

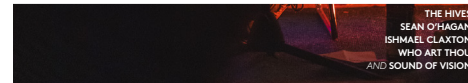


Totally Dublin is Dublin - we're the city's most widely-read, highly-distributed cultural freesheet, dedicated to covering Dublin high and low, North and South, upside down and inside out. With unparalleled listings, incisive feature content on all facets of culture - music, film, fashion, design, photography, 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.



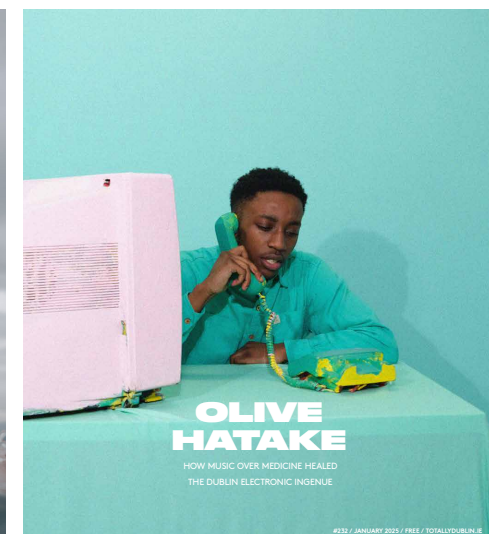
TOTALLY DUBLIN



TOTALLY DUBLIN



TOTALLY DUBLIN



TOTALLY DUBLIN



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

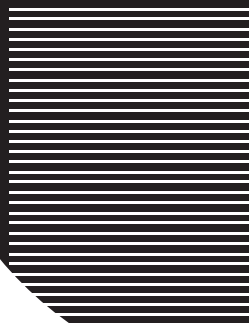
March

			x		

Monthly publication

350

citywide pick-up points



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

Newsletter mailouts

7,300

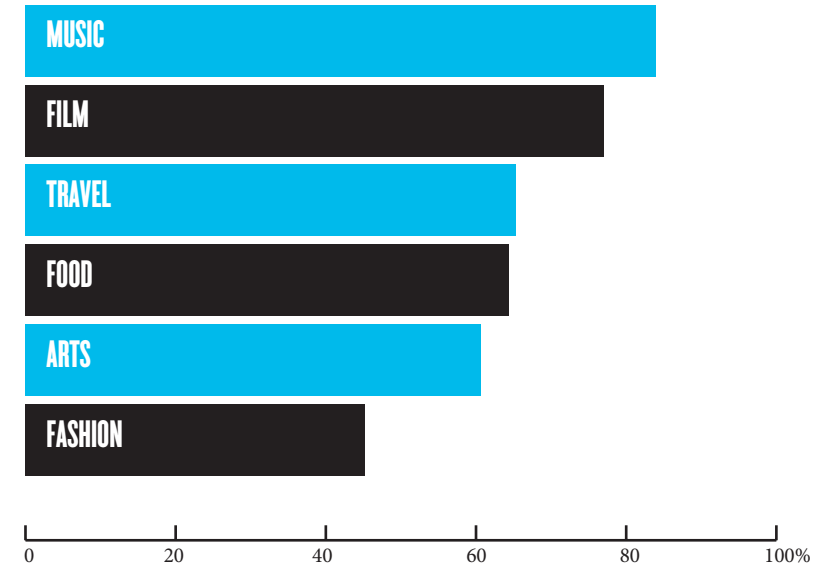
AUDIENCE

**Social
Energisers
and
Influencers**



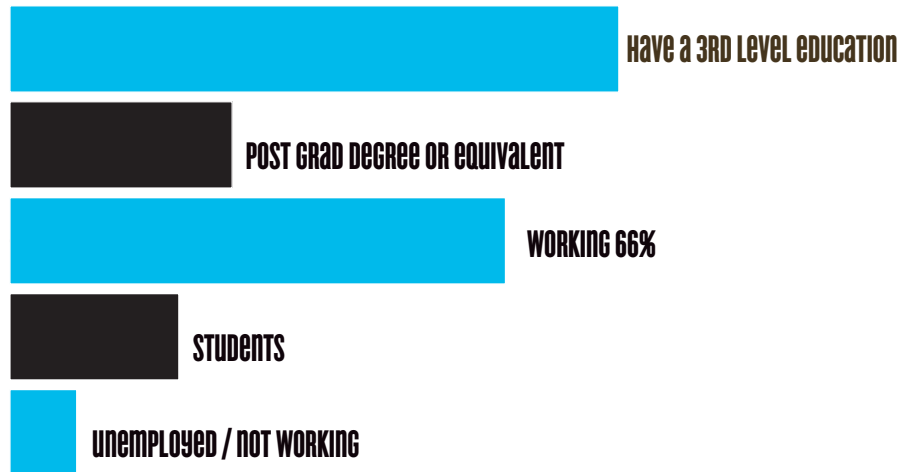
83.7%
of readers are aged
18-39

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



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 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 2025. We look forward to working with you in amplifying and supporting your message.

IPUT Living Canvas

- Four-Page centrefold pullout supplement
- Design consultation & creation
- Interviews with selected artists and in-person conversation with IPUT CEO
- Summer Timetable
- Logos of associated partners
- Extended via online posts, instagram posts and stories (with spend for extended reach), newsletter content, twitter and Facebook

INTRODUCING THE ARTISTS
Living Canvas presents a constantly evolving programme of contemporary art. We meet three of the artists involved:

Aoife Dunne
Brain Chamber

What would it look like to live inside your computer? This is the question artist Aoife Dunne is asking in her site-specific work which will be unveiled at IPUT's Living Canvas screen at Wilton Park this month. "I work a lot with screens in digital media, but never one like this before," she enthuses when considering the 21-metre screen her new work will debut on.

"I came up with a seven-part video performance piece which is inspired by how dependent we all are on technology, especially during the pandemic. I felt we were almost consumed by technology because we had nowhere to go. There's a character who's trapped behind the screen and every day of the week, there'll be a new visual." As always, it will bring Dunne's fashionable kinetic chaos, but with certain restrictions owing to location, such as the frenetic speed of her realisations.

"You might see a huge foot with the viewer slowly getting the idea that someone is stuck." Dunne will play each of the personas, imbuing them with their own aesthetic and at the time of this interview was building her set - a 10m glass framed box to replicate the screen which will be filled with computer parts and industrial materials.

"I really love branching out and creating work outside of the box. It's interesting to see how people engage with it. It's going to be a fun challenge."

iput.com/aofie-dunne
See Totally Dublin issue 194 for an extended interview as part of our cover feature in August 2021

Bassam Al-Sabah
Wandering, Wandering with a sun on my back

Originally created for the Tulca visual arts festival, Bassam Al-Sabah's work marked a learning curve for the recent graduate back in 2018. "I was beginning to work in CGI, experimenting with creating bodies in three dimensional spaces... I wanted there to be this sense of violence - like when the flowers start convulsing - but this violence isn't so cartoonish that it feels like something internal, so these bodies whether human or floral feel unsettled and in this space that doesn't feel situated anywhere, that everything feels really intense."

Broaching this sense of displacement with his own upbringing in Iraq, Al-Sabah is quick to ensure the inevitable layering of assumptions is avoided. "All of my memories of being in Iraq are really great. I was nine when I left so if there's any trauma it developed after we left, retrospectively. I am always trying to complicate that idea. Everybody wants to know how did these things happen, why did they happen, how terrible was it? It's about not making that part so easy. I always try to not make work that's simplistic in what it conveys, so that it tries to push a little bit beyond just a displacement thing and is trying to think about the whole experience of a human rather than this singular pillar."

To this extent, what thrills him about his work being displayed at Wilton Park is the sense of "randomness". "I think it's really great that there's infrastructure now for that screen to change over time, like whoever is walking by it there will be something else randomly there which will lead to this strange interaction... it's also great to get this passive feedback from people who don't know who you are or have an investment in your work. I got this DM on instagram from someone who took a picture of one of the flowers on the screen and said it's 'pretty'. Hopefully the work is doing something if it makes someone do that even without the context of scanning or sound. Just this image alone is doing something."

iput.com/bassam-al-sabah/
[bassamalsabah.com](https://www.instagram.com/bassamalsabah)

Aideen Barry
OBLIVION/SEACHMALLTACHT/հիմնականում

When it comes to socially engaged art, artist Aideen Barry is scaling it up all the time. She's starting 2022 with the premiere of *Klosets*, her debut stop motion film in Kaunas, Lithuania, the European Capital of Culture where she's worked with 1000 citizens on its creation and is about to meet a hero of hers - the South African acclaimed artist William Kentridge - at the opening.

Closer to home, her work on **OBLIVION/SEACHMALLTACHT/հիմնականում** is another labour of collaborative love. The multimedia performance, moving image and sound installation is born out of a response to a request by the Irish Traditional Music Archive and Music Network to mark the Bunting Archives, named after Edward Bunting who may have single-handedly saved a pivotal part of our heritage. "What I found fascinating is that he was a 19-year-old who took it upon himself to write down the dís lílts and airs of the last 11 remaining harpers in 1792 at the Belfast Harp Festival. I thought this intervention by such a young person was extraordinary and saved our indigenous culture." The harp was recently inscribed on the UNESCO list of Intangible Cultural Heritage in 2019. Barry explains how the "Greta Thunberg effect" of youth activism and interventions formed the thinking behind the project and its explorations of the "socio-political spaces where folk music can be a kind of weapon." To this extent she enlisted three key artists in her explorations - Aisling Lyons, a contemporary harpist, Margaret O'Connor, a fashion designer and RIT, an Irish electronic pop singer, as well as multiple other contributors.

One of the appealing aspects of the IPUT Living Canvas project for Barry is its placement in the public realm. "I'm very interested in where art can meet the public, not where the public go to meet art, so for me I thought this is such an interesting place because there's an audience of thousands, in effect, every day. I love the idea that it removes these prohibitions that often exist about people going into gallery spaces, where people feel 'I don't know about art and I don't want to feel stupid so I don't want to go into a gallery.' This disarms the public to engage with it on a number of different levels whether it is the colour or the shape or the activity or if they scan it and catch the raven part they can have a dance on the canal. I love that there's loads of off of different access points."

Barry hails the "democracy of collaboration" which allows her work to "flip into these in-between spaces where it can exist in pop culture or literature or the dance floor." *Oblivion* is an "evolving monster" that is currently being pressed into vinyl and remixed for the dance floor before embarking on a tour to Paris, Holland and North America, morphing along the way. It'll also do a tour of the Arctic Circle visiting Pangnirtung where RIT is from.

iput.com/aideen-barry
[aideenbarry.com](https://www.instagram.com/aideenbarry)

Aideen will be in conversation and showing her work as part of *Totally Dublin Live*, at *Songwriter Brag*, Clarke Square, Collins Barracks on *Sunday March 20* at 3pm, as part of the *St Patrick's Festival*. Tickets are free via stpatricksfestival.com

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

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RDS Visual Arts Awards

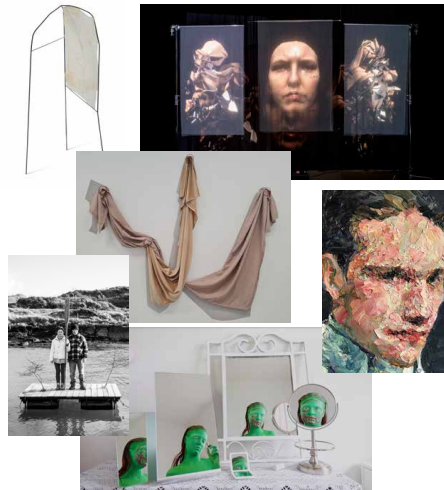
- Double-page spread highlighting artists and their work for this exhibition and production.
- Liaising with PR and organisations in terms of design and content
- Amplification via online and socials.

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 Wexford School of Art & Design
@szymon.minias

Kat Lalor
Melanesia Measuring
TU Dublin School of Creative Arts
@katalalorva

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

Emily Unsworth
Body of Holds
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 Last
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
francine@bca.ie



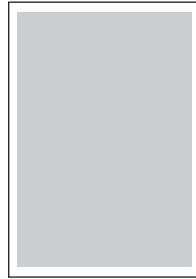
The 2022 RDS Visual Art Awards Exhibition will run in the RDS Concert Hall, Ballsbridge, Dublin 4, from 21 to 29 October. Opening hours are 10.30am to 5.30pm daily. Entry is free of charge via Merrion Road. There are five free curator's tours of the exhibition, for further information and to book a place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

@rdsdublin

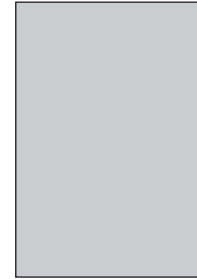
Other recent clients include Waterways Ireland, Body & Soul and Griffith College.

RATES

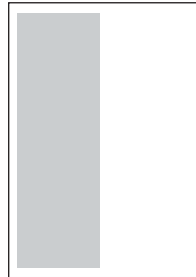
Issue 2025	Publishing dates
233	31 January
234	21 February
235	21 March
236	17 April
237	16 May
238	20 June
239	18 July
240	22 August
241	19 September
242	17 October
243	21 November
244	12 December



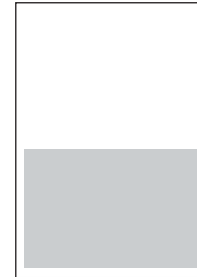
Full page with border
€3,450 (per copy: 6.8 cent)
 227mm wide x 335mm tall



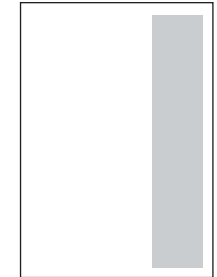
Full page with bleed to edge
€3,450 (per copy: 6.8 cent)
 260mm wide x 360mm tall (plus 5mm bleed)



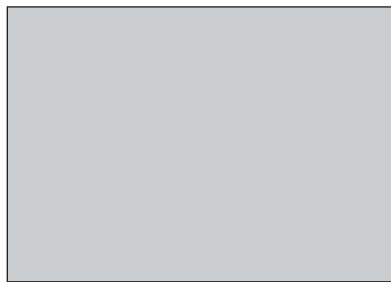
Half page (Vertical)
€2,090 (per copy: 4.1 cent)
 111mm wide x 335mm tall



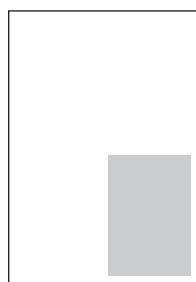
Half page (Horizontal)
€2,090 (per copy: 4.1 cent)
 227mm wide x 165mm tall



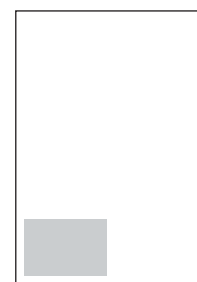
Third page
€1,800 (per copy: 3.5 cent)
 72mm wide x 335mm tall



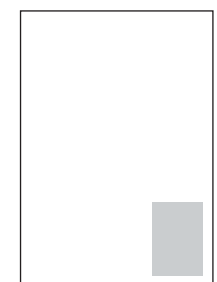
Double page spread
€5,290 (per copy: 10.4 cent)
 520mm wide x 360mm tall (plus 5mm bleed)



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

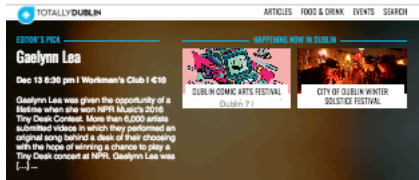


Eighth page
€730 (per copy: 1.4 cent)
 111mm wide x 80mm tall

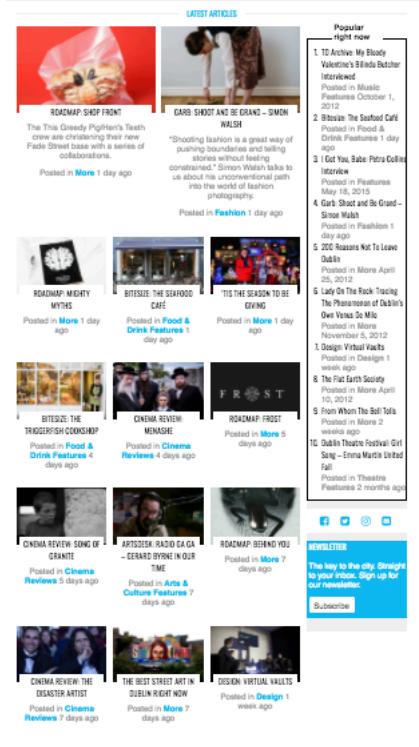


Ninth page
€600 (per copy: 1.1 cent)
 72mm wide x 108mm tall

WEB RATES



Billboard/
Leaderboard
€660

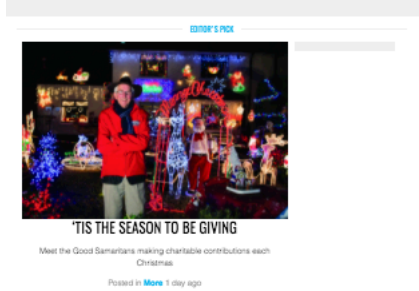


MPU
Position 1
Above the fold
€450

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 -

LINKED FINANCE

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@ 12:00 am Jan-1-1970

UPCOMING EVENTS

Jan 2015						
W	T	W	T	F	S	S
22	23	24	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	1

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OLMER VANDER ELST

GreenAer

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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!

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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 year's resolution?
We will be opening a seasonal 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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