



TOTALLY DUBLIN

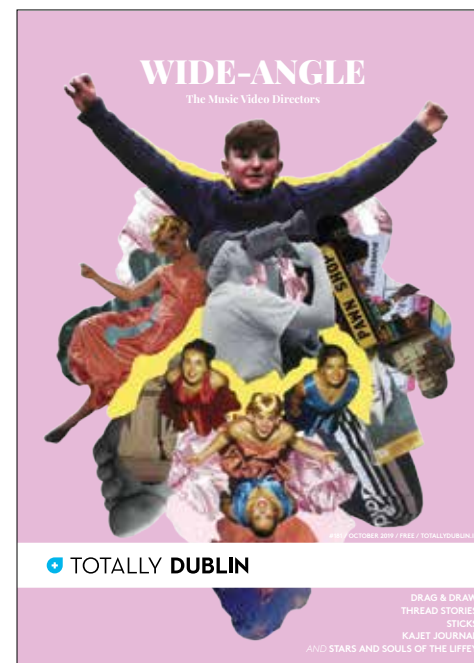
media pack 2021



LOT
CORE
UP
MENTS
ABLE C35
APPLICATION
D. TO E14
UP COURSES
ION C39
THING INCLUDES
SELF-BUSINESS

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

twitter followers

29,000

facebook friends

16,700

instagram followers

9,300

March

			x		

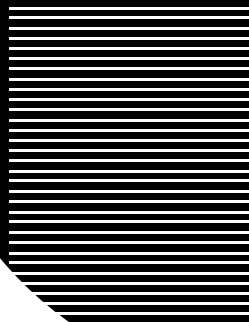
Monthly publication

50K

page views on
average per month

550

citywide
pick-up points



cafés
bars
restaurants
cinemas
hotels
shops
shopping centres
entertainment venues

Newsletter mailouts

8,500

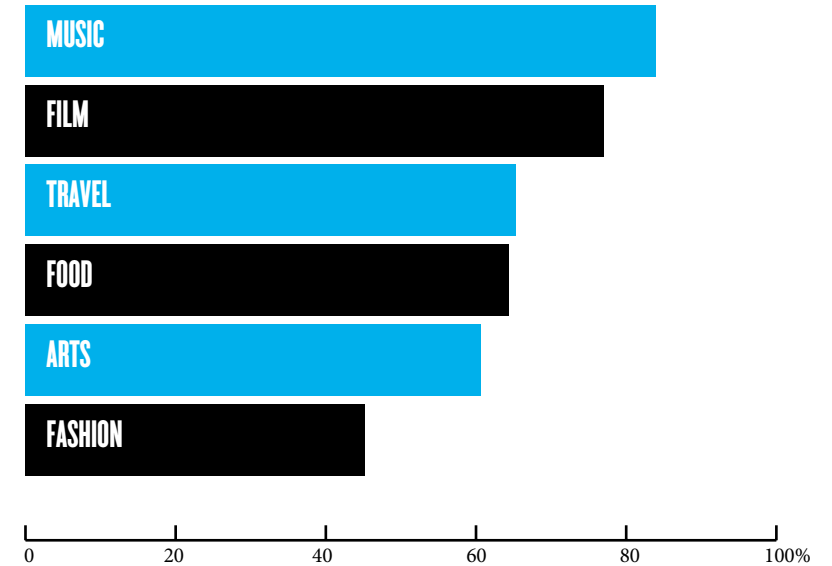
AUDIENCE

**Social
Energisers
and
Influencers**



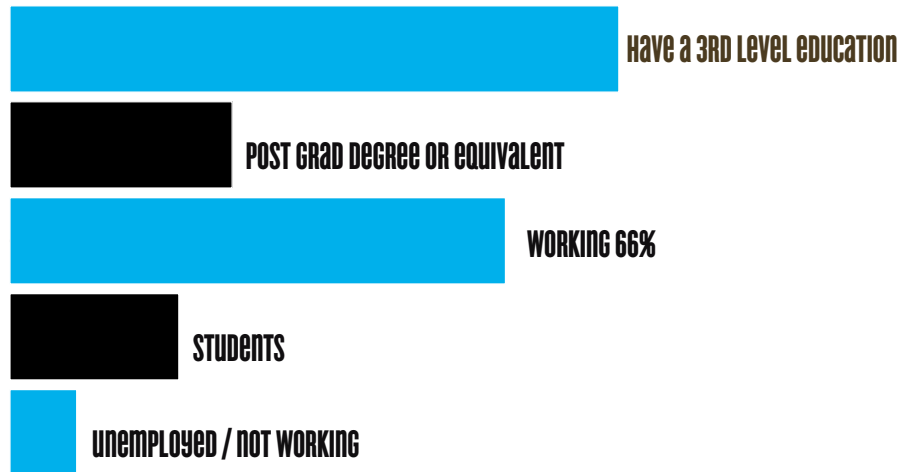
83.7%
of readers are aged
18-39

INTERESTS (OUT OF 18 OPTIONS)

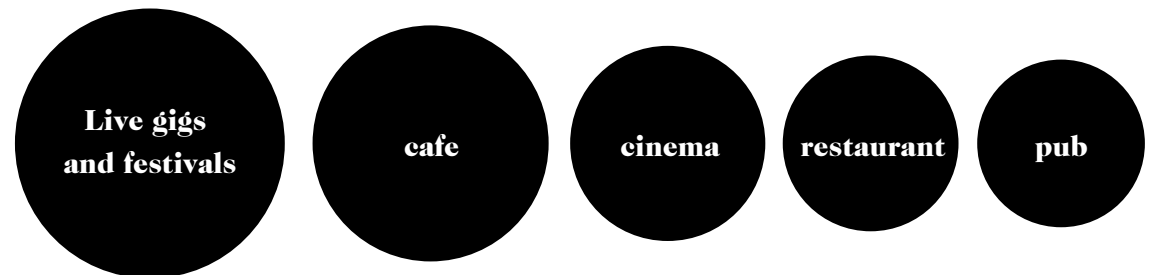


EDUCATION & OCCUPATION

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



top entertainment choices



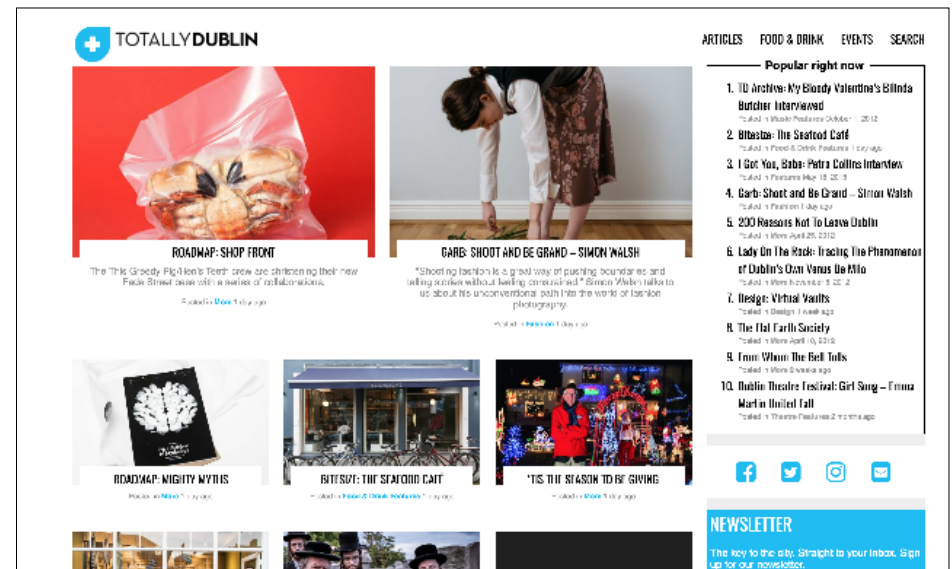
0 20 40 60 80 100%

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.

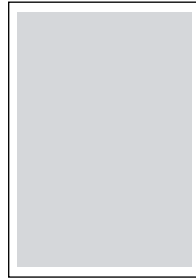


totallydublin.ie

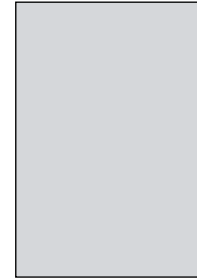
is the online partner of Totally Dublin Magazine, housing magazine content as well as some web specific content. Popular with local Dubliners, those beyond The Pale looking to keep up with what's happening, and those planning a trip to the city.

RATES

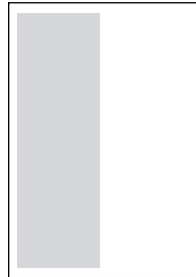
2021	STREET DATE	COPY DATE
Nr 193	22 June	8 June
Nr 194	20 July	6 July
Nr 195	24 August	10 August
Nr 196	21 September	7 September
Nr 197	19 October	5 October
Nr 198	23 November	9 November
Nr 199	14 December	1 December



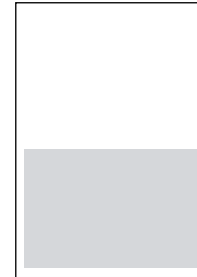
Full page with border
€3,450 (per copy: 6.8 cent)
 227mm wide x 335mm tall



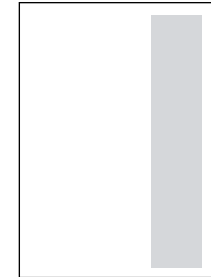
Full page with bleed to edge
€3,450 (per copy: 6.8 cent)
 260mm wide x 360mm tall (plus 5mm bleed)



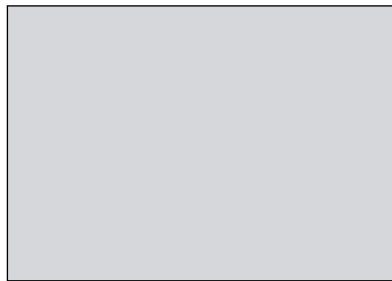
Half page (Vertical)
€2,090 (per copy: 4.1 cent)
 111mm wide x 335mm tall



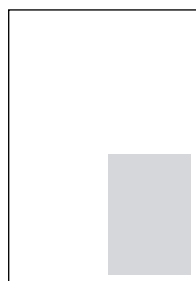
Half page (Horizontal)
€2,090 (per copy: 4.1 cent)
 227mm wide x 165mm tall



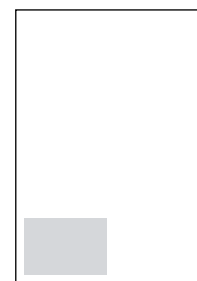
Third page
€1,800 (per copy: 3.5 cent)
 72mm wide x 335mm tall



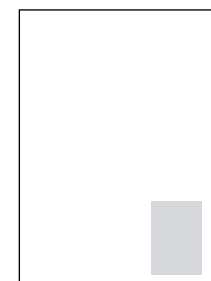
Double page spread
€5,290 (per copy: 10.4 cent)
 520mm wide x 360mm tall (plus 5mm bleed)



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

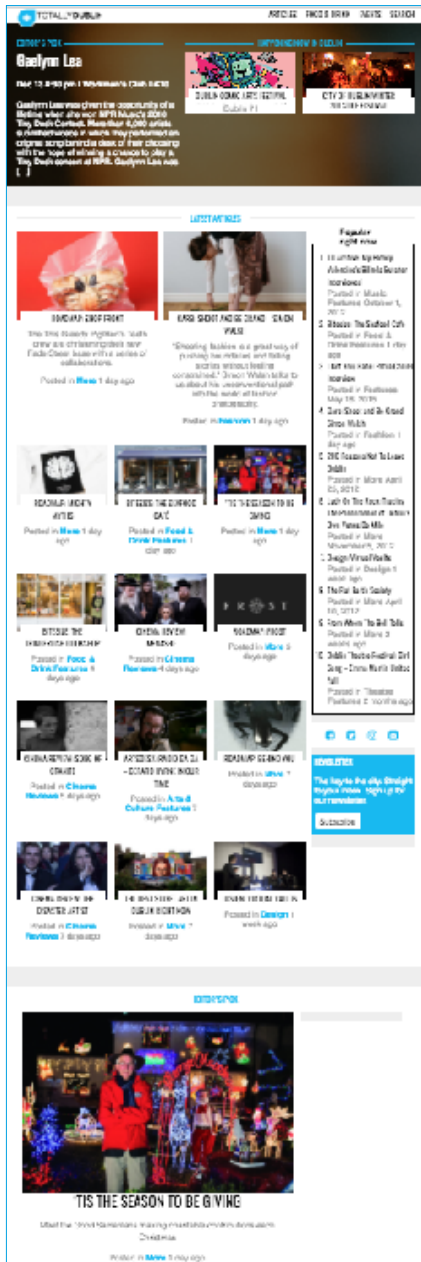


Eighth page
€730 (per copy: 1.4 cent)
 111mm wide x 80mm tall



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

OLIVER 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

Sign Up To Our Newsletter!

Name

Email


Subscribe

FOLLOW US

@ 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	>>



Partner with totallydublin.ie

Create a page for your business

Add text, 10 photos and a video.

Share the page on your social media channels

Just €400 per year

CONTACT US



Stefan Hallenius

Group CEO

stefan@hkm.ie

(01) 687 0695

087 327 1732

Michael Coughlan

mc@HKM.ie

087 627 0367

Michael McDermott

Editor

editor@totallydublin.ie

(01) 687 0695

Lauren Kavanagh

Art Director

lauren@hkm.ie

+44 75 989 73866

Kevin Gibbons

Head of Advertising

& Partnerships

kg@hkm.ie

085 869 7078

73 Leeson Street Lower, Dublin 2, Ireland