

PORT *folio*

Your monthly update on Living and Working in IFSC, Docklands Area of the City

MEDIA PACK 2007

A **FREE** monthly lifestyle paper



20,000 copies DISTRIBUTED DIRECT to IFSC and Businesses in Docklands Areas 1, 2, 3 and 4

Advertising contacts
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PORTfolio

Your monthly update on Living and Working in IFSC, Docklands Area of the City



PORTfolio – a top quality, full colour, lifestyle paper for people living and working in the greater IFSC / Docklands area of the City.

PORTfolio is a bright and breezy monthly tabloid covering a wide range of lively, upbeat news and views, which we believe is of interest to our target readership of 20 to 55 year old executives, high spend earners and decision makers.



PORTfolio is the only designated paper for the IFSC area despite the thousands of people (15,000 plus) working and living there alone.

PORTfolio brings their desired lifestyle right to their doorstep.

PORTfolio has a print run of 20,000 copies, which is distributed by controlled circulation to businesses and apartment blocks in the IFSC, East Point Business Park and selected areas of Dublin 2, 3 and 4. Twenty four pages plus, in full colour printed magazine quality on gloss art.



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, Sports, Personal Finance, Business, IT, Travel & Leisure, Food & Wine, Fashion & Wellbeing and Lifestyles.



PORTfolio published by Gerry Proctor who has a wealth of experience in Irish publications. In addition to **PORTfolio** he publishes *The Midland Times* covering the towns of Athlone, Mullingar, Tullamore and Longford.

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ADVERTISING RATES 2007

| Advert Size | Full Colour |
|--------------------|--------------------|
| Full Page | €1750.00 |
| Half Page | € 940.00 |
| Quarter Page | € 590.00 |
| Strip | € 590.00 |

COLUMN INCHES

- 2"x1 column – €50
 - 2"x2 column – €95
 - 3"x2 column – €140
 - 4"x2 column – €180
 - 6"x2 column – €275
- (1 column = 40mm) 6mm between

MECHANICAL DATA

| | |
|---------------|-------------------------------|
| Printed: | Heatset Web Offset |
| Trim Size: | 300mm x 370mm (Tabloid) |
| Type Area: | 270mm x 335mm |
| Column Width: | 40mm x 6 columns - gutter 6mm |

ADVERTISEMENT MEASUREMENTS

| | |
|--------------|---|
| Full Page: | 270mm x 335mm |
| Half Page | 270mm x 165mm or (A4 @ 90%) 178mm x 250mm |
| Quarter Page | 132mm x 165mm |
| Strip | 165mm x 75mm |

SPECIFICATIONS

All copy to be provided on: Mac compatible CD, in Quark with colour proof / tear sheet, or as high res PDF, EPS

CONTACTS:

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PUBLISHER

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FREQUENCY

Monthly

CIRCULATION

20,000 copies distributed
by controlled circulation

COPY DATE

7 days prior to publication

Ad copy email to:

info@portfolio.ie

CREDIT TERMS:

30 days net