

# **PORT** *folio*

*Your monthly update on Living and Working in Dublin City*

# **MEDIA PACK 2007**

# A **FREE** monthly lifestyle paper



**30,000 copies DISTRIBUTED DIRECT  
to IFSC and Businesses in  
City Centre Areas 1, 2, 3 and 4**

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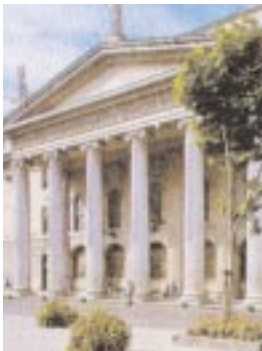
# PORTfolio

Your monthly update on Living and Working in Dublin City



'**PORTfolio**' – a top quality, full colour, lifestyle paper for people living and working in the greater IFSC / Docklands area of the City.

**PORTfolio** is a bright and breezy monthly tabloid covering a wide range of lively, upbeat news and views, which we believe is of interest to our target readership of 20 to 55 year old executives, high spend earners and decision makers.

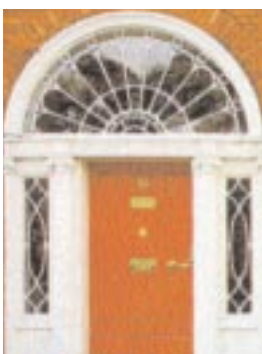


**PORTfolio** is the only designated paper for the IFSC area despite the thousands of people (15,000 plus) working and living there. **PORTfolio** brings their desired lifestyle right to their doorstep.



**PORTfolio** has a print run of 30,000 copies, which is distributed by controlled circulation to businesses and apartment blocks in the IFSC, East Point Business Park and selected areas of Dublin 2, 3 and 4. Twenty four pages plus, in full colour printed magazine quality on gloss art.

**PORTfolio** provides a healthy diet of news from the locality, interviews with business people, features on the future development of the area, human interest stories on people living and working there, **Motoring, Property, Interiors, Sports, Personal Finance, Business, IT, Travel & Leisure, Food & Wine, Fashion & Wellbeing and Lifestyles.**



**PORTfolio** published by Gerry Proctor who has a wealth of experience in Irish publications. In addition to **PORTfolio** he publishes *The Midland Times* covering the towns of Athlone, Mullingar, Tullamore and Longford.

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## ADVERTISING RATES 2004

<b>Advert Size</b>	<b>Full Colour</b>
Full Page	e 1750.00
Half Page	e 940.00
Quarter Page	e 590.00
Strip	e 590.00

## COLUMN INCHES

- 2"x1 column – e 50
  - 2"x2 column – e 95
  - 3"x2 column – e 140
  - 4"x2 column – e 180
  - 6"x2 column – e 275
- (1 column = 40mm) 6mm between

## MECHANICAL DATA

Printed:	Heatset Web Offset
Trim Size:	300mm x 370mm (Tabloid)
Type Area:	270mm x 335mm
Column Width:	40mm x 6 columns - gutter 6mm

## ADVERTISEMENT MEASUREMENTS

Full Page:	270mm x 335mm
Half Page	270mm x 165mm or (A4 @ 90%) 178mm x 250mm
Quarter Page	132mm x 165mm
Strip	165mm x 75mm

## SPECIFICATIONS

All copy to be provided on: Mac compatible CD, in Quark with colour proof / tear sheet. or as high res PDF, EPS

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## FREQUENCY

Monthly

## CIRCULATION

30,000 copies distributed  
by controlled circulation

## COPY DATE

7 days prior to publication

## Ad copy email to:

[info@portfolio.ie](mailto:info@portfolio.ie)

## CREDIT TERMS:

30 days net