

ADVERTISING OPPORTUNITIES WITH PHOTOIRELAND FESTIVAL

KNOW MORE ABOUT OUR AUDIENCE

Our audience is predominantly ABC1, of a 50-50 gender split, from Ireland, UK and near Europe. They are more likely to be between the ages of 20-64, and most likely to be 25-45 years old. They are twice as likely to be a domestic visitor, however tourists make up a visceral segment due to the time of the festival.

Number of visitors:

PhotoIreland Festival 2013: 30,000

PhotoIreland Festival 2014: 31,130

PhotoIreland Festival 2015: 40,365

PhotoIreland Festival 2016: 60,000

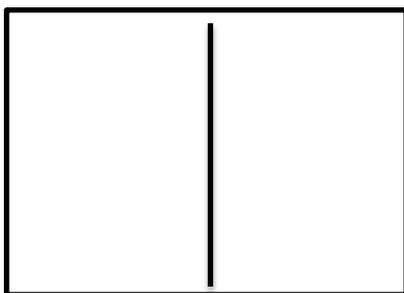
THE FESTIVAL CATALOGUE

Every year we print a minimum of 5000 copies of our collectable catalogue, distributed nationwide to key locations like Tourist Offices, Galleries, Museums, Camera specialists, Cultural Organisations, selected shops etc. All the participant exhibitors contribute to further distribute the catalogue through their networks of specialised consumers.

ADDITIONAL BENEFITS

Wide circulations amongst various multi-cultural venues, in Ireland and abroad, and at national and international Art and Photo festivals, and fairs, even after the festival - it is always available for download as a PDF online.

CATALOGUE ADS SIZES



A4 landscape size 297w x 210h (mm)
€1200 ~~€900~~



A5 210h x 148w
€700 ~~€600~~



A6 148h x 105w
€400



A8 74w x 52h
€100

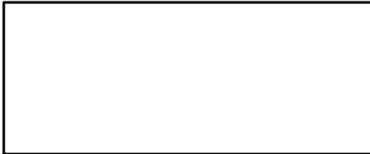
SPECS: All files supplied as CMYK at 300dpi, as a vector based PDF.

ADVERTORIAL

Advertorials are a perfect option to highlight a service or product. It is ideal for colleges looking to boost their photography programme, and companies presenting a product or service to our audiences. We will produce and design a single or double page spread article for you. Prices start at €800 for an A5 single page, €1200 for an A4 spread - see above for sizes.

THE FESTIVAL WEBSITE

Advertise on the PhotoIreland Festival website this year and benefit from the yearly peak of visitors. Visits to PhotoIreland Festival 2015 page: 2000 visitors a day on peak. 500 average first weeks. Expected visits for PhotoIreland Festival 2016 page 3500 visitors a day on peak. 800 average first weeks.



Main banner 1500w x 600h (px)
Indefinitely - €700
1 week - €400

Feature 1000h x 600w
€600
€300

Footer 360h x 400w
€400
€100

SIDE 200x80
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€100

SPECS: All files supplied as RGB at up to 144dpi, as a JPG. Size, duration, and placement of the adverts are negotiable. Let's discuss what is best for you.

PAYMENTS

All payments must be done prior to advert going live, at the following account:

BY BANK

Photo Ireland Festival Limited
IBAN: **IE45AIBK93104734903097**

BY PAYPAL

Transfer money to info@photoireland.org

OUR DETAILS

TAX NUMBER: 9748040M
EORI: IE9748040M
CRO: 468241