

2007 MEDIA INFORMATION

the **IRISH** **FRANCHISE** magazine

www.irishfranchisemagazine.net

Promoting Master,
Regional & Single Unit
franchises throughout
Ireland



PACKAGE	PRICE
Front Cover Package	£3,750
Includes: Front Cover promotion plus three pages of full colour advertising/editorial	
3 Page Spread	£2,185
2 Page Spread	£1,595
Full Page	£995
Inside Back Cover	£1,575

For space, design and editorial add 10%

Promotions in *The Irish Franchise Magazine* are available at 50% of the advertising rates of *The Franchise Magazine*

Published bi-annually and distributed throughout Northern and Southern Ireland, at The Irish Franchise Exhibition held in Dublin and The Franchise Exhibition in Belfast.

Also available **ONLINE** at www.irishfranchisemagazine.net



FRONT COVER PACKAGE

Consisting of four pages: One page front cover and three full colour pages of editorial or advertisements. The front cover design and production is entirely in the control of the Publisher. Front cover package: £3,750

INSERTS

Loose leaf inserts produce a fast response and add impact to any campaign carried in the publication. £125 Per 1,000, A4 80gsm: (Other inserts: prices depending on size and weight)

TERMS & CONDITIONS

All Franchisor advertisers must be approved by the Publisher. All prices are per insertion. Following booking confirmation and final acceptance by the publisher, all payments must be received PRIOR TO PAYMENT DEADLINE DATES AS SHOWN. ADVERTISEMENTS NOT PAID FOR BY THIS DATE WILL AUTOMATICALLY BE WITHDRAWN. This is company policy and there are no exceptions. This is also a safeguard to our readers. Cancellations for advertisements MUST be made 25 (twenty five) working days prior to publication. Published by Franchise Development Services Ltd, Franchise House, 56 Surrey Street, Norwich, NR1 3FD. Registered in London 1592312, October 1981.

DISTRIBUTION

- Online promotions at www.irishfranchisemagazine.net
- Franchise Exhibitions in Dublin & Belfast
- Newsagents nationwide
- Banks
- Enterprise Agencies
- Subscribers
- Resettlement Advisors
- Hotels throughout Ireland

MECHANICAL DATA

- All advertisements must be supplied on disc and accompanied by a digitally generated proof with approval signature.
- If any significant alterations need to be made by *The Irish Franchise Magazine* to any submitted materials, a charge will be incurred for this.
- Please allow a total of 8mm in the centre and sufficient overlap for binding.
- Formats accepted: Macintosh QuarkXpress, Photoshop and Illustrator. All scans to be saved as EPS or TIFF files, CMYK.
- Discs accepted: CD, Zip100.

PAGE DIMENSIONS

	Full Page Spread	Double Page Spread
Bleed (mm)	213 x 303	426 x 303
Trim (mm)	210 x 297	420 x 297
Type (mm)	190 x 270	400 x 270

CONTACT

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2007 DEADLINES

	Spring/Summer	Autumn/Winter
Editorial	2nd April	15th October
Advert/Payment	5th April	19th October
On Sale	27th April	9th November
Exhibition Distribution	Belfast	Dublin

PUBLICATIONS PRODUCED BY FRANCHISE DEVELOPMENT SERVICES:

