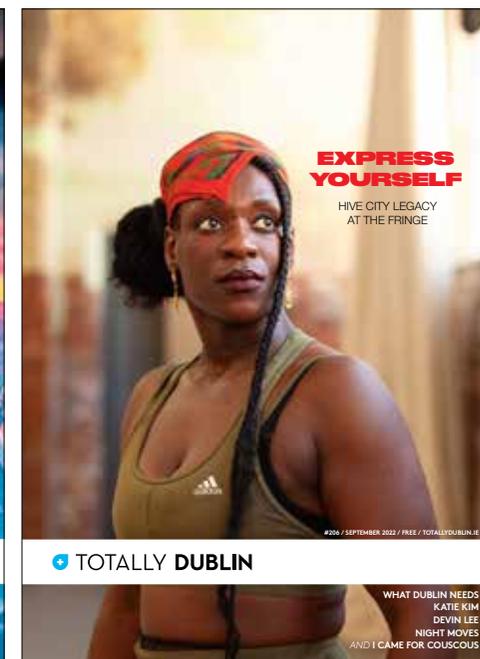




Totally Dublin is Dublin - we're the city's most widely-read, highly-distributed cultural freesheet, dedicated to covering Dublin high and low, North and South, upside down and inside out. With unparalleled listings, incisive feature content on all facets of culture - music, film, fashion, design, photography, illustration, print, bar and food reviews, and interviews, TD has established itself as essential in its 19 years of existence. We are known for our unique and authentic features, insights and commitment to original content and criticism. Where else would you traipse the streets of the city with Acid Granny, bring Tom Mathews to meet Pat Ingoldsby for a chat or hang out in the laundromats of the capital to find out about who frequents them?

With 500 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 the 25 - 45 culturally savvy, curious and civic-minded. At last count, our readership numbers over 125,000 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

100-130K

29K

page views on average per month

twitter followers

29,400

facebook friends

16,000

instagram followers

11,500

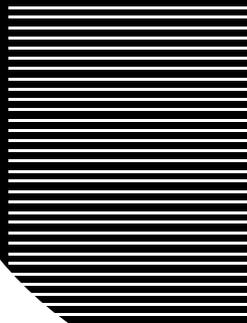
March

			x		

Monthly publication

350

citywide pick-up points



cafés  
bars  
restaurants  
cinemas  
hotels  
shops  
shopping centres  
entertainment venues

Newsletter mailouts

7,300

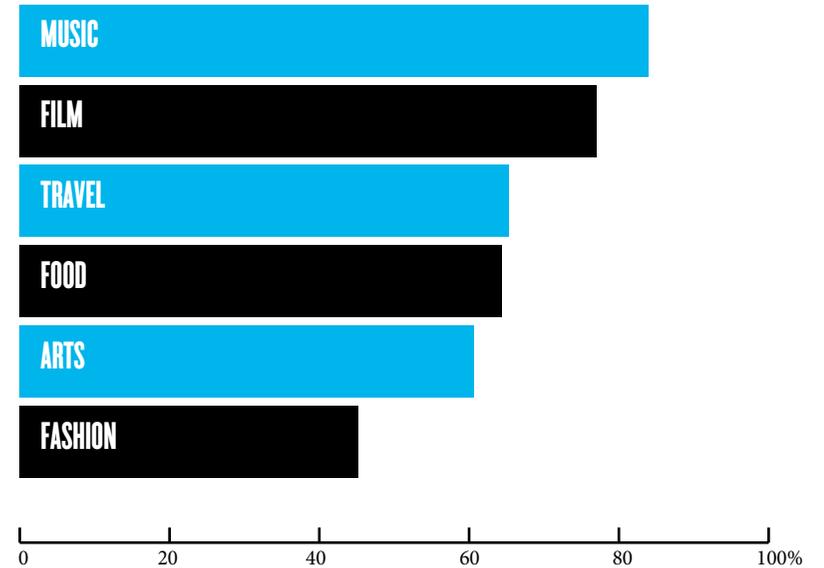
# AUDIENCE

**Social  
Energisers  
and  
Influencers**



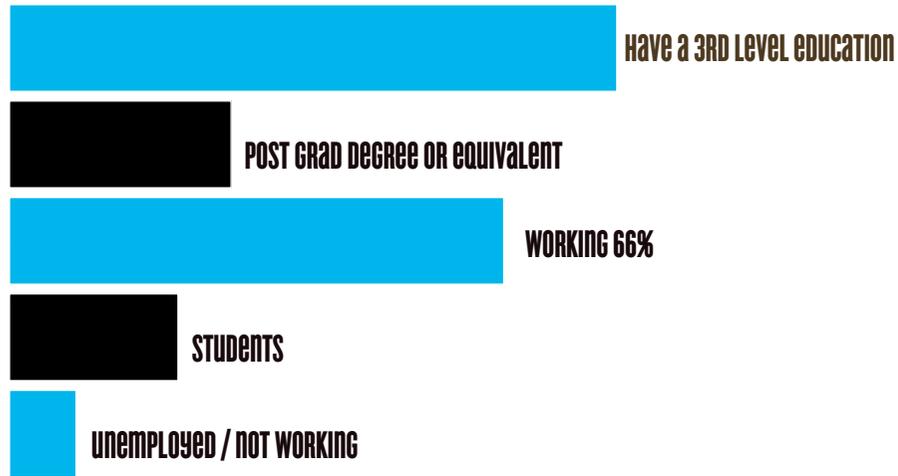
**83.7%**  
of readers are aged  
**18-39**

## INTERESTS (OUT OF 18 OPTIONS)

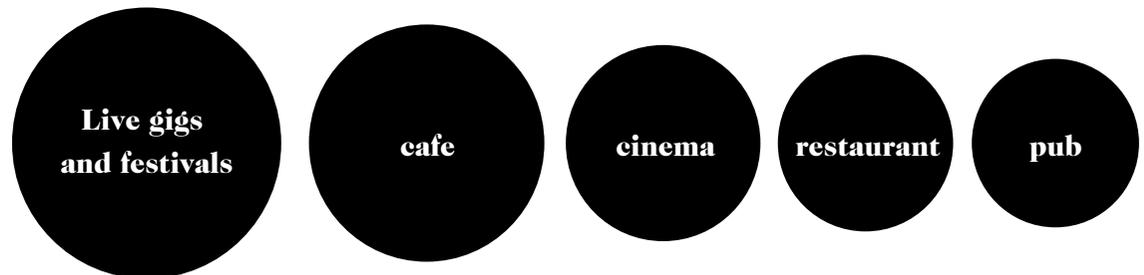


## EDUCATION & OCCUPATION

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



## top entertainment choices



# 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 over fifteen 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.



# CONTENT PARTNERSHIPS

Here are a selection of content partnerships which covered print, online and social media in 2023. We look forward to working with you in amplifying and supporting your message.

## RDS Visual Arts Awards

- Double-page spread highlighting artists and their work for this exhibition and production.
- Liaising with PR and organisations in terms of design and content
- Amplification via online and socials.

## REALISATIONS



The RDS Visual Art Awards is the most important platform for visual art graduates in Ireland. It provides a curated exhibition opportunity and a prize fund of €30,000, as well as vital exposure for visual artists at an early stage of their career. We are proud to offer our readers a first glimpse of some of the works which will go on show in the RDS this month.

A staple on the arts scene for supporting emerging Irish artists, the RDS Visual Art Awards will showcase an exciting selection of work from visual art graduates in the RDS Concert Hall, Ballsbridge, as part of an exhibition curated by Irish artist Aiden Barry. The 13 exhibiting artists are some of the best BA & MA visual art graduates from all over Ireland, who have gone through a highly competitive two-stage process to get their work into this coveted show. The 2022 exhibition runs from 21 to 29 October.



This page, clockwise from top left:

2022 RDS Visual Art Awards exhibitors with Aiden Barry

Aisling Phelan  
*Dual Reality*  
National College of Art & Design  
aislingphelan.cargo.site

Szymon Minias  
*Collateral Play*  
SETU Westford School of Art & Design  
@szymon.minias

Kat Labor  
*Melanesia Mourning*  
TU Dublin School of Creative Arts  
@katlaborva

Sinead McCormick  
*Adrift*  
TU Dublin School of Creative Arts, West Cork Islands  
sineadccormick.com

Emily Unsworth  
*Body of Folds*  
SETU Waterford  
@emilyunsworthvisualart

Eden Munroe  
*Plasma and Ore*  
TU Dublin School of Creative Arts  
@edenmunroe.via



This page, clockwise from top left:

Lucy Peters  
*Making It Lazaast*  
IADT Dun Laoghaire  
@lucky\_lucy\_peters

Michelle Malone  
*Great Uncle Joe*  
TU Dublin School of Creative Arts  
michellemalone.net

Myfanwy Frost-Jones  
*Invasive Species*  
MTU Crawford College of Art & Design  
myfanwyfrost-jones.com

Venus Patel  
*Eggshells*  
TU Dublin School of Creative Arts  
@venusar666

Orla Comerford  
*Outreach*  
National College of Art & Design  
@orla\_comerford

Sadhá Mowlds  
*Double-crossed*  
Southern Illinois, USA  
sadhalmowlds.com

Francine Marquis  
*Threads Spaced Two Five*  
Burren College of Art  
franknobgical.com



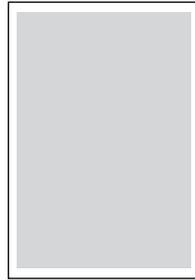
The 2022 RDS Visual Art Awards Exhibition will run in the RDS Concert Hall, Ballsbridge, Dublin 4, from 21 to 29 October. Opening hours are 10.30am to 5.30pm daily. Entry is free of charge via Merrion Road. There are five free curator's tours of the exhibition, for further information and to book a place see [www.rds.ie/visualart](http://www.rds.ie/visualart)

@rdsdublin

Other recent clients include Waterways Ireland, Body & Soul and Griffith College.

# RATES

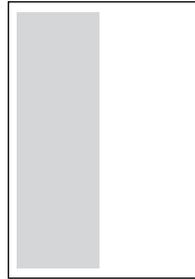
2023	ISSUE	STREET DATE	COPY DATE
Nr 210	Jan / Feb	13 December	1 December
Nr 211	March	14 February	1 February
Nr 212	April	14 March	1 March
Nr 213	May	18 April	3 April
Nr 214	June	16 May	2 May
Nr 215	July	13 June	1 June
Nr 216	August	18 July	3 July
Nr 217	September	22 August	7 August
Nr 218	October	19 September	4 September
Nr 219	November	17 October	3 October
Nr 220	December	14 November	1 November
Nr 221	Jan / Feb	12 December	1 December



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



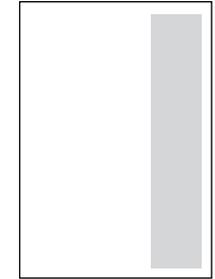
**Full page with bleed to edge**  
**€3,450** (per copy: 6.8 cent)  
 260mm wide x 360mm tall (plus 5mm bleed)



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



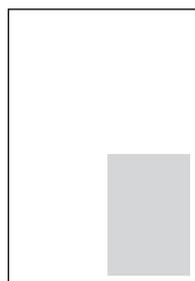
**Half page (Horizontal)**  
**€2,090** (per copy: 4.1 cent)  
 227mm wide x 165mm tall



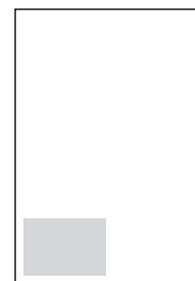
**Third page**  
**€1,800** (per copy: 3.5 cent)  
 72mm wide x 335mm tall



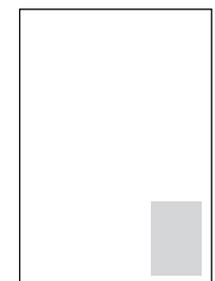
**Double page spread**  
**€5,290** (per copy: 10.4 cent)  
 520mm wide x 360mm tall (plus 5mm bleed)



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

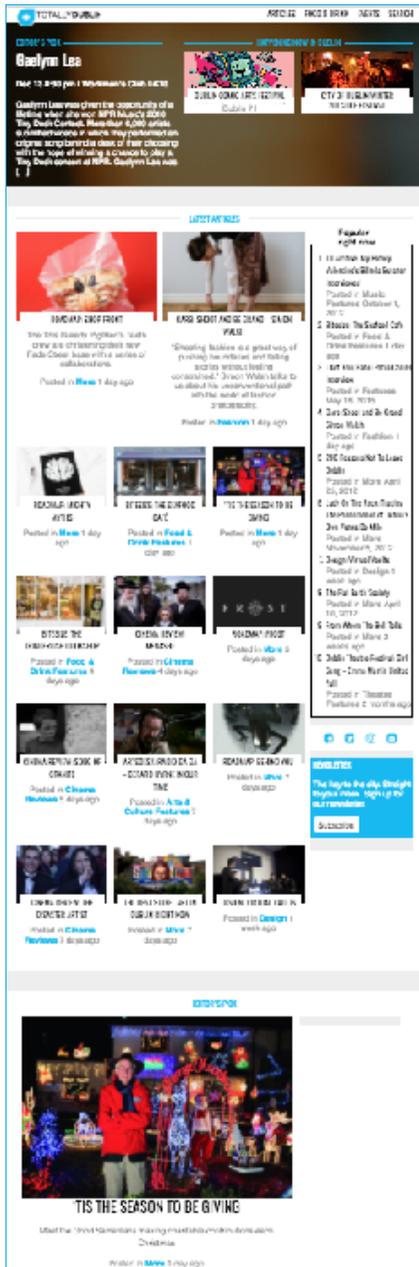


**Eighth page**  
**€730** (per copy: 1.4 cent)  
 111mm wide x 80mm tall



**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

**29,000**  
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 -

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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.

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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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