



@IrishFoodMag



www.irishfoodmagazine.com

Irish food

Irishfood

Established for nearly 30 years, **Irishfood** is the only promotional, independent magazine for the Irish agri-food industry, which is direct mailed to buyers in export markets. Each edition covers a wide variety of topics, across the different sectors, and includes industry news, market and consumer trends, export statistics and exclusive interviews. The combined circulation is 11,000.

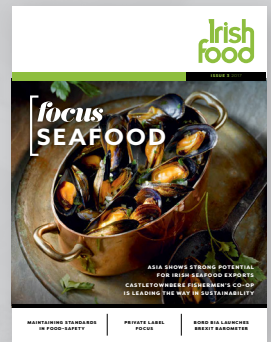
Print

All editions are distributed to buyers across the UK and Europe, as well as being mailed to key players within the industry in Ireland. There are also two special editions published annually, U.A.E Gulfood focus issue and the Chinese special issue. Bord Bia, Enterprise Ireland and Teagasc also receive copies of each edition, for their own distribution.

Additionally, **Irishfood** magazine is available from the Bord Bia stands at the main international food and drink shows they are attending (for example SIAL China, Anuga/SIAL Paris, PLMA, Seafood Expo Global, Marketplace, Speciality Fine Food Fair, lunch! Gulfood and FiE/HiE).

Digital

Irishfood has a digital distribution list of 1,300 and Bord Bia send the digital edition flipbook to their market managers for further distribution. Each issue is also available on irishfoodmagazine.com



SPECS

Full Page

210mm (w) x 280mm (h)
plus 5mm bleed

Half Page

185mm (w) x 125mm (h)

Quarter Page

90mm (w) x 125mm (h)

RATES

Full Page - €2,800 ex vat

Half Page - €1,500 ex vat

Quarter Page - €860 ex vat

For more details and space booking please contact:

Rebecca Markey t 01 7096900 e rebecca@ifpmedia.com

IFP Media, Castlecourt, Monkstown Farm, Glenageary, Co. Dublin, A96 T924

p +353 1 7096900 w www.ifpmedia.com



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