

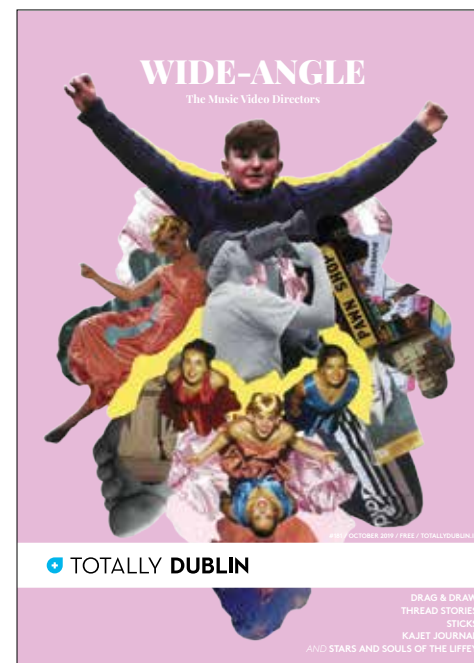


TOTALLY DUBLIN

media pack 2021

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 ten 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.

With 550 distribution points throughout the city in bars, restaurants, cinemas, venues, shopping centres, shops, (and in one case, a tattoo parlour), a dedicated website, and packed-out events, our influence is far-reaching. Totally Dublin is picked up by members of all Dublin demographics, but we’re particularly popular with students and professionals from 20 – 40, anybody with some extra steam to blow off in the city. At last count, our readership numbers over 150,000 which, when combined with our essential website gives us by far the highest influence of any culture guide in the country.



AT A GLANCE

Established
2004

Readership figures
125-175K
Circulation
50,000

50K
page views on
average per month


twitter followers
29,000
facebook friends
16,700
instagram followers
9,300

March

			x		

Monthly publication

550
citywide
pick-up points



- cafés
- bars
- restaurants
- cinemas
- hotels
- shops
- shopping centres
- entertainment venues

Newsletter mailouts
8,500

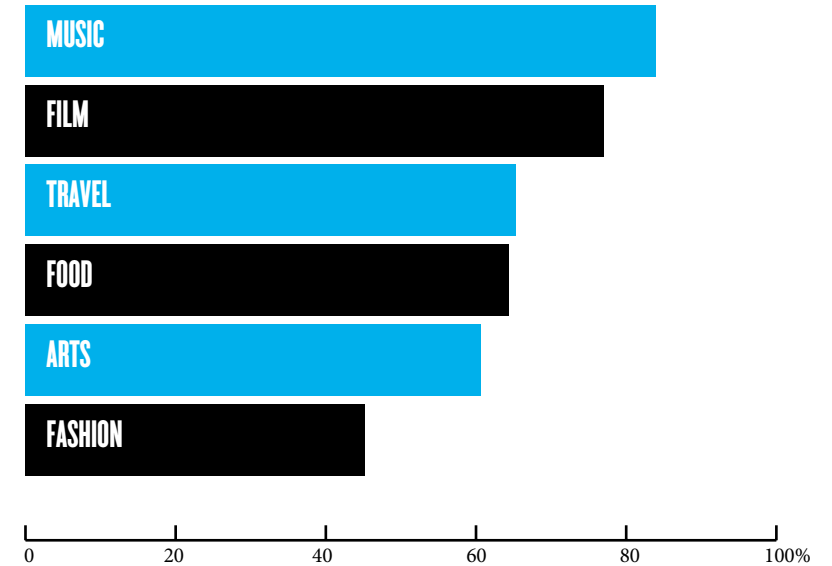
AUDIENCE

**Social
Energisers
and
Influencers**



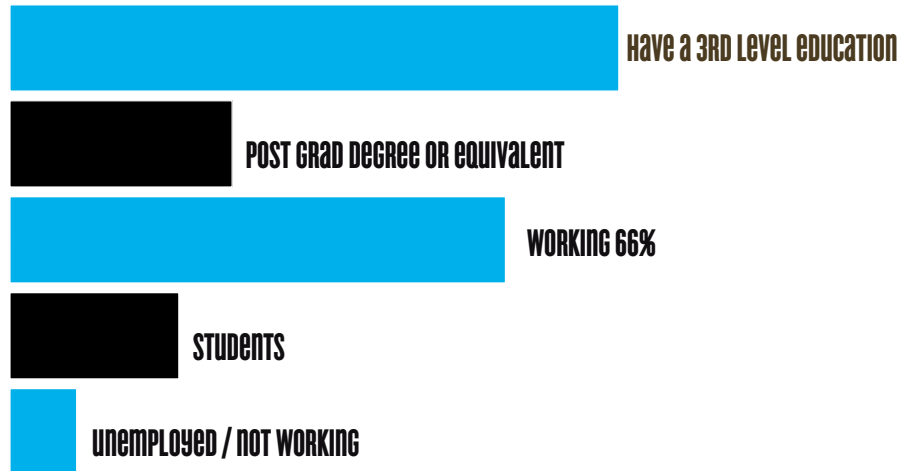
83.7%
of readers are aged
18-39

INTERESTS (OUT OF 18 OPTIONS)

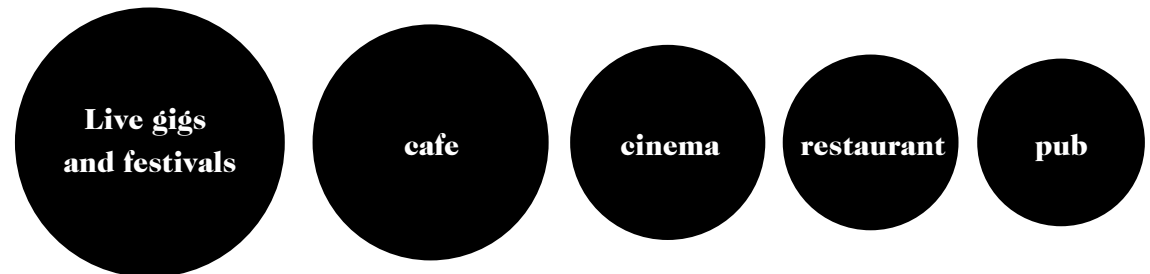


EDUCATION & OCCUPATION

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



top entertainment choices



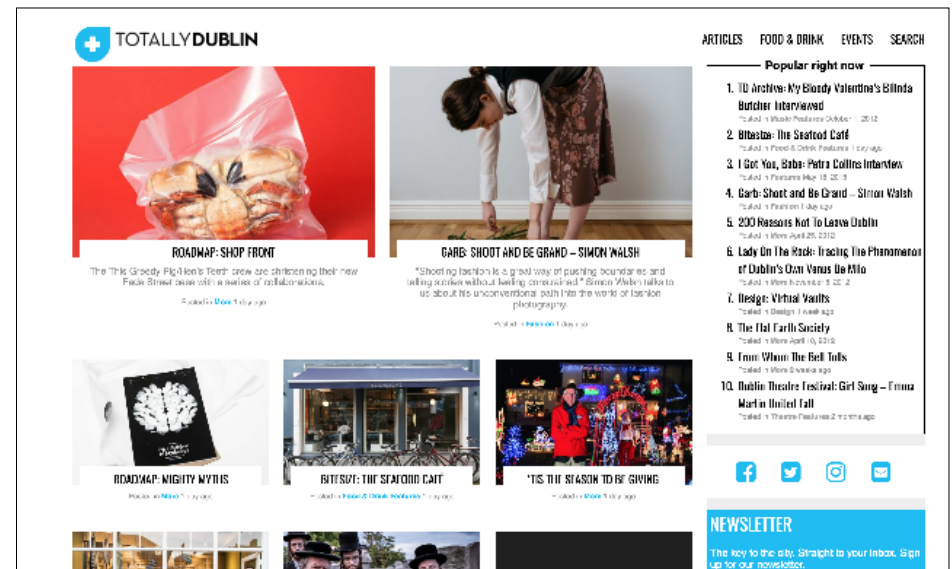
0 20 40 60 80 100%

CONTENT



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 six 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.

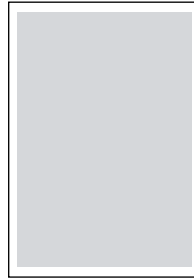


totallydublin.ie

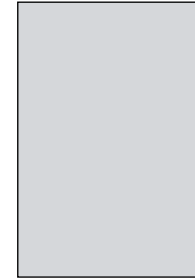
is the online partner of Totally Dublin Magazine, housing magazine content as well as some web specific content. Popular with local Dubliners, those beyond The Pale looking to keep up with what's happening, and those planning a trip to the city.

RATES

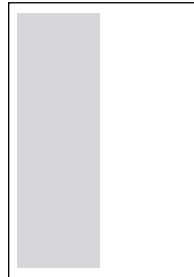
2021	STREET DATE	COPY DATE
Nr 192	18 May	4 May
Nr 193	15 June	2 June
Nr 194	20 July	6 July
Nr 195	18 August	4 August
Nr 196	21 September	7 September
Nr 197	19 October	5 October
Nr 198	16 November	2 November
Nr 199	14 December	1 December



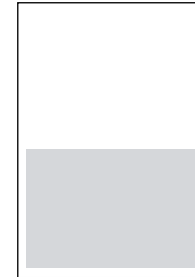
Full page with border
€3,450 (per copy: 6.8 cent)
 227mm wide x 335mm tall



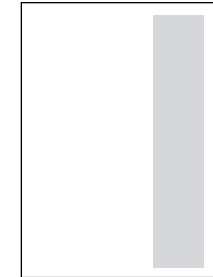
Full page with bleed to edge
€3,450 (per copy: 6.8 cent)
 260mm wide x 360mm tall (plus 5mm bleed)



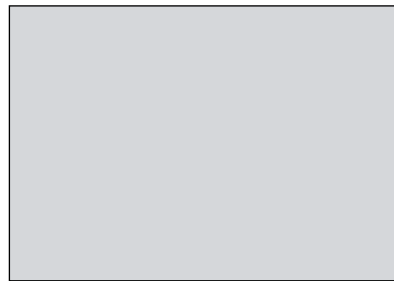
Half page (Vertical)
€2,090 (per copy: 4.1 cent)
 111mm wide x 335mm tall



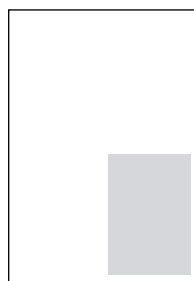
Half page (Horizontal)
€2,090 (per copy: 4.1 cent)
 227mm wide x 165mm tall



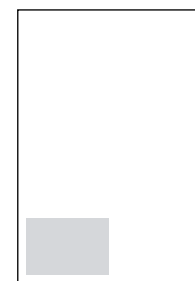
Third page
€1,800 (per copy: 3.5 cent)
 72mm wide x 335mm tall



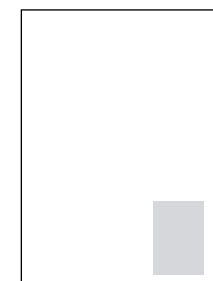
Double page spread
€5,290 (per copy: 10.4 cent)
 520mm wide x 360mm tall (plus 5mm bleed)



Quarter page
€1,270 (per copy: 2.5 cent)
 111mm wide x 165mm tall

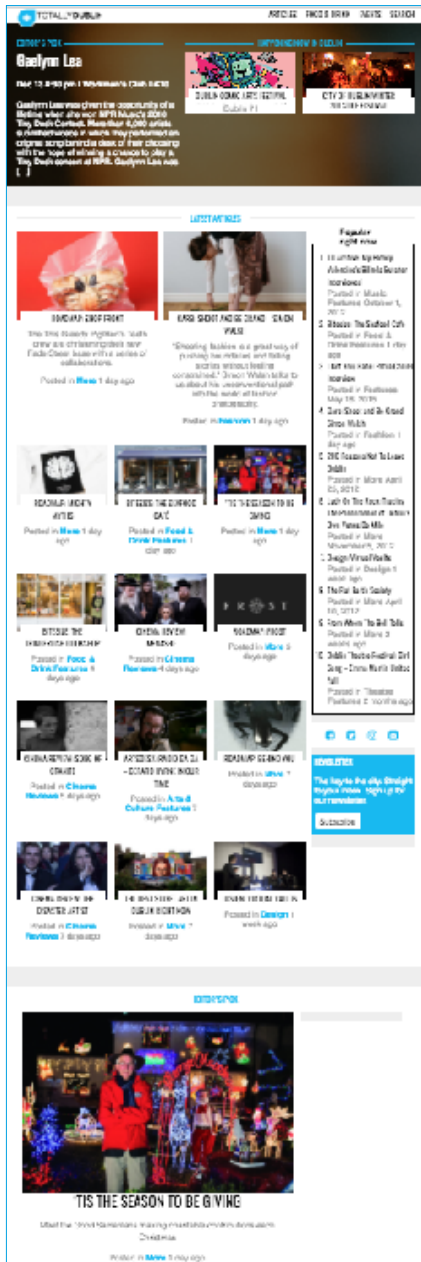


Eighth page
€730 (per copy: 1.4 cent)
 111mm wide x 80mm tall



Ninth page
€600 (per copy: 1.1 cent)
 72mm wide x 108mm tall

WEB RATES



Billboard/
Leaderboard
€660

MPU
Position 1
Above the fold
€450

MPU
Position 2
Above the fold
€400

MPU
Position 3
Below the fold
€350

**40,000
uniques
per month,
and two
page views
per visit**

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.


ARTWORK DESIGN RATES

Quarter page €30
Half page €40
Full page €50
Photo €40

PARTNER PAGE

TOTALLY DUBLIN HOME FILM MUSIC ARTS & CULTURE THEATRE LISTINGS FOOD & DRINK VISITING DUBLIN

LINKED FINANCE



21 people like this. Be the first of your friends.

Linked Finance, the NEW way for Irish Businesses to raise between €5K – €100K

OLMER VANDER ELST

GreenAer

What is GreenAer, and what sets it apart?
We specialise in Smart Urban Transport Solutions, with an emphasis on Premium Electric Bicycles and Cargo Bikes. We offer the widest choice of e-bikes and Cargo Bikes in Ireland as well as the Handmade Bear Dutch Bike. We are on a mission to get as many people as we can convert on these life changing beautiful machines. The more e-bikes on the roads the fewer cars and congestion in the city; the Revolution is on the way!

What did your Linked Finance Stocking Loan and Working Capital loan help you to do?
We raised money to purchase a fleet of these electrically assisted bicycles so that people could rent them out and trial these before they made up their minds. The loan was widely advertised and it enabled us to get some attention from new customers as well.

What's your business new years resolution?
We will be opening a sales/trial office in Blackrock in the new year, we want to continue to grow obviously and also take more people on e-bike holidays.

Search

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@ 12:00 am Jan-1-1970

UPCOMING EVENTS

Jan 2015						
M	T	W	T	F	S	S
<<	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	>>



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Just €400 per year

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