MEDIA PACK
www.madein.ie
MA Business, publishers of MADE IN IRELAND, is synonymous with high quality brands and values making it one of the largest media businesses reaching manufacturing and engineering design communities. Its long-established portfolio of magazines, websites and newsletters engage with engineers at design, production technology and management level across every discipline in the manufacturing & engineering sector.

Launched in 2017 MADE IN IRELAND (www.madein.ie) does exactly this for the Irish manufacturing and design engineering industry.

MADE IN IRELAND magazine is written to provide vital and engaging content for the decision makers and influencers in Irish Industry. These individuals are the key contacts to influence for anyone serious about developing business in Ireland.

As well as the latest news and developments in the Irish manufacturing and engineering industry, www.madein.ie and each published edition of Made in Ireland covers regular subjects including: Mechanical; electro mechanical and electronic design; production; manufacturing management; medical industry; regional spotlight; on-campus and engineering pioneers.

ENGAGING WITH IRISH MANUFACTURING

MADE IN IRELAND reaches 6,000 key decision makers

- Head of Site
- Head of Factory Services/operations
- Head of Production/manufacturing
- Next Most Senior Technical Manager
- Head of Purchasing
- In day-to-day charge of engineering design
- Head of Information Technology

Key Industries MADE IN IRELAND reaches

- Medical
- Automotive
- Electronics & components
- Industrial equipment
- Electrical Equipment
- Chemical
- Other Manufacturing
- Clothing & textiles
- Food & drink
- Aerospace
- Consultants & Services
- Plastics
- Construction Materials
- Paper & print
- Head offices

Size of companies that receive MADE IN IRELAND

<table>
<thead>
<tr>
<th>Size of Company</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1-49</td>
<td>11%</td>
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<tr>
<td>50-199</td>
<td>33%</td>
</tr>
<tr>
<td>200-499</td>
<td>21%</td>
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<tr>
<td>500+</td>
<td>35%</td>
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WEBSITE

<table>
<thead>
<tr>
<th>Advertising Format</th>
<th>Price</th>
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<tr>
<td>Billboard</td>
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<tr>
<td>Leaderboard</td>
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<tr>
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<tr>
<td>Single MPU</td>
<td>£750</td>
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Special positions including:
- Wallpaper
- Adhesion
- Skybox
- Interscroller

£POA

EMAIL & LEAD GENERATION

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<tr>
<td>Eblast with lead data</td>
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<td>Sponsored enewsletter with lead data</td>
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MADE in Ireland Knowledgebank annual campaign with lead data

£7,000

PRINT

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<tr>
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<tr>
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<td>Front page + full page ad inside magazine</td>
<td>£4,950</td>
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WEBSITE ADVERT SPECIFICATION

BILLBOARD - TOP POSITION

DIMENSIONS
- Desktop: 970 x 250 pixels
- Tablet (high res): 728 x 90 pixels and (low res): 468 x 60 pixels
- Mobile: 320 x 50 pixels

DOUBLE MPU

DIMENSIONS
- Desktop: 300 x 500 pixels
- Tablet (high res): 300 x 500 pixels
- Tablet (low res): 300 x 500 pixels
- Mobile: 300 x 500 pixels

LEADERBOARD

DIMENSIONS
- Desktop: 728 x 90 pixels
- Tablet (high res): 728 x 90 pixels and (low res): 468 x 60 pixels
- Mobile: 320 x 50 pixels

SINGLE MPU

DIMENSIONS
- Desktop/Tablet or Mobile: 300 x 250 pixels

FILE FORMAT (MAX FILE SIZE 1MB)

Static or animated image (PNG, GIF, JPEG), HTML5, 3rd party (tag or script)

PRINT ADVERT SPECIFICATION

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<th>Type area</th>
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Multimedia marketing options give you the most comprehensive blanket coverage engaging with the Irish manufacturing industry for a full 12 months. These include print, website coverage and monthly news updates via e-newsletter. Multimedia marketing options also come with generous discounts from the standard advertising rates.

www.madein.ie

CONTACTS

Jez Walters
jez.walters@markallengroup.com
+44 (0)7967 169133

Sarah Knight
sarah.knight@markallengroup.com
+ 44 (0)7860 715086

Paul Tompkins
paul.tompkins@markallengroup.com
+44 (0) 7522 946087

GOT A STORY FOR US, OR WANT TO DISCUSS AN ARTICLE?
We’re always on the look-out for a good story promoting all that is best in Irish manufacturing and engineering! Drop us an email at editor@MADEin.ie and we will be in touch...