

**MEDIA PACK**

**MANUFACTURING AND DESIGN ENGINEERING**

**M A D E**

**IN IRELAND**

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MANUFACTURING AND DESIGN ENGINEERING

# M A D E IN IRELAND



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The manufacturing industry in Ireland is vibrant, diverse and thriving. With more than 6,000 manufacturing organisations on the island of Ireland employing 200,000 professionals, this is a dynamic and growing sector.

According to the \*Central Statistics Office report released in July 2018 the Net Selling Value (NSV) of products made in Ireland was €113.4 billion in 2017.

**This is a sector that invests:** Irish manufacturing business spends over €12bn each year on the local supply chain alone. 88% of companies surveyed in 2015\* have said they were planning investment in new technology and equipment – 77% planning to launch a new product or service. By 2017 this had resulted in 8% growth in Net Selling Value of production in Ireland.

Increasingly international suppliers are benefitting from supplying to the Irish manufacturing industry. But the question is always: **how to increase reach and engagement with this lucrative sector?**

\* Ibec AIB National Manufacturing Survey 2015

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MANUFACTURING AND DESIGN ENGINEERING

# M A D E IN IRELAND

MA Business is synonymous with high quality brands and values that make it one of the largest media businesses reaching manufacturing and engineering design communities. Its long-established core products are targeted at design, production technology and management readers across every discipline in the manufacturing sector.

**MADE IN IRELAND** ([www.madein.ie](http://www.madein.ie)) does exactly this for the Irish manufacturing and design engineering industry

**MADE IN IRELAND** engages with the decision makers and influencers vital 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](http://www.madein.ie) and each published edition of *Made in Ireland* will cover regular subjects including: *Mechanical; electro mechanical and electronic design; production; manufacturing management; medical industry; regional spotlight; on-campus and engineering pioneers*



**MEDIA PACK**



**Engaging with Irish  
Manufacturing**

**10,000**  
Key decision  
makers

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

**6,000**  
Manufacturing &  
design sites

MANUFACTURING AND DESIGN ENGINEERING

# M A D E IN IRELAND

DISPLAY	
Double page spread	£4,000
Full page	£2,500
Half page	£1,500
Quarter page	£900
Premium position surcharge	25%

HIGH IMPACT OPTIONS	
Belly band	£9,000
Barn door	£8,000
Die-cut front cover	£8,500

ADVERTORIAL	
Double page spread	£4,000
Full page	£2,500
Half page	£1,500
Quarter page	£900
Technical Update (1/8 page)	£250
Inserts (10 gram)	£900

ONLINE		
Page peel	£2,000	per month
Leaderboard	£1,000	per month
Banners	£750	per month
Premium message panel	£500	per month
Large message panel	£350	per month
Small message panel	£250	per month

E-NEWSLETTERS	
Banner	£750
Technology spotlight	£750
Exclusive HTML	£1,750

BESPOKE OPTIONS	
Webinar	POA
Knowledge Base	POA
Data	POA



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## 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)

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