

ACCOUNTANCY IRELAND

Media Information
2012



Five Great Reasons to Advertise with *Accountancy Ireland* Magazine

Accountancy Ireland has an independently verified circulation of 24,450 per issue*, putting it in the top rank of Ireland's B2B Magazines.

As the official magazine for members of Chartered Accountants Ireland, *Accountancy Ireland* has direct access to a clearly defined and influential group.

A majority of finance directors consider *Accountancy Ireland* 'important to read'.**

Accountancy Ireland has a large, loyal, highly influential AB1 audience of decision-makers.

Accountancy Ireland is a trusted source. 85% of Readership Survey respondents read the magazine to "keep up to date".⁺

Contact Joyce Kelly
advertise@accountancyireland.ie

www.accountancyireland.ie
+353 1 637 7241

* Average net circulation per issue for the period 1 July 2010 - 30 June 2011 certified by the Audit Bureau of Circulations (ABC).

** Survey conducted by Amárach for the Institute of Advertising Practitioners in Ireland (IAP) in 2009.

⁺ Accountancy Ireland Readership Survey conducted online, February 2011.

ACCOUNTANCY IRELAND

Advertising Rates 2012

Full page	€2,800
Half page	€1,460
Third page	€1,040
Quarter page	€800
Double page spread	€4,855
Outside back cover	€3,500
Inside front cover	€3,200
Inside back cover	€3,000

Inserts and **promotional flyers** can be included with the magazine and targeted to specific segments of our readership. Information is available on request.

Accountancy Ireland offers **innovative online benefits**. Please speak to our advertising executive for more information.

All rates are for full colour advertisements and are net of VAT. Our ABC certificate and forward features are available on www.accountancyireland.ie.

MAGAZINE SIZE	wide mm x deep mm
Bleed A4 page	220 x 307
Trimmed A4 page	210 x 297
TYPE AREA	
Double page spread	390 x 267
Full page	180 x 267
Half page	180 x 130
Third page (vertical)	56 x 267
Third page (horizontal)	180 x 85
Quarter page box	87 x 130
Quarter page strip	180 x 62

Accountancy Ireland is full colour (CMYK) and perfect bound.

DEADLINE AND PUBLICATION DATES

Accountancy Ireland is published bi-monthly.

Booking	Copy	Publication
9 January 2012	13 January 2012	6 February 2012
2 March 2012	9 March 2012	2 April 2012
4 May 2012	11 May 2012	1 June 2012
2 July 2012	9 July 2012	1 August 2012
3 September 2012	10 September 2012	1 October 2012
5 November 2012	12 November 2012	3 December 2012

COPY REQUIREMENTS

High Resolution PDFs with all fonts and graphics embedded.

Please provide a colour proof of the advertisement with your artwork to ensure accurate reproduction of colour. If no proof is supplied, advertisement colour will be at the printer's discretion.

Advertisements may be supplied by email to advertise@accountancyireland.ie. Where ads are supplied on a storage device, please deliver to: Advertising Department, Accountancy Ireland, Chartered Accountants House, 47-49 Pearse Street, Dublin 2.

CONDITIONS

All order bookings must be confirmed in writing.

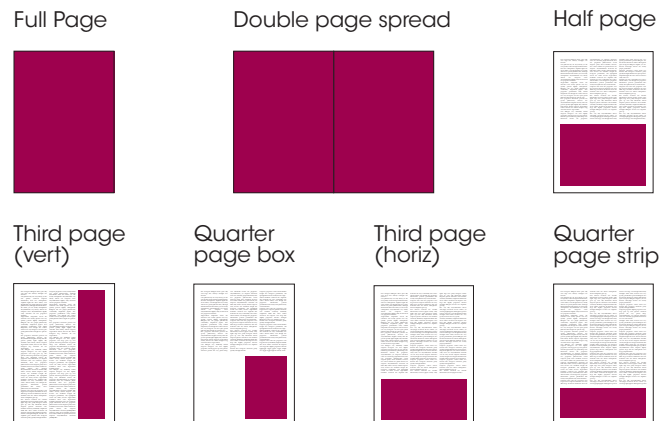
All advertisements / inserts are subject to approval by Chartered Accountants Ireland. Cancellations in writing accepted no later than 21 days prior to scheduled publication date.

Credit terms are 30 days from date of invoice – after which discounts no longer apply. No liability is accepted for loss or damage caused by errors in non-publication or late publication of advertisements or inserts.

By placing an advertisement with *Accountancy Ireland*, an advertiser warrants that its advertisement complies with all applicable laws and self-regulation codes governing advertising, does not infringe copyright, trademarks or other legal rights of any person and has been checked accordingly. Chartered Accountants Ireland shall have no liability in this regard.

In consideration of the publication of an advertisement, an advertiser shall indemnify Chartered Accountants Ireland against all actions, claims, complaints, expenses, losses and damages resulting directly from the publication of such advertisement.

Advertisements must comply with the Code of Advertising Standards for Ireland maintained by the Advertising Standards Authority of Ireland www.asai.ie



Contact Joyce Kelly
advertise@accountancyireland.ie

www.accountancyireland.ie
+353 1 637 7241