely to be high achievers.



top entertainment choices



0 20 40 60 80 100%

OTHER PUBLICATIONS



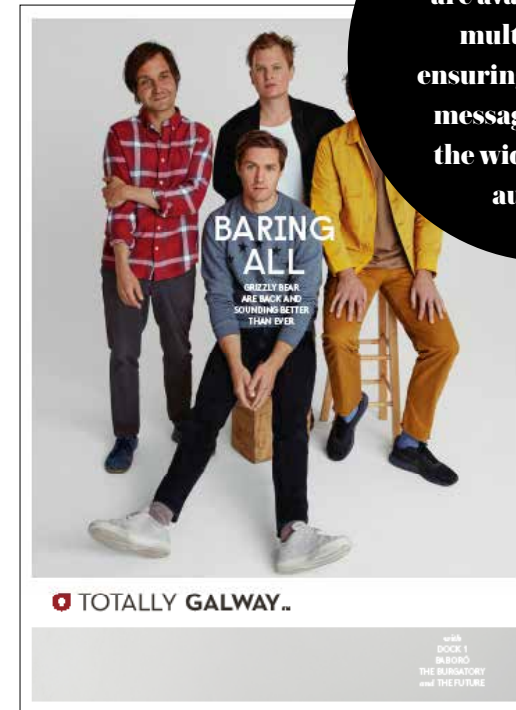
The Dublin Tourist Guide

is a free and independent tourist information magazine which provides an indispensable read for visitors, about all the best things to do while in Dublin. It carries guides for the four major areas that tourists spend: Where to Eat, Where to Drink, Where to Shop as well as What to See and Do, all centred-round a large city map. Distributed through 200 citywide hotels, for free.



Totally Dublin

is totally, entirely, completely Dublin - we're the city's most widely-read, highly-distributed freesheet, dedicated to covering Dublin high and low, North and South, upside down and inside out. With unparalleled listings, incisive feature content on all facets of culture both Irish and international, music, film, fashion, bar and food reviews, and interviews, TD has established itself as the go-to guide to our city in its 13 years of existence. We are known for our wit-heavy writing style and sharp attention to design and for highlighting the hidden parts of our city.



Totally Galway

Totally Galway roared onto the scene in 2016 and has quickly become renowned as this creative community's go-to for all things Galway and beyond. This free publication circulates the funky streets of Galway and highlights all the best the City has to offer. With a focus on local arts, culture, music and business, Totally Galway keeps readers connected to the cultural elements that keeps the City pulsing.

Advertising packages are available across multiple titles, ensuring you get your message in front of the widest possible audience.

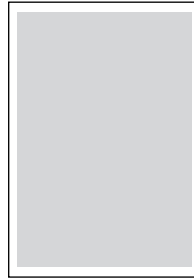
RATES

Street date

14 March
11 April
16 May
13 June
11 July
15 August
12 September
10 October
14 November

Copy date

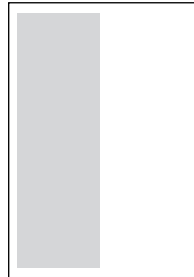
1 March
1 April
3 May
31 May
28 June
2 August
30 August
27 September
1 November



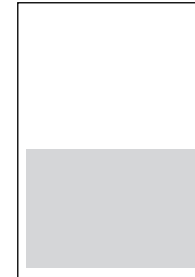
Full page with border
€1,000 (per copy: 6.8 cent)
227mm wide x 335mm tall



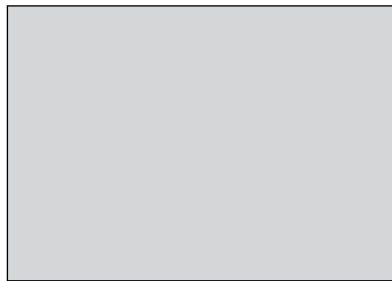
Full page with bleed to edge
€1,000 (per copy: 6.8 cent)
260mm wide x 360mm tall (plus 5mm bleed)



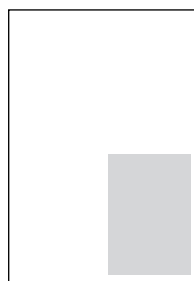
Half page (Vertical)
€500 (per copy: 4.1 cent)
111mm wide x 335mm tall



Half page (Horizontal)
€500 (per copy: 4.1 cent)
227mm wide x 165mm tall



Double page spread
€1,900 (per copy: 10.4 cent)
520mm wide x 360mm tall (plus 5mm bleed)



Quarter page
€250 (per copy: 2.5 cent)
111mm wide x 165mm tall

ARTWORK SUBMISSION DETAILS

All artwork must be submitted in CMYK (no spot colours, no RGB), preferably as a press-ready PDF, all raster elements to be at a resolution of 300dpi.
Total ink limit for solid colours: 220%
No Word/Publisher/Works/Powerpoint documents, please.
email to: sales@totallydublin.ie

All pages are 4 colour.
All prices exclusive of VAT.
Price per copy approximate only.
For inserts or special one-offs please contact our offices.

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