

PORTfolio

Your monthly update on Living and Working in Docklands



MEDIA PACK 2011

- **PORTfolio** is the largest circulation monthly Lifestyle paper, dedicated to people working and living in IFSC / Docklands.
- **PORTfolio** has a print run of 10,000 copies, which is distributed by controlled circulation to businesses, hotels, restaurants, cafes and convenience stores in **IFSC / Docklands** and **East Point Business Park**. We also distribute hand to hand at Connolly, Tara, Pearse and Grand Canal Dart Stations.
- Our estimated monthly readership is in excess of 40,000.
- Printed full colour throughout, twenty four pages plus, **PORTfolio** provides a healthy diet of news from the locality, interviews with business people, features on the future development of the area, human interest stories on people living and working there, Motoring, Property, Interiors, Personal Finance, Business, IT, Travel & Leisure, Food & Wine, Fashion & Wellbeing and Lifestyle.
- Our readership of young, high spending and difficult to reach by television are the target audience to dream of.
- Because of the nature of our distribution, almost 100% of our readers are employed. This is a powerful target market for any advertiser.
- Our readers are dedicated shoppers: 71% spend over €150 on clothes every month. 88% shop High Street.

TARGETED MAILING LIST

- Each month approx 500 copies of **PORTfolio** are posted direct to the desks of M.D.'s; H.R. Managers and I.T. Managers within the IFSC and Greater Docklands companies.

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Included in our distribution are . . .

Accent Europe Insurance
ACE Bermuda Int. Insurance
Aegon Scottish Equitable
AHP Finance
AIB Int. Financial Services
AIG Ins Mng Services (Ireland)
Airbus Fin. Services
Allied Risk Management Ltd
Aon Insurance Managers (Dublin) Ltd
AXA MPS Financial
BOI Securities Services Ltd
Barclays Bank Ireland Plc
Baxter Financial Services Ltd
BGB Reinsurance Ltd
BNP Paribas Fund Ser Dublin Ltd.
BNY Mellon Asset Services (Irl) Ltd
Bristol-Myers Squibb International
Chase Paymentech Solutions LLC
Cisco Systems Finance International
Citibank Europe plc
Commerzbank Europe (Ireland)
Davy International Limited
DEPFA BANK plc
DZ Bank Ireland plc
EMRO Finance Ireland Limited
Federated International Management Ltd
FIBA IFSC
FTI Finance
Garanti Financial Services plc
GE Consumer Finance Europe
Goldman Sachs Administration Services Co.
Goodbody Stockbrokers
Hannover Reinsurance Ireland Ltd
Helaba International Finance plc
Hibernian Investment Managers Ltd
HSBC Securities Services (Ireland) Limited
Intl Investment & Underwriting Ltd
INVESCO Asset Management Ireland Ltd
Irish Life & Permanent plc
J P Morgan Bank (Ireland) plc
KBC Finance Ireland
KP Investment Management Limited
Lee Overlay Partners Limited
Liberty International Underwriters
MBNA Ireland Limited
Merrill Lynch Financial Services Limited
National Irish Bank
Oppenheim Investment Managers
Pfizer International Bank Europe Ltd
Porsche International Financing plc
Rabobank Ireland plc
Saga Futures Limited
Scotiabank (Ireland) Limited
SGAM (Ireland) Limited
State Street International (Ireland) Ltd
TD Global Finance (Ireland)
UIF - Specialised Finance
Ulster Bank Corporate Banking &
Financial Markets
Wells Fargo Bank International
XL Europe Limited
Zurich Bank

ADVERTISING RATES 2011

Advert Size	Full Colour
Full Page	€1500.00
Company profile	€1500.00 – (Full page)
Half Page	€850.00
Quarter Page	€590.00
Strip	€590.00
Front page solus	€700.00
Inside Back / Front	€1600.00
Outside Back Cover	€1750.00

COLUMN INCHES

- 5cm x 1 column – €50
- 5cm x 2 column – €95
- 7.5 cm x 2 column – €140
- 10 cm x 2 column – €180
- 12 cm x 2 column – €220
- 15 cm x 2 column – €275

READER PROFILE

Our readers are involved in high status occupations:

- 28% are in banking
- 22% work in IT
- 10% work in marketing or property
- 15% are solicitors or accountants
- 25% are clerical/retail
- Our readers use recruitment agencies
- Our readers are heavy users of technology
- 85% have computers at home
- 87% use the Internet daily
- 69% currently have broadband at home; a further 17% are getting it soon and 14% have no plans to upgrade
- Almost 100% have mobile phones

MECHANICAL DATA

Printed:	Web Offset
Trim Size:	285mm x 360mm (Tabloid)
Type Area:	265mm x 340mm
Column Width:	40mm x 6 columns - gutter 5mm

AD MEASUREMENTS

Full Page:	265mm x 340mm
Half Page	265mm x 165mm or (A4 @ 90%) 175mm x 247mm
Quarter Page	130mm x 165mm
Strip	265mm x 75mm

All ad copy to be supplied as high resolution pdf files, CMYK. With all fonts correct and embedded in the pdf. We can accept no responsibility, if the printed ad does not match the ad copy design files, unless a cromalin proof is supplied with the ad copy files.

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