



Media Pack and Advertising Rates

Northern Ireland's Social Monthly



ARE YOU IN **IN!**

IN! has successfully carved out its place amongst the rest of Ireland's magazine titles, and is now officially Northern Ireland's best-selling social monthly. Publishing ten issues a year, our policy is to portray positivity in Northern Ireland, with a clear focus on local celebrities in addition to articles on fashion, beauty and wellbeing, cookery, travel and weddings enjoyed by professional women aged 25 to 55.

Exclusives: **IN!** has become known and respected amongst NI's celebrities, who welcome our readers into their lives and homes to see exclusive pictures and read interviews not offered to any other local, and in some cases UK-wide, publications. This year we had the NI scoop on Christine Bleakley before she started on *Daybreak*; Girls Aloud singer, Nadine Coyle's only NI Magazine interview as she launched her first solo album and Ryder Cup superstar Darren Clarke's first photoshoot with his new fiancée, former Miss NI, Alison Campbell. Other Irish exclusives have included, Eamonn Holmes' 50th birthday celebrations at Old Trafford, Pamela Ballentine's retirement from UTV, and Lynda Bryans and her husband, Mike Nesbitt, gave **IN!** their only interview as a couple before Mike went on to win his seat in local government.

New Content and Innovations: This year we've added to our editorial offering adding: "**IN!** Showbiz", "**IN!** Culture", "Ask the Experts", "**IN!**teriors" and "**IN!** Chats To". As well as the **IN!** Glamour Awards, the **IN!** brand has been further rolled out this year through rapid expansion of our online presence on Facebook, Twitter and **IN!**TV.

Keeping it Local: We cover the hippest and most glamorous NI events each month. Our team of award-winning photo journalists and writers are constantly out and about capturing the very best of celebrity events. Consequently, approximately one-third of each issue is dedicated to covering these in-demand, social occasions, from parties and gala balls to major sporting events, school formals, weddings and fashion shows. Our team is bombarded with hundreds of readers' requests to cover their social events. The magazine has become somewhat of an institution, with the question on everyone's lips being: "Are you **IN!**?"



“We don’t just look at IN! magazine as a well presented and justifiable advertising medium, but as a direct extension of our shop window, viewed by the unique target customers we wish to communicate with!”

Steven Simpson, Rio/Brazil/BT9



“As our business and facilities have developed I have found IN! to be the perfect medium to reach ABC 1 women who are a key target audience. Best dressed competitions are now an important part of raceday which in turn has lead to shopping destinations and retailers becoming sponsors at Down Royal , IN drives footfall to our racedays and the post event coverage endorses Down Royal as a must in the social diary.” Michael Todd, General Manager Down Royal Race Course.

Why Advertise in **IN!** ?



ABC Audited. ABC independently verifies circulation and ensures advertisers and media buyers complete confidence. ABC verification provides justification that advertising budgets are being spent effectively.

Be associated with Northern Ireland's best selling social and lifestyle monthly magazine. Statement is based on ABC actively purchased copies.

IN! offers advertisers the perfect environment to target women cost effectively.

IN! readers are receptive to advertising in magazines. The personal relationship and the world into which IN! magazine

takes its readers, ensures that readers are in a receptive frame of mind.

Magazines are well read. The average page paid for magazine is read for 54 minutes, picked up 5.4 times, and the average page is opened 2.5 times.

Magazine advertising creates sales, whether magazines are used on their own or in combination with other media.

It is magazines where consumers find the advertising most helpful as a guide before purchasing and providing useful product information.

(Source PPA Ireland)

IN! Glamour Awards

The IN! Glamour Awards are the perfect extension of the **IN!** brand.

This annual award ceremony epitomises the magazine with its glitz and glamour, and welcomes distinguished guests to Belfast.

IN! Interviews

Want to know what's happening with all of your favourite Northern Irish VIPs? We bring you interviews with all of the province's famous faces from the worlds of sport, TV, theatre, music, literature and art.



IN!teriors

Every issue, we bring you all of the latest news and products from the local world of interiors.



IN! Events

Each month we bring our readers to all of the best social occasions that have taken place throughout the province. From glamorous black tie balls to boutique openings and school formals, we have them covered.



IN! Travel

Informative editorial and attractive imagery make this section and popular addition to our regular features.

IN! Fashion

We reflect all of the latest trends in line with the season and tie in with the theme(s) laid down for each of our ten issues using designer brands available from local boutiques as well as the High Street.



IN! Cook

A romantic Valentine's Day meal, a family feast or ideas for cooking al fresco, each issue one of NI's top chefs offers a culinary delight. We also offer a reader competition with this section.



IN! Beauty & Wellbeing

Beauty tips and recommendations to keep our readers looking good! We've news from the province's beauty and hair salons as well as coverage of all the latest national product launches.

IN! Love

This popular wedding section showcases readers weddings.



Deadlines 2012

MARCH ISSUE

Theme: Spring/Mother's Day

1st Editorial Deadline (regulars)	3rd Feb
2nd Editorial Deadline (features)	10th Feb
Advertising Deadline	17th Feb
Print Deadline	24th Feb
On-Sale	1st March

APRIL ISSUE

Theme: Anniversary of the Titanic/Easter

1st Editorial Deadline (regulars)	9th March
2nd Editorial Deadline (features)	16th March
Advertising Deadline	23rd March
Print Deadline	29th March
On-Sale	4th April

MAY ISSUE

Theme: Early Summer/Start of Holiday Season

1st Editorial Deadline (regulars)	6th April
2nd Editorial Deadline (features)	13th April
Advertising Deadline	20th April
Print deadline	27th April
On-Sale	3rd May

JUNE ISSUE

Theme: Summer/Father's Day/2012 Olympics

1st Editorial Deadline (regulars)	4th May
2nd Editorial Deadline (features)	11th May
Advertising Deadline	18th May
Print Deadline	25th May
On-Sale	31st May

JULY/AUGUST ISSUE

Theme: High Summer/2012 Olympics/Holidays

1st Editorial Deadline (regulars)	8th June
2nd Editorial Deadline (features)	15th June
Advertising Deadline	22nd June
Print Deadline	29th June
On-Sale	5th July

SEPTEMBER ISSUE

Theme: Autumn/Back to school/New Fashion Trends

1st Editorial Deadline (regulars)	3rd Aug
2nd Editorial Deadline (features)	10th Aug
Advertising Deadline	17th Aug
Print deadline	24th Aug
On-Sale	30th Aug

OCTOBER ISSUE

Theme: Halloween/Breast Cancer Awareness

1st Editorial Deadline (regulars)	7th Sept
2nd Editorial Deadline (features)	14th Sept
Advertising Dead	21st Sept
Print Deadline	28th Sept
On-Sale	4th Oct

NOVEMBER ISSUE

Theme: Christmas/Party Season

1st Editorial Deadline (regulars)	5th Oct
2nd Editorial Deadline (features)	12th Oct
Advertising Deadline	19th Oct
Print Deadline	26th Oct
On-Sale	1st Nov

DEC/JAN ISSUE

Theme: New Year/New You

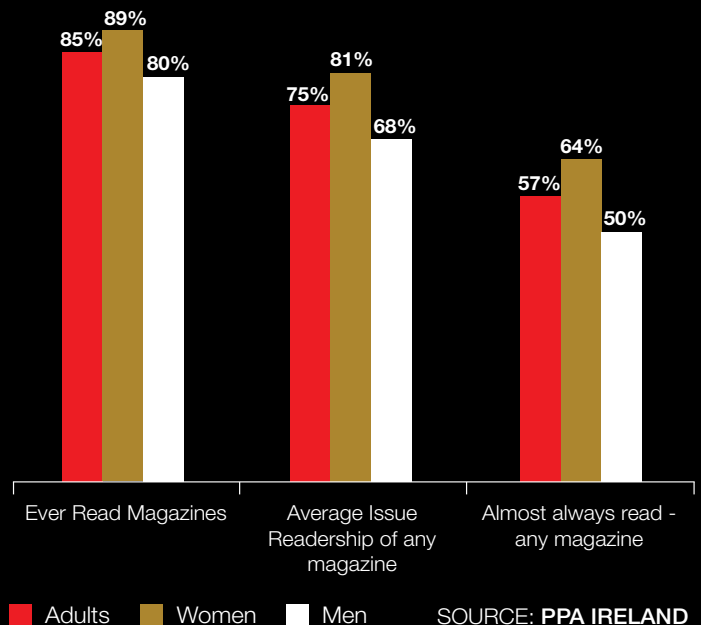
1st Editorial Deadline (regulars)	9th Nov
2nd Editorial Deadline (features)	16th Nov
Advertising Deadline	23rd Nov
Print Deadline	30th Nov
On-Sale	6th Dec

10 reasons to advertise with magazines

Magazines are proven to:

1. Reach targeted audiences of scale
2. Provide an audience that values and trusts its advertising - and is therefore more likely to engage with it
3. Provide a relevant advertising space that forms an essential part of the overall reading experience
4. Capture the mood of their readers
5. Reach influenced readers who will act on what they see
6. Work efficiently in generating awareness
7. Increase word of mouth
8. Drive people online to search for information about products and services
9. Provide a key role in lifting purchase intent and driving sales
10. Provide measurable return on investment

Magazines reach 85% of all UK adults



Distribution

IN! is widely available across Northern Ireland in the following outlets:

TESCO | ASDA | SAINSBURYS | M&S | HENDERSON GROUP | CENTRA | INDEPENDENT NEW FEDERATION
DLT MEDIA | EXCLUSIVELY AVAILABLE IN BMI BUSINESS LOUNGES AT BELFAST CITY AIRPORT

Rate Card

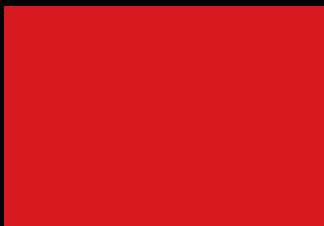
Full Page	£1400.00
Half Page	£820.00
Third Page	£580.00
DPS	£2420.00
IFC	£1600.00
OBC	£1800.00
Strip advertising	£450.00 per strip



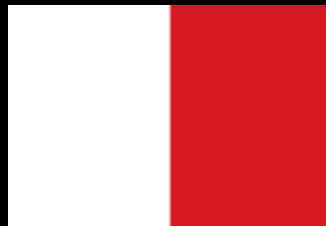
Surcharges – Guaranteed positions 15% extra
 Series discounts – Not available if series is cancelled
 Credit terms – 30 days from date of publication

 Display Cards, sponsorship opportunities, wrap arounds and other creative options available on request. Please contact our sales team.

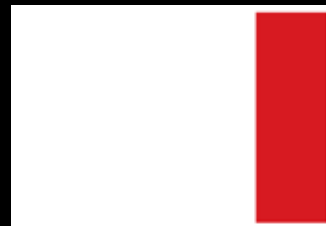
Specifications



Double page spread
 Trim area: 460 x 305
 Bleed: 3mm



Single full page
 Trim area: 230 x 305
 Bleed: 3mm



Half page vertical
 Trim area: 102.5 x 286
 Bleed: 3mm



Half page horizontal
 Trim area: 210 x 140
 Bleed: 3mm



One third page vertical
 Trim area: 67 x 286
 Bleed: 3mm



One third page horizontal
 Trim area: 210 x 93
 Bleed: 3mm

ALL ARTWORK SHOULD BE ACCOMPANIED WITH A PRINTED COLOUR PROOF AND SUPPLIED IN:

- Illustrator10 or CS1 Version or later: Text converted to OUTLINES, Links should be embedded in the artwork OR saved in tiff. OR eps format on CD
- Quark Xpress Version 5 or later version: Collect fonts, and links to CD.
- Adobe InDesign: Open file, Collect all links and fonts into CD
- Adobe Photoshop CS1 Version: EPS, TIFF or JPG file saved in CMYK format 300DPI resolution at PRINT Size
- Adobe PDF Format: PDF file at High Resolution with fonts embedded



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