

2005 MEDIA INFORMATION

THE IRISH FRANCHISE MAGAZINE

Next edition on sale: 11th February 2005



SIZE	Price Per Edition
3 page spread	space + design & editorial£2,625
	space only£2,095
2 page spread	space + design & editorial£1,935
	space only£1,575
Full Page	space + design & editorial£1,275
	space only£1,025
Half Page	space + design & editorial£905
	space only£725
Inside Front Cover	space + design & editorial£3,275
	space only£2,625
Outside Back Cover	space + design & editorial£3,915
	space only£3,125
Inside Back Cover	space + design & editorial£1,915
	space only£1,525

The ONLY Franchise publication dedicated to promoting Franchise rights throughout Ireland

FRONT COVER PACKAGE	FRONT COVER PACKAGE, THREE PAGE, full colour advertisement/editorial	Design & editorial: £3,975
STAR PACKAGE PROMOTIONS IN THE IRISH FRANCHISE MAGAZINE ARE AVAILABLE TO ADVERTISERS IN THE FRANCHISE MAGAZINE AT 50% OF THE FRANCHISE MAGAZINE STAR PACKAGE PRICES. FOR EXAMPLE:		
2 PAGE PACKAGE	TWO PAGE, full colour advertisement/editorial in each edition of <i>The Irish Franchise Magazine</i> .	Space + design & editorial Rate Card Price: £2,145 Special Package Price: £1,715 Space only Rate Card Price: £1,795 Special Package Price: £1,395
1 PAGE PACKAGE	ONE PAGE, full colour advertisement/editorial in each edition of <i>The Irish Franchise Magazine</i> .	Space + design & editorial Rate Card Price: £1,525 Special Package Price: £1,125 Space only Rate Card Price: £1,295 Special Package Price: £825

Guaranteed Print Run 7,500 : Distributed throughout Ireland



Front Cover Package

Consisting of four pages: One page front cover and three full colour pages of editorial or advertisements. The front cover design and production is entirely in the control of the Publisher. Single bookings only and no repeat for 12 months. Front cover package: £3,750

Inserts

Loose leaf inserts produce a fast response and add impact to any campaign carried in the publication. £2,500 Per 25,000, A4 80gsm: (Other inserts: prices depending on size and weight)

Terms & Conditions

All Franchisor advertisers must be approved by the publisher. All prices are per insertion. Following booking confirmation and final acceptance by the publisher, all payments must be received PRIOR TO PAYMENT DEADLINE DATES AS SHOWN. ADVERTISEMENTS NOT PAID FOR BY THIS DATE WILL AUTOMATICALLY BE WITHDRAWN. This is company policy and there are no exceptions. This is also a safeguard to our readers. Cancellations for advertisements MUST be made 25 (twenty five) working days prior to publication. N.B. It is the responsibility of the Advertiser to make submissions to the editorial department by the editorial copy deadline dates.

MECHANICAL DATA

- All advertisements must be supplied on disc and accompanied by a digitally generated proof with approval signature.
- If any significant alterations need to be made by *The Franchise Magazine* to any submitted materials, a charge will be incurred for this.
- Please allow a total of 8mm in the centre and sufficient overlap for binding.
- Formats accepted: Macintosh QuarkXpress, Photoshop and Illustrator. All scans to be saved as EPS or TIFF files, CMYK.
- Discs accepted: CD, Zip100.

DIMENSIONS

Double Page Spread

Bleed (mm)	426	x	303
Trim (mm)	420	x	297
Type (mm)	400	x	270

Half Page Landscape

Bleed (mm)	213	x	151.5
Trim (mm)	210	x	148.5
Type (mm)	190	x	132

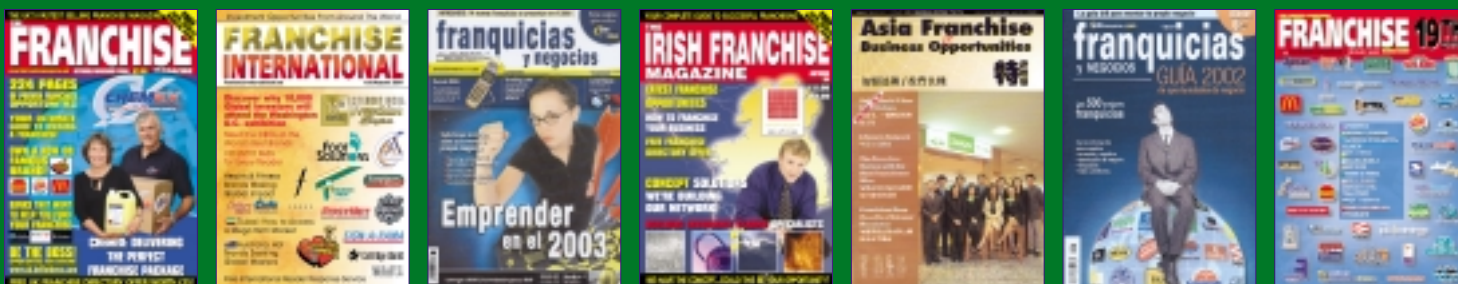
Full Page Spread

Bleed (mm)	213	x	303
Trim (mm)	210	x	297
Type (mm)	190	x	270

Half Page Portrait

Bleed (mm)	108	x	303
Trim (mm)	105	x	297
Type (mm)	92	x	270

Publications produced by Franchise Development Services:



Distribution

- The Irish Franchise Exhibition
- Newsagents nationwide
- Banks
- Accountants
- Subscribers
- Resettlement Advisors
- Airports
- Plus *The Irish Franchise Magazine* is e-mailed to qualified prospective franchisee investors

**act now - for early position
in the next edition!**

call

+44 1603 620301

