

MANUFACTURING AND DESIGN ENGINEERING

**M A D E**

**IN IRELAND**

**MEDIA PACK**

[www.madein.ie](http://www.madein.ie)



MANUFACTURING AND DESIGN ENGINEERING

# MADE IN IRELAND



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

Monthly  
E-newsletter  
+  
[www.madein.ie](http://www.madein.ie)  
+  
Bi-monthly  
Magazine



## MEDIA PACK

### ENGAGING WITH IRISH MANUFACTURING

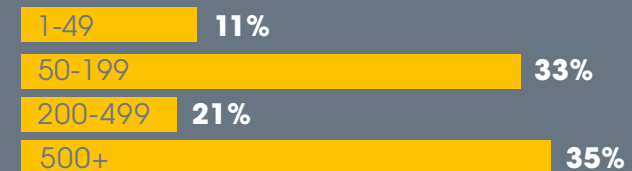
**MADE IN IRELAND reaches 6,000 key decision makers**

- ✓ 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
- ✓ Machining/Metal products
- ✓ Food & drink
- ✓ Aerospace
- ✓ Consultants & Services
- ✓ Plastics
- ✓ Construction Materials
- ✓ Paper & print
- ✓ Head offices

**Size of companies that receive MADE IN IRELAND**



MANUFACTURING AND DESIGN ENGINEERING

# M A D E IN IRELAND



## MEDIA PACK

### WEBSITE

Billboard	<b>£2,500</b>
Leaderboard	<b>£1,500</b>
Double MPU	<b>£1,500</b>
Single MPU	<b>£750</b>
Special positions including: Wallpaper, Adhesion, Skybox, Interscroller	<b>£POA</b>

### EMAIL & LEAD GENERATION

Eblast with lead data	<b>£1,750</b>
Sponsored enewsletter with Lead data	<b>£750</b>
MADE in Ireland Knowledgebank annual campaign with lead data	<b>£7,000</b>

### 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

#### 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

#### 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

#### 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

PREMIUM POSITION SURCHARGE 25%

Double page spread	<b>£4,000</b>
Full page	<b>£2,500</b>
Half page	<b>£1,500</b>
Quarter page	<b>£900</b>
1/8 page	<b>£475</b>
ADVERTORIAL Double page spread	<b>£4,000</b>
Front page + full page ad inside magazine	<b>£4,950</b>

### PRINT ADVERT SPECIFICATION

Size		Depth	Width
Double page spread	Bleed	292mm	426mm
	Trim	286mm	420mm
	Type area	254mm	388mm
Full page	Bleed	292mm	216mm
	Trim	286mm	210mm
	Type area	254mm	178mm
Half horizontal	Bleed	140mm	216mm
	Trim	137mm	210mm
	Type area	124mm	178mm
Half vertical	Bleed	292mm	103mm
	Trim	286mm	100mm
	Type area	254mm	86mm
Quarter standard	Type area	124mm	86mm
Quarter horizontal	Type area	65mm	178mm

MANUFACTURING AND DESIGN ENGINEERING

# MADE IN IRELAND

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](http://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](mailto:editor@MADEin.ie) and we will be in touch...

MA Business