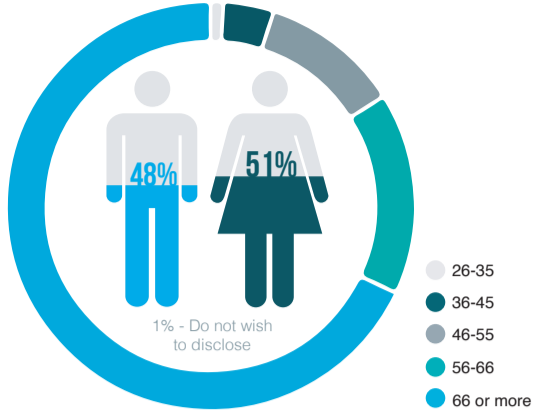


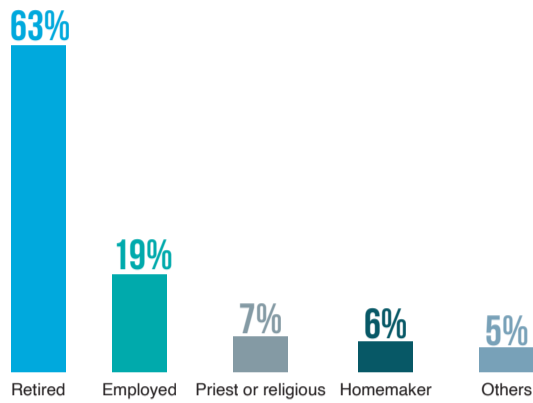
ADVERTISING  
MEDIA PACK  
2024-2025

# The Irish Catholic

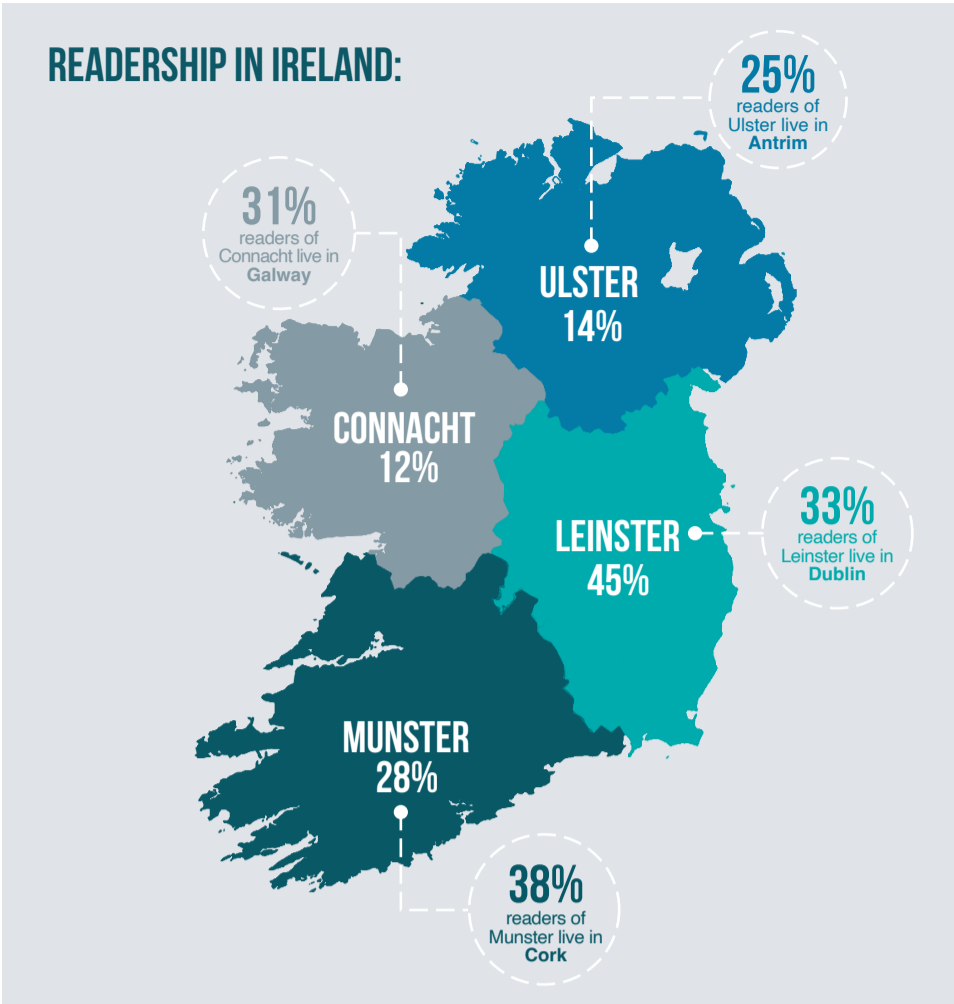
## A BIG ADVERTISING OPPORTUNITY



### EMPLOYMENT STATUS:



### HOME OWNERSHIP:

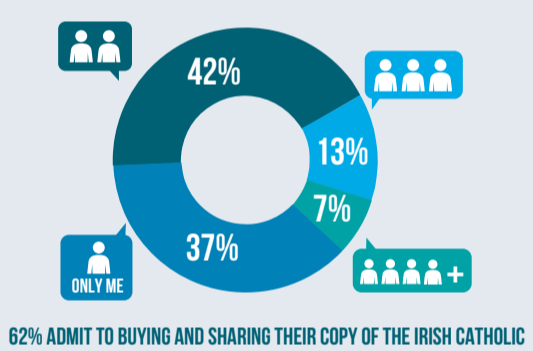


OF PEOPLE ARE IN THE HABIT OF DONATING TO CHARITY



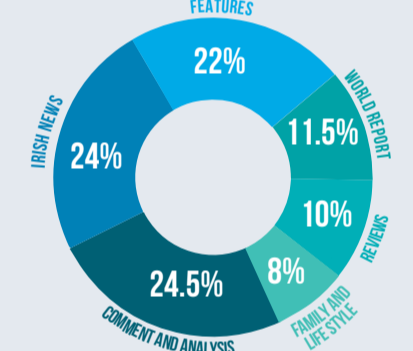
1-2 times 3-4 times 5 times or more n/a

### HOUSEHOLD READERSHIP OF A SINGLE COPY OF THE IRISH CATHOLIC



93% OF THE READERS RATE THE IRISH CATHOLIC AS 'GOOD' OR 'EXCELLENT'

### MOST POPULAR SECTIONS OF THE IRISH CATHOLIC



SOCIAL MEDIA | FOLLOWERS 13.000 9.000

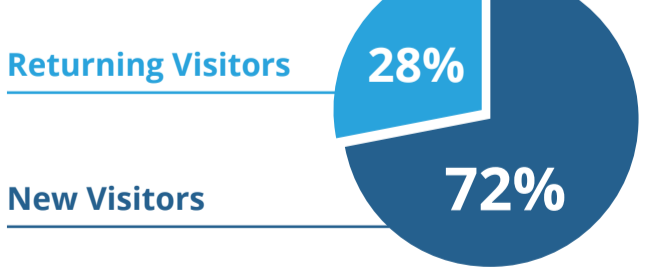
## THE IRISH CATHOLIC ONLINE

2,700  
Visitors  
per day



7,000  
Page views  
per day

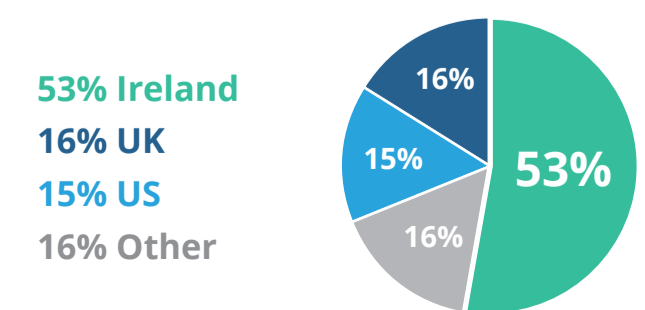
### WEBSITE TRAFFIC



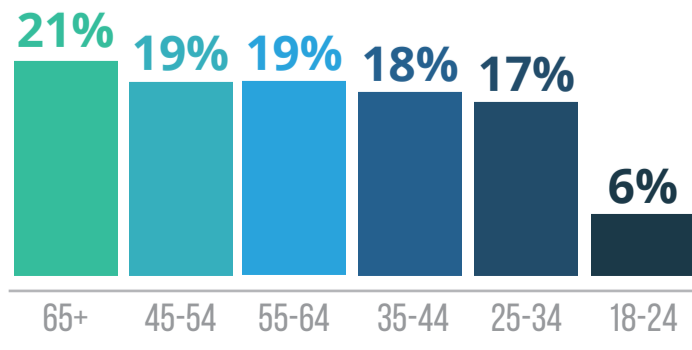
### GENDER



### USERS BY COUNTRY



### AGE BREAKDOWN



# ADVERTISING RATES | The Irish Catholic



Full page



Half page

## MAIN NEWS SECTION

€2,000	Full Page 34.3cm(h) x 26.3cm(w)
€1,000	Half page 17cm(h) x 26.3cm(w)
€500	Quarter page 17cm(h) x 12.9cm(w)
€750	Front page banner 5cm(h) x 26.3cm(w)
€360	18cm(h) x 8.5cm(w)
€240	12cm(h) x 8.5cm(w)
€200	10cm(h) x 8.5cm(w)
€160	8cm(h) x 8.5cm(w)
€100	5cm(h) x 8.5cm(w)

\*prices exclude VAT

## CLASSIFIED ADS

€250	Quarter page 17cm(h) x 12.9cm(w)
€180	18cm(h) x 8.5cm(w)
€120	12cm(h) x 8.5cm(w)
€100	10cm(h) x 8.5cm(w)
€80	8cm(h) x 8.5cm(w)
€50	5cm(h) x 8.5cm(w)
€25	Lineage ad - Header and max. 30 words of text

\*prices exclude VAT

## INSERTS

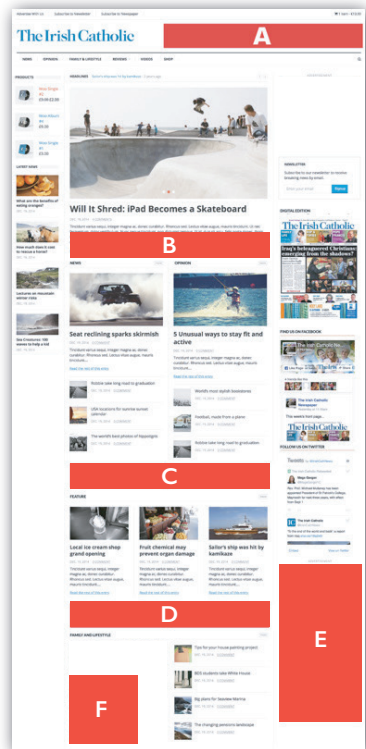
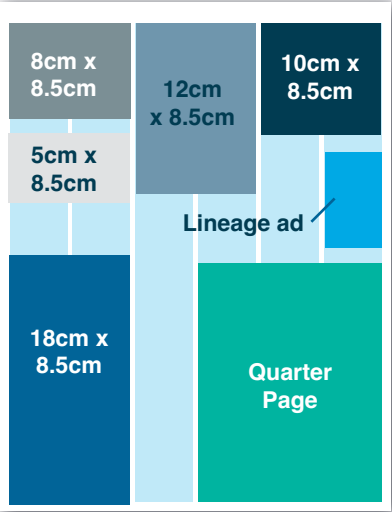
€4000	Seasonal insert	Inserts, weighing more than 8gr are adjusted depending on the weight.
(Sep-Dec, Legacy Supplements, Easter Issue)	Standard insert	
€3000		
€500	Digital insert	Shared via Mailchimp as well as social media channels.
(4 weeks)		

\*prices exclude VAT

## ONLINE

MONTHLY	€500	A Headline banner (728x90 px)
	€350	B News section banner (728x90 px)
	€300	C Opinion section banner (728x90 px)
	€300	D Feature section banner (728x90 px)
	€500	E Right column vertical banner (300x600 px)
	€200	F Footer (300x300 px)
	€250	Web Advertorial
	Per week	

\*prices exclude VAT



# WHAT OUR CLIENTS SAY

“

Advertising in the Irish Catholic has been a catalyst for growth for our organization. Through thoughtful campaigns that we’ve been able to easily scale alongside our growth, we continue to reach and share our work with an audience that truly understands the importance of service both at home and abroad. We value our relationship with the team at the Irish Catholic and look forward to what our ongoing relationship will bring.

Operation  Smile

”

“

Marian Pilgrimages has used The Irish Catholic for over 10 years. As a pilgrimage tour operator, it is paramount that we have a presence in the paper as those wishing to travel on pilgrimage will go to The Irish Catholic for information on upcoming trips. We have found the team in The Irish Catholic consistently professional and easy to deal with.....It is our intention to continue to work with The Irish Catholic for all of our advertising.



**MARIAN PILGRIMAGES**  
RENEW OUR SPIRIT OF LOVE, FORGIVENESS & PEACE

”

## REGULAR ADVERTISERS

**Trócaire**



**Sightsavers**



**MISSIO**  
IRELAND



**Harold's Cross  
Blackrock  
Wicklow**  
Respite Rehabilitation Reassurance



**The Loyola Institute**  
TRINITY COLLEGE DUBLIN



**FOCUS**  
Ireland

**The Saint Patrick  
Centre**



**Merchants Quay Ireland**  
Homeless & Drugs Services



**CONCERN**  
worldwide



**MARIAN PILGRIMAGES**  
RENEW OUR SPIRIT OF LOVE, FORGIVENESS & PEACE

**Operation  Smile**



**Irish  
Hospice  
Foundation**



**Irish  
Red  
Cross**



**misean cara**  
Mission Support from Ireland



**Irish  
Cancer  
Society**

# ADVERTISE TODAY

## The Irish Catholic

UNIT 3B, BRACKEN BUSINESS PARK, BRACKEN ROAD,  
SANDYFORD, D18 K277

TEL: +353 1 687 4027 | EMAIL: [advertising@irishcatholic.ie](mailto:advertising@irishcatholic.ie)

ADS MUST BE IN  
BEFORE 4PM FRIDAY  
TO ENSURE YOUR AD  
APPEARS IN OUR  
NEXT EDITION

2 | Comment

### Inside this week

**Tim Schmalz**  
Giving voiceless a  
voice through art  
Pages 24-25



**Fr Silvester  
O'Flynn OFM Cap.**  
Go, and sin no  
more...  
Pages 30



### Pope's Vatican reform news – but more needed

**P**ope St John XXIII was reportedly once asked by an impressed visitor to the Apostolic Palace how many people actually work at the Vatican. The Pontiff is reported to have quipped back: "Oh, about half of them". The story is probably apocryphal, and I have since heard it said about many large organisations.



Ed  
Mic

**Fr Ron Rolheiser:** The therapy of a public life – Page 30

# The Irish Catholic

## LOVE NOTES

Managing different  
personalities in  
marriage Page 34



## THAT SLAP

Controversial actor  
thanks God  
Page 3



## NIAMH UÍ BHRIAIN

Support families who  
know their baby will  
be sick Page 7



Thursday, March 31, 2022

€2.50 (Stg £2.20)

The-Irish-Catholic-Newspaper

@IrishCathNews

[www.irishcatholic.com](http://www.irishcatholic.com)

## Ireland legend pleads with young people to make more time for God

**Chai Brady**

Former Ireland international and Birmingham City player Keith Fahey has urged young people to keep God at the centre of their lives



## Rural parishes hope for summer boost after Covid

**Ruadhán Jones**

The Covid-19 pandemic and restrictions devastated rural communities, leaving some towns living on the edge of extinction