236,000 people read the Irish Examiner in print or online every day

The perfect fit for your advertising requirements

- Total readership has grown by 6%.
- The strongest national daily newspaper in Munster and Cork.
- 30,000 more print readers in Munster than the Irish Independent and the Irish Times combined.
- 21,000 more print readers in Cork than all other daily titles combined.
- Highest proportion of sole readers of any national daily - that’s 132,000 people you cannot reach through any other national daily title.
- 53% in the affluent ABC1F category. More than half are the main shopper in their household, the people who make the purchase decisions and exactly who you want to target.
- With only 5% of Irish Examiner readers reading irishexaminer.com, a cross platform campaign allows you to extend reach and target new audiences.

MONDAY | TUESDAY | THURSDAY | FRIDAY | SATURDAY
--- | --- | --- | --- | ---
The complete sports package every Monday. | Weekly insight into Cork City and County community life, news and sport. | Dedicated agr-business and farming supplement. | A dedicated health and wellbeing supplement delivering your energy fix. | Your weekend companion with interviews, travel, food, fashion, beauty and 7-day TV guide. | For people buying, investing or just browsing property with a dedicated interiors section. | Your armchair guide to all the weekend action plus a Racing Weekend pull-out.

SOURCE: JNRS 2014/2015
Heads of state agreed ar market

THE E U budget 2014-2020 agree-

ers within and outside the dairy

market slump, for example, all farm-

whereby if butter intervention is

payments to farmers, as part of last

support” crisis reserve” from 2014,

subsidies to help farmers through

needed to boost milk prices during a

Intervention payments or export

CrisisreservepartofdealtocutCAPbudget

the current situation).

Our portfolio of weekly magazines offers advertisers

the opportunity to reach a more targeted audience.

**Weekend**
The latest fashion trends, mouth-watering
food, dreamy holiday destinations and
16 pages of TV and film – Weekend is the perfect
accompaniment to the perfect weekend.

The 7-day TV listings ensure a longer shelf-life
for your advertising.

**Property & Interiors**
Whether buying, selling or happily staying
put and doing up, Property & Interiors continues
to be the property bible for our readers every
Saturday, covering the latest homes to come
onto the market, interiors, gardening, DIY
and antiques.

**Feelgood**
A health and lifestyle magazine with the Irish Examiner
every Friday — the perfect vehicle to target a more
health conscious female reader. The range of topics
covered each week include mothers & babies, diet and
fitness and health for the over 50s.

**Farming**
The business of farming is covered in a dedicated
supplement with the Irish Examiner every Thursday,
providing our farming and agribusiness readers with
the most up to date news, analysis, opinion and
comprehensive farm finance and mart reports
each week.

**Highest readership of any daily newspaper magazine in Munster**
195,000 readers

**Our readers love their homes**
189,000 readers

61,000 expect to move or upgrade their homes in
the next 12 months.

**The most popular health magazine in Munster**
162,000 readers

66% main shopper in their household

34% ABC1F female readers

**A unique and targeted farming readership**
94,000 readers

67,000 who don’t read the Irish Farmers Journal

SOURCE: JNRS 2014/2015
Weekend
So good you won’t want to sleep in

A high quality magazine that is the perfect accompaniment to the perfect weekend. Each week our readers can look forward to:

• The latest trends and news from the world of fashion and beauty, from the aspirational to the affordable, with a sneak peek at how the celebs do it. Your new fashion bible.

• Mouth-watering food with our top chefs Darina Allen and Michelle Darmody with recommendations on the perfect wine or beer provided by our wine expert, Leslie Williams.

• Restaurant review offering an honest opinion on eateries around the country.

• Take a break every weekend with our travel section, offering ideas for the perfect family holiday, once in a lifetime trips or a weekend getaway at home.

• 16 pages of TV and film with a preview of the week ahead and 7-day TV listings.

Why advertise in Weekend?

• 195,000 readers
• The highest readership of any daily newspaper magazine in Munster.
• The seven-day TV listings ensure a longer shelflife for the publication and your advertising.

SOURCE: JNRS 2014/2015
Whether buying, selling, or happily staying put and doing up, Property & Interiors magazine brings it all back home to readers – with style.

- We bring you through the keyhole of a range of properties on the market each week ranging from rural retreats to urban sophistication.
- An Interiors section opens the door to the latest, must-have trends for your home, from sublime sofas to cosy cushions.
- Step-by-step advice on tackling those nagging DIY projects you’ve been putting off.
- Garden lovers can dig deep with expert advice from Peter Dowdall and Kitty Scully.
- Antiques and fine art with a diary of upcoming events not to be missed.
- A classifieds section that caters for clients with smaller advertising budgets.

Why advertise in Property & Interiors?

- 189,000 readers
- 61,000 expect to move or upgrade their homes in the next 12 months.
- The property bible for our readers every Saturday

SOURCE: JNRS 2014/2015
A health and wellbeing magazine with the Irish Examiner every Friday — the perfect vehicle to target a more health conscious female market.

SECTIONS:
• Parenting and babies
• Pregnancy
• Diet and fitness
• Health for the over 50s

ADVERTISING OPPORTUNITIES TO CONSIDER:
• Prime sponsorship on front cover of the magazine
• Prime full-page advertising position on back page
• Special commercial features each month
• Feelgood Directory positioned prominently on the inside back page
• Sponsor one of our weekly sections ranging from Pregnancy & Babies to Health for the over 50s to the highly popular ‘Shape I’m in’

We also design bespoke packages to suit clients needs

Why advertise in Feelgood?
• 162,000 readers every Friday.
• 99,000 female readers.
• 34% ABC1F female readers.
• The most popular health magazine in Munster.
• 66% of Feelgood readers are the main shopper in their household.

SOURCE: JNRS 2014/2015
Feelgood

Feelgood Directory

Prime position on the inside back page of Feelgood each week, offering a low-cost way to advertise everything from your products and services to new appointments and courses

SIZE:
5x2
(50mmh x 80mmw)

All rates subject to VAT at 23%.
HELPING FARMING TO GROW

The Irish Examiner’s Farming supplement has the business of farming at its very core and provides Irish farmers with the information they need to grow.

The Irish Examiner’s Farming supplement every Thursday delivers a series of devoted sections including general farming and agri-business news, targeted and up-to-date sectoral analysis and comprehensive farm finance and mart reports.

SECTIONS INCLUDE:
- General farming and agribusiness news sections
- Dedicated dairy, beef and general farming sections
- Animal health and farm task panels
- Machinery and technology sections
- Farm finance section
- Young farmers section
- Farm classifieds section

Why advertise in Farming?
- 94,000 people read Farming every Thursday.
- 67,000 readers of Farming do not read the Irish Farmers Journal.
- The strongest farming publication in Cork.

SOURCE: JNRS 2014/2015
The Irish Examiner’s Sports package meets the high demands of our insatiable sports fans looking for the length and breadth, the whys and lows of what’s happening in sport. Our dedicated tabloid sports supplements take our readers from the pitch to the dressing room to the terraces.

• **Weekend Sport** every Saturday, is the most complete weekend sports supplement and with it, we aim to monopolise as much of our readers’ weekends as possible.

• In **Weekend Racing** Ruby Walsh, Pat Keane and Tommy Lyons arm punters with essential betting knowledge every Saturday.

• **Monday Sport** our complete analysis of all the weekend action and a tee-up to the week ahead.

It’s a breadth and quality of coverage you won’t find anywhere else and an effective advertising vehicle to reach our sports mad readers.
Money & Jobs gives a round up of all the key business events, appointments and career opportunities every Friday.

Our recruitment pages are where everyone looking to move on or up the ladder goes to keep abreast of the latest job opportunities.

‘On the Grapevine’ profiles the latest business appointments. This is where our readers go to find out who the movers and shakers are.

Why advertise in Money & Jobs?

• 43% of readers are ABC1.
• More professional, manager/supervisor readers than any other national daily title in Munster.
• More readers who work full time than any other national daily title in Munster.
• More readers who completed 3rd level education than any other national daily title in Munster.

SOURCE: JNIS 2014/2015
A full page of entertainment and temptation in the Irish Examiner every day — anything from cinema and theatre listings to hotel breaks, restaurant deals and boutique sales.

For advertisers, it is a cost effective way to do display advertising. One look at the number of regular advertisers on the page is testament to its success.

If you haven’t advertised on our Social & Personal page yet, give it a try. Our dedicated sales team will work with you to design and phrase your advert.

We’re sure you will be back to do more!

• HOTEL BREAKS & HOLIDAYS • CINEMA & THEATRE LISTINGS • DINING • BOUTIQUES
• CHARITABLE EVENTS • AUCTIONS • PROFESSIONAL, COMPANY AND FAMILY ANNOUNCEMENTS

• More than Half of Irish Examiner readers are the main shopper in their household.

• 62% of Irish Examiner readers stayed in a hotel one or more times in the last 12 months.

SOURCE: JNRS 2014/2015
Weddings

A magazine so good, we do it twice a year, in January and September.

THE dress, fashion, beauty, honeymoon destinations, venue advice and those extra little ideas and tips that will make your day memorable. All beautifully packaged in a modern fresh stylish publication that is a must for any bride to be, her family and friends.

For any bride, there are so many decisions to be made, a publication like this is an invaluable source of ideas and suggestions. Make sure your business is part of that decision by advertising in these very special publications.

All supported by a multi-media marketing campaign to ensure all brides to be, their family and friends pick up the Irish Examiner on the day of publication.

Secure your slot today in our next Weddings Magazine.
Providing a constantly updated blend of original and curated news, features and opinion across a wide variety of clearly segmented subjects, the Irish Examiner’s digital platforms are growing in popularity across a broad demographic.

Supported by an experienced group of journalists and editors with one of Ireland’s most trusted and longest-established news brands and enhanced with videos, picture galleries, live blogs and much more, our content is available and fully optimised for desktop, tablet and mobile and is also distributed through our news app and ePaper.

All these digital platforms and our broad and eclectic range of content offers a wide range of impactful advertising opportunities for clients, including:

• Online advertorials and sponsored content packages that can be enhanced with picture galleries, audio, videos and tv ads
• Homepage takeovers
• Display advertising on prime slots
• Section sponsorship
• In app advertising

• Combined website & app page impressions of over 13m per month.
• Nearly 4m unique visitors per month
• Over 86k app downloads
• 71% in the affluent ABC1 social demographic
• 66% of our Irish audience are in Munster

Source: Google Analytics, August 2015 & JNRS 2014/2015
We can work with you to define the format that best suits your requirements and budgets, across different paper options (newsprint and glossy), pagination and format (tabloid, broadsheet or booklet).

We are the experts in print design and production and we can provide you with an audience of 194,000 print readers every day.

SOURCE: JNRS 2014/2015
Insert Information

COST:
€85 per 1,000
(Rates subject to 23% VAT)

PRINT ORDERS

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>Munster</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday to Friday</td>
<td>60,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Saturday</td>
<td>75,000</td>
<td>65,000</td>
</tr>
</tbody>
</table>

NOTE: Any leftovers will be inserted into the following days edition unless specifically advised not to do so by the agency/client. Rates available upon request for large/multipage inserts.

Booking Contacts:
Aidan Forde T. 021-480 2118
Paul Kelly T. 01-533 0867

Delivery Details
Pier Wall T. 01-675 8750

Technical Queries/Deliveries to CityWest
Donal O.Brien T. 01-675 8123
John Dunne T. 01-675 8102
Sheila Cassidy T. 01-675 8100

Delivery Address:
The Irish Times Print Facility,
4080 Kingswood Road,
Citywest Business Campus,
Dublin 24

BOOKINGS: TEN DAYS BEFORE INSERTION DATE
DELIVERY: THREE DAYS BEFORE INSERTION DATE
ALL INSERTS SHOULD BE CLEARLY MARKED WITH PUBLICATION & INSERTION DATE

TECHNICAL SPECIFICATION FOR LOOSE INSERTS

Large Format/Feeder 440

<table>
<thead>
<tr>
<th>Manual Feeding</th>
<th>Maximum Size</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>348.5mm x 270mm</td>
<td>210mm x 150mm (A5)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Pages</th>
<th>Tabloid Products</th>
<th>Broadsheet Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max.</td>
<td>80pp (ex. Sat)</td>
<td>64pp</td>
</tr>
<tr>
<td>Min.</td>
<td>8pp</td>
<td>4pp</td>
</tr>
</tbody>
</table>

X Multipage products presenting with the spine on the long edge will not feed correctly side on and can only be inserted on spine edge, therefore be careful not to exceed the 270mm width spec.

Above based on Paper Weight: 45gsm
Other Paper Weights: Check Pagination with CityWest

Small Format/Feeder

<table>
<thead>
<tr>
<th>Manual Feeding</th>
<th>Maximum Size</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>300mm x 150mm</td>
<td>148mm x 105mm (Postcard)*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Pages</th>
<th>3mm Thickness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max.</td>
<td>1 Sheet 80gsm</td>
</tr>
</tbody>
</table>

• This Feeder will also take A4 folded to 210mm x 97mm (DL size)
X Multipage products presenting with the spine on the long edge will not feed correctly side on and can only be inserted on spine edge, therefore be careful not to exceed the 150mm width spec.

Other Paper Weights
Check Thickness with CityWest, above are guidelines only, you will need to send a sample to CityWest for full conformation.
Insert Information

General Guidelines:

Finish: UV Varnish is not acceptable.

Stitching: Perfect bound products are not acceptable. Line gluing is preferred to stitching for thin products.

Staples: Must be placed equidistant to each other and the head and tail of the booklet. Staggered stitching would be preferred for thin booklets.

Trimming: All Inserts must be given a square and same size trim.

Samples: Bookings cannot be accepted prior to the approval of samples by Citywest.

Print Order: An extra 3% must be allowed over and above the Newspaper Print Order to allow for any damaged or spoiled Inserts. Any excess inserts will be distributed on next available date to original requested insertion date.

Inserting: The Company will take all reasonable steps to achieve as close as possible to a 100% inserting.

Delivery: Strictly by prior arrangement with CityWest (three days prior).

Packaging:

• Inserts must be delivered in Cartons on Pallets for handling by Pallet Trucks
• Pallets must have solid base and runners
• Pallets must have no cross bars on the bottom
• Tops, which must be wooden, should be the same size as the base.
• Pallets must be protected against transport damage and moisture penetration
• Pallets must not exceed 1,200mm x 1,000mm (4’ x 3’ 3”) and 1,200mm (4’) in height
• Inserts must be brick stacked in lifts of 120mm to 150mm (6” – 8”)
• Inserts must have folded edges facing the same direction and preferably towards the centre of the Pallet
• Inserts must have the same top page up and must be well jogged
• Inserts must be recessed slightly from the edge of the Pallet to prevent damage
• Inserts must never be tied together by any material
• Inserts must be presented with the minimum of turns, not less than 100.
• Inserts which are boxed must have no turns of the insert.
• Pallets must have a top layer of cardboard and must be film wrapped
• Each Carton/Pallet must carry an identifying Insert
• Each Pallet should carry the Publication name and date of insertion.
• Deliveries that do not conform to these standards cannot be accepted.
## Technical Information

### Technical Information

<table>
<thead>
<tr>
<th>Layout Type</th>
<th>Tabloid trimmed</th>
<th>Tabloid</th>
<th>Broadsheet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Double Page Spread</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image area</td>
<td>310mm x 518mm</td>
<td>320mm x 550mm</td>
<td>n/a</td>
</tr>
<tr>
<td>Trim area</td>
<td>340mm x 538mm</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Bleed area</td>
<td>350mm x 548mm</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Full Page Ad</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image area</td>
<td>310mm x 249mm</td>
<td>320mm x 265mm</td>
<td>520mm x 340mm</td>
</tr>
<tr>
<td>Trim area</td>
<td>340mm x 269mm</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Bleed area</td>
<td>350mm x 279mm</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Half Page Ad</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image area</td>
<td>150mm x 249mm</td>
<td>160mm x 265mm</td>
<td>260mm x 340mm</td>
</tr>
<tr>
<td><strong>Quarter Page Ad</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image area</td>
<td>150mm x 123mm</td>
<td>160mm x 130mm</td>
<td>260mm x 168mm</td>
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### Columns

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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
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<tbody>
<tr>
<td>1</td>
<td>38mm</td>
<td>41mm</td>
<td>39mm</td>
<td></td>
<td></td>
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<td>80mm</td>
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<td>n/a</td>
<td>297mm</td>
<td></td>
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<tr>
<td>8</td>
<td>n/a</td>
<td>n/a</td>
<td>340mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FTP Server available on request.

**Files supported:** Quickcut, PDF (all fonts embedded – PDF/X or Press Quality) Colour space CMYK, Image Resolution 150dpi (Colour and Grayscale). No responsibility will be taken for file types outside our guidelines.

**Technical contact:** Telephone +353 21 4802121 Email adproduction@examiner.ie

**Broadsheet:** Irish Examiner, Money & Jobs.

**Tabloid trimmed:** Weekend, Property & Interiors and Feelgood.

**Tabloid:** Championship, Champions, County, Farming, Weekend Sport, Weekend Racing and Monday Sport.
### ROP Main Paper & Business (Broadsheet)

<table>
<thead>
<tr>
<th>Description</th>
<th>Mono</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>€17,400</td>
<td>€20,880</td>
</tr>
<tr>
<td>Half Page</td>
<td>€8,840</td>
<td>€10,608</td>
</tr>
<tr>
<td>SCC (single column centimetre)</td>
<td>€43.50</td>
<td>€52.20</td>
</tr>
<tr>
<td>Recruitment</td>
<td>€47.50</td>
<td>€57</td>
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<table>
<thead>
<tr>
<th>Description</th>
<th>Mono</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 1 (20cm x 3 or 8cm x 8)</td>
<td>n/a</td>
<td>€4,250</td>
</tr>
<tr>
<td>Back Page 20cm x 3</td>
<td>n/a</td>
<td>€3,150</td>
</tr>
<tr>
<td>Back Page 20cm x 2</td>
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<td>€2,130</td>
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</table>

### Money&Jobs/Commercial Property (Broadsheet)

<table>
<thead>
<tr>
<th>Description</th>
<th>Mono</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>€17,400</td>
<td>€20,880</td>
</tr>
<tr>
<td>Half Page</td>
<td>€8,840</td>
<td>€10,608</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>€4,524</td>
<td>€5,428</td>
</tr>
<tr>
<td>SCC</td>
<td>€43.50</td>
<td>€52.20</td>
</tr>
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### Weekly Supplements (Tabloid)

<table>
<thead>
<tr>
<th>Description</th>
<th>Mono</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>€7,160</td>
<td>€8,592</td>
</tr>
<tr>
<td>Half Page</td>
<td>€3,900</td>
<td>€4,680</td>
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</table>

### County Supplement (Tabloid)

<table>
<thead>
<tr>
<th>Description</th>
<th>Mono</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>€5,150</td>
<td>€6,180</td>
</tr>
<tr>
<td>Half Page</td>
<td>€2,630</td>
<td>€3,156</td>
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</tbody>
</table>

### Box Numbers

<table>
<thead>
<tr>
<th>Description</th>
<th>Mono</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€11.00</td>
<td>Posted</td>
</tr>
<tr>
<td></td>
<td>€6.20</td>
<td>Collected</td>
</tr>
</tbody>
</table>

### Note:

Minimum size for mono display ads – 5cm x 1 col.
Minimum size for colour display ads – 10cm x 2 col.

### Classified Display & Lineage

<table>
<thead>
<tr>
<th>Description</th>
<th>Mono</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified Display (10 cols.)</td>
<td>€43.50</td>
<td>€52.20</td>
</tr>
<tr>
<td>Legal Notice</td>
<td>€52.25</td>
<td>€62.70</td>
</tr>
<tr>
<td>Public Notice</td>
<td>€52.25</td>
<td>€62.70</td>
</tr>
<tr>
<td>Tender Notice</td>
<td>€52.25</td>
<td>€62.70</td>
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</tbody>
</table>

### Family Announcements

<table>
<thead>
<tr>
<th>Description</th>
<th>Mono</th>
<th>Colour</th>
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</thead>
<tbody>
<tr>
<td>Deaths</td>
<td>€8.50</td>
<td>per line</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>€6.50</td>
<td>per line</td>
</tr>
<tr>
<td>In Memoriam</td>
<td>€40.00</td>
<td></td>
</tr>
<tr>
<td>Planning Applications</td>
<td>€9.90</td>
<td>per line</td>
</tr>
<tr>
<td>Classified Lineage</td>
<td>€5.94</td>
<td>per line</td>
</tr>
<tr>
<td>Super-semi Lineage</td>
<td>€7.42</td>
<td>per line</td>
</tr>
</tbody>
</table>

### Code of Advertising Standards

Irish Examiner Ltd. is a member of the Advertising Standards Authority for Ireland and all advertising placed with it is subject to the Authority's code of Advertising Standards.

### Conditions of Acceptance

Irish Examiner Ltd. reserves the right to decline, omit, suspend or alter any advertisement in any of its publications or to terminate any contract and will not be held responsible for any loss caused thereby. No liability is accepted for any loss caused thereby. No liability is accepted for any loss or damage caused by the error in the printing of any advertisement. No liability is accepted for any loss or damage alleged to arise through delay in forwarding replies to Box Numbers, however caused.

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**NB:** All rates are subject to VAT @ 23%