



ADVERTISE IN THE COUNTRY'S MOST POPULAR  
COMMUNITY & VOLUNTARY SECTOR MAGAZINE

E: editor@changingireland.ie T: 086-859-1676.(editor).

## ADVERTISING RATECARD 2022

	Commercial Rates	Statutory/ Agency	Not-For-Profit / Community
Full Page	€1,200	€1,050	€900
1/2 Page	€700	€600	€500
1/4 Page	€350	€300	€250
Online	Enquire directly	Enquire directly	Enquire directly

### ABOUT US

'*Changing Ireland*' is the most popular magazine produced by Ireland's Community and Voluntary Sector and has over 15,000 loyal print readers (with thousands more online readers).

Established in 2001, our quarterly magazine has become the most popular magazine in Ireland's Community and Voluntary Sector. It is posted for free to subscribers, guaranteeing a wide audience. Our core readership's spend is over €600million and the wider Sector turnover is approx €5billion p.a.

### PRINT-RUN AND CIRCULATION

**Readership:** We have 15,000 print readers (based on the industry norm of 2-3 readers per copy). Approx. 5,000 copies are distributed: by direct mail for free to thousands of subscribers and by direct sale through select Eason's outlets. **Downloads per issue:** up to 2,500. Note: Our website is currently being updated.

**Online:** With our various social media, we normally have over 60,000 interactions/visits annually.

### READERSHIP

#### Our readers include:

- Senior management and on-the-ground staff in: (a) local authorities, (b) Local Development Companies (aka Partnership or LEADER companies), (c) Community Service Programme projects, (d) Family Resource Centres, (e) Public Participation Networks, (f) Community Development Projects, (g) students of community development and related courses (eg youthwork, drugs work).
- All political representatives in the ROI (all councillors, TDs, Senators, MEPs),
- Members of the public via Eason's & other retail outlets.
- Subscribers also include all university libraries, city and local enterprise offices, disability organisations, NGOs, UN agencies, trade unions, national umbrella bodies, state agencies including Pobal, employees working in various social inclusion programmes and members of the media.
- The magazine is also directly distributed to key civil servants and agency staff and to hundreds of Community Development workers and volunteers who have subscribed independently over the years.

'*Changing Ireland*' focuses on volunteer-led, local and community development and produces easy-to-read, quality journalism with an emphasis on the positive, on best practice and on providing insight in an entertaining way. The magazine is printed on recycled paper using vegetable inks.

### ARTWORK AND DESIGN

Ideally, all artwork should be provided in a ready-to-use format such as hi-res PDF, JPG or InDesign source files. Artwork can be produced by '*Changing Ireland*' on request.

ADVERT DIMENSIONS	mm's	inches
1/4 Page	105 X 74.25	4.12 X 2.93
1/2 Page	211 X 148.5	8.25 X 5.87
Full Page	211 X 297	8.25 X 11.75

### INSERTS

Inserts possible: Cost on request. Sponsored pages or supplements available depending on subject.