

IRELAND



AT A GLANCE

Capital Dublin
Population 4,670,976
Median age 34.8 years
GDP (official exchange rate)
USD 204.3 billion
Consumer prices
(inflation rate) 0.9%
Official language English
Other languages Gaeilge/Irish
Literacy rate 99%
Currency Euros

DIGITAL DATA

Internet penetration 65.1% | Mobile penetration 104.2% | Magazine websites Consumer: 150 / B2B: 155

Source: World Internet Stats

Source: CIA

Source: Magazines Ireland

TAX ON PUBLISHING

Print: 9% / Digital: 13.5%

Source: Magazines Ireland

ADVERTISING RESTRICTIONS

Tobacco ● | Alcohol ◐ | Advertising to children ● | Over-the-counter drugs ●

● = banned by law ◐ = voluntarily stopped ● = restricted by law ◐ = restricted voluntarily

Source: IAPI

COMMENTARY

BY MAGAZINES IRELAND

The effects of the recession are still being deeply felt in Ireland. Although exports have been buoyant, consumer spending remains weak and seems likely to remain in that state for at least the next two years.

Increased general taxes and more increases in interest rates will further dampen spending. As a result, the advertising spend in the magazine market continues to decline sharply. It declined 35% over the past three years, with sharp restrictions on spending by advertising continuing this year. Little upswing is forecast for 2012.

With little or no improvement in the economy, including any reduction in the unemployment rate of close to 15%, this year is very challenging for the magazine industry and looks like it will stay that way in 2012. The recession hit Irish consumers earlier and harder than their counterparts in the UK, so the magazine sector as a whole has seen a decline of close to 20% in 2011.

UK titles

The market is dominated by UK titles, which account for 75% of all magazine sales in Ireland, but the indigenous magazine publishing sector is considerable, with more than 50 Irish-based publishers producing over 350 consumer and B2B titles. A total of 25 million copies of Irish magazines are published annually and Irish publishers account for around 11,000 jobs, indirectly, whether they are journalists, photographers, designers, models or printers.

Those employment numbers have remained stable, despite the recession. How-

ever, in many cases, people working in the sector have had to take cuts in pay and rates, while publishers have been more flexible with advertising rates.

Of all the 125 million copies of magazines sold in Ireland each year, half of all are targeted to women readers. The average cover price of magazines has stabilised or has been reduced, despite rising production costs, especially that of paper. Some magazines have been flash priced as low as 50%, so that the average cover price for a consumer magazine is now €1.20. One welcome change for the industry was the recent reduction in the Value Added Tax (VAT) rate for magazines, now down to 9%, although this is still higher than the rate in many other European countries.

Cover-mount impact

Magazine publishers in Ireland are being very innovative in developing their titles, so that they retain and enhance their appeal to consumers. On-pack offers and cover mounts are being used much more readily to attract consumers. But free gifts, especially on publications aimed at children, have made these titles more difficult for hard-pressed retailers to display and merchandise.

As a result, many retailers are rejecting titles with bulky free gifts, returning them in full on the same day. Preventing this same day firing back of titles is a serious issue in the drive to improve magazine sales.

While retailers have suffered from declining cover prices, it's not all gloom. Karen Meenan is the founder of *The Daily Profit*,

a magazine monitoring service providing day-to-day solutions for retailers. Her firm manages the news agency in over 130 stores throughout the Republic of Ireland and she reports magazine sales up by 5%, a 30% swing on the general trend.

Proactive approach

In addition to consumer magazines, B2B publications are also a strong element in the Irish magazine publishing industry. Publishers have been just as innovative in countering declines in revenue.

Magazine publishers in general are also taking a proactive approach to the online market, at a time when social networks have swept the country and almost everyone seems to be on Twitter or Facebook. Magazines have been very active in developing websites of their own, over 150 at this stage.

Not only do publishers have to face declining revenues and margins, but they also have to contend with ferocious competition. It comes not only from the better resourced UK magazines, but from magazines given away with newspapers, from radio and television, as well as from online.

The magazine publishers have been very proactive in supporting the Code of Practice for Newspapers and Magazines which ensures an ethical approach to journalism.

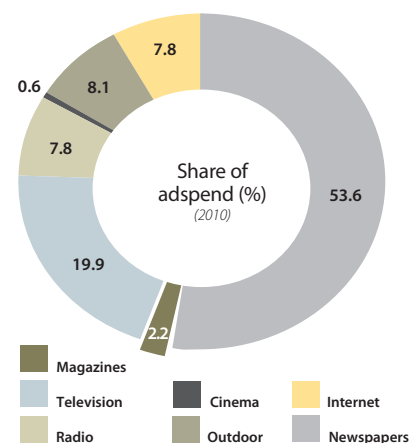
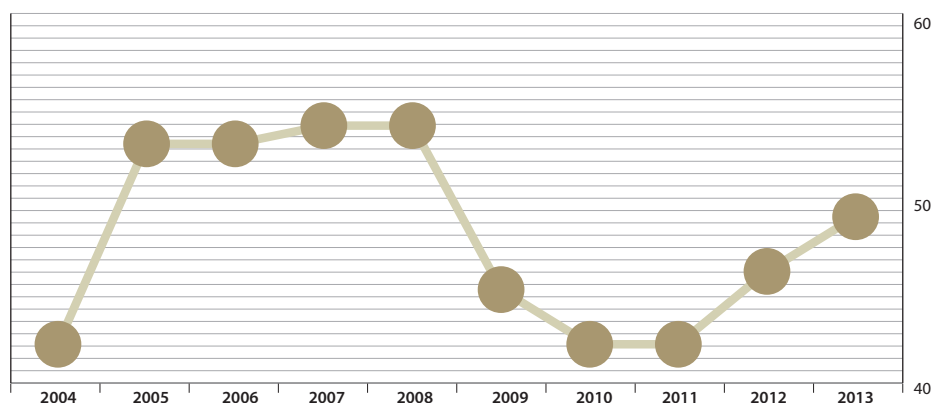
The magazine industry has also been very active in supporting the Code of Practice for Environmental Standards, encouraging the use of sustainable wood for paper production, while there has been a considerable take-up on recycling.

ADSPEND DATA Source: ZenithOptimedia

ADVERTISING EXPENDITURE BY MEDIUM (USD MILLION)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Newspapers	1,185	1,196	1,375	1,433	1,429	1,147	1,013	1,060	1,166	1,232
Magazines	42	53	53	54	54	45	42	42	46	49
Television	332	380	432	495	481	413	376	397	450	477
Radio	121	140	164	185	196	181	148	159	179	193
Cinema	13	12	13	15	13	11	11	11	12	12
Outdoor	140	155	177	242	260	188	154	159	184	191
Internet	12	105	113	121	132	148	147	162	178	196
Total	1,846	2,041	2,327	2,546	2,566	2,134	1,891	1,990	2,215	2,350

MAGAZINE ADSPEND GROWTH 2004-2013 (USD MILLION)



CONSUMER MAGAZINES

HEADLINE FIGURES: CONSUMER

	2006	2007	2008	2009	2010	2011
Number of copies sold / distributed (combined)	-	24 million	25 million	23 million	22 million	20 million

Source: Magazines Ireland

NUMBER OF PUBLISHERS

	2006	2007	2008	2009	2010	2011
Total	-	-	30	33	33	33

Source: Magazines Ireland

REVENUE SOURCES (%)

	2006	2007	2008	2009	2010	2011
Print ads	-	33	33	33	-	33
Copy sales	-	67	67	67	-	67

Source: Magazines Ireland

SALES DISTRIBUTION BREAKDOWN (%)

	2006	2007	2008	2009	2010	2011
Subscription	-	-	25	25	25	25
Retail sales	-	-	75	75	75	75

Source: Magazines Ireland

AVERAGE COVER PRICE (EUR)

	2006	2007	2008	2009	2010	2011
Total	3.60	3.60	3.65	3.65	3.33	-

Source: Magazines Ireland

NUMBER OF TITLES

	2006	2007	2008	2009	2010	2011
Total	64	63	63	63	61	61
Paid-for	90%	90%	90%	90%	90%	90%

Source: Magazines Ireland

TOP PUBLISHING COMPANIES (alphabetical)

1	Dyflin Publications
2	Harmonia
3	Hot Press
4	Image
5	Mediateam
6	RSVP
7	RTE Publishing
8	Social and Personal
9	VIP Group
10	Zahra Publishing

Source: ABC Island

ADVERTISING DATA: CONSUMER

TOP ADVERTISERS

1	Procter & Gamble	6	Johnson & Johnson
2	L'Oréal	7	Coca-Cola
3	Unilever	8	Marks & Spencer
4	Dell	9	MCD Concerts & Productions
5	Aldi	10	RTE

Source: The Nielsen Company

TOP ADVERTISING CATEGORIES

1	Radio companies	6	Restaurants, pubs and catering
2	Womens skincare (non-medicated)	7	Furniture and furnishings
3	Cosmetics and make up	8	Hair products
4	Theatres, plays and concerts	9	Supermarket and grocery chains
5	Department stores	10	Hair colourants

source: The Nielsen Company

TOP TITLES: CONSUMER

Title	Publisher	Frequency	Circulation	Audited	Average readership	Cover price (EUR)	Website address	e-reader applications
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AUTOMOTIVE/MOTOR RACING/MOTORCYCLE

Auto Trader – Republic of Ireland	Trader Publishing	Weekly	17,401	Yes	–	4.00	autotrader.ie	–
Auto Trader Northern Ireland	Trader Publishing	–	14,018	Yes	–	£2.80	niautotrader.co.uk	–

BUSINESS/FINANCIAL/NEWS

Business Plus	Nalac	Monthly	10,307	Yes	–	2.90	bizplus.ie	–
Women Mean Business	WMB Publishing	6 per year	3,808	Yes	–	4.95	womenmeanbusiness.com	–

CHILDREN'S/COMICS/TEENAGE

Ireland4Kids	NI4Kids	6 per year	28,285	Yes	–	Free	ireland4kids.ie	–
Ireland's Own	Independent Newspapers	Weekly	39,577	Yes	–	1.40	–	–
Kiss	VIP Group	Monthly	22,469	Yes	–	2.95	kiss.ie	–
NI4Kids	NI4Kids	Monthly	44,546	Yes	–	£1.25	ni4kids.com	–

GENERAL INTEREST

GCN	National Gay&Lesbian Federation	Monthly	11,001	Yes	–	Free	gcn.ie	–
Hot Press	Osnovina	Fortnightly	18,394	Yes	–	3.50	hotpress.com	–
The Phoenix	Penfield Enterprises	Fortnightly	16,601	Yes	–	2.65	thephoenix.ie	–

HOME INTEREST

House and Home	Dyflin Media	7 per year	15,385	Yes	–	3.95	houseandhome.ie	–
Image Interiors and Living	Image Publications	6 per year	9,070	Yes	–	4.25	image-interiors.ie	–
The Irish Garden	Mediateam	Monthly	11,459	Yes	–	4.75	garden.ie	–
All Ireland Kitchen Guide	Ireland's Homes Interiors & Living	–	5,186	Yes	–	£5.95	ihil.net	–
Ireland's Homes Interiors & Living	Ireland's Homes Interiors & Living	Monthly	11,965	Yes	–	5.40	ihil.net	–

SPECIAL INTEREST

Confetti	Dyflin Media	Quarterly	5,805	Yes	–	6.00	confetti.ie	–
Easy Food	Zahra Publishing	Monthly	27,102	Yes	–	3.00	easyfood.ie	–
Easy Health & Living	Zahra Publishing	Quarterly	10,264	Yes	–	3.00	easyhealth.ie	–
Food and Wine	Harmonia	Monthly	7,815	Yes	–	3.99	harmonia.ie	–
Ireland of the Welcomes	Harmonia	6 per year	38,138	Yes	–	3.50	harmonia.ie	–
Fate	Fate Magazine	Monthly	20,752	Yes	–	Free	–	–
Ireland's Wedding Journal	Penton Publications	Quarterly	13,472	Yes	–	3.95	weddingjournalonline.com	–
What About Belfast	Belfast Visitor & Convention Bureau	6 per year	56,667	Yes	–	Free	–	–

TV GUIDES

RTE Guide	RTE Publishing	Weekly	84,018	Yes	–	1.70	rte.ie/ten	–
TVNow!	VIP Group	Weekly	29,204	Yes	–	1.20	tvnow.ie	–

WOMEN'S MONTHLIES

Image	Image Publications	Monthly	19,005	Yes	–	4.25	image.ie	–
Irish Tatler	Harmonia	Monthly	23,536	Yes	–	2.20	harmonia.ie	–
Prudence	All About Publishing	6 per year	11,290	Yes	–	2.95	prudence.ie	–
Social & Personal	21st Century Media	Monthly	19,056	Yes	–	3.75	socialandpersonal.ie	–
Stellar	VIP Group	Monthly	21,556	Yes	–	2.30	stellar.ie	–
U Magazine	Harmonia	Monthly	27,564	Yes	–	1.59	harmonia.ie	–
VIP Magazine	VIP Group	Monthly	24,113	Yes	–	3.20	vipmagazine.ie	–
Ulster Tatler	Ulster Journals	Monthly	11,012	Yes	–	£2.95	ulstertatler.com	–

WOMEN'S WEEKLIES

Woman's Way	Harmonia	Weekly	22,197	Yes	–	1.39	harmonia.ie	–
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Source: Magazines Ireland

B2B MAGAZINES

HEADLINE FIGURES: B2B

	2006	2007	2008	2009	2010	2011
Number of copies sold or distributed in a year	–	24 million	25 million	–	–	20 million

Source: Magazines Ireland

NUMBER OF PUBLISHERS

	2006	2007	2008	2009	2010	2011
Total	27	27	28	28	28	28

Source: Magazines Ireland

NUMBER OF TITLES

	2006	2007	2008	2009	2010	2011
Total	375	–	–	266	266	266

Source: Magazines Ireland

REVENUE SOURCES (%)

	2006	2007	2008	2009	2010	2011
Print ads	75	75	75	75	75	75
Copy sales	25	25	25	25	25	25

Source: Magazines Ireland

SALES DISTRIBUTION BREAKDOWN (%)

	2006	2007	2008	2009	2010	2011
Subscription	95	95	95	95	–	–
Retail sales	5	5	5	5	–	–

Source: Magazines Ireland

TOP PUBLISHING COMPANIES (alphabetical)

1	Ashville Media	3	Chartered Accountants Ireland	5	Dyflin Media	7	Law Society of Ireland	9	Medical Publications
2	Automotive Publications	4	Danstone	6	IFP Media	8	Mediateam	10	Tara Publications

Source: ABC Island

ADVERTISING DATA: B2B

TOP ADVERTISERS

1	Gallaher	6	Allied Irish Banks
2	American Power Conversion	7	Turkish Airlines
3	An Post	8	Magnet Business Isp
4	Aviva	9	Comans Wholesale
5	Investec Bank	10	Iarnrod Eireann

Source: The Nielsen Company

TOP ADVERTISING CATEGORIES

1	Tobacco	6	Residential post office services
2	Accountants and solicitors	7	Supermarket and grocery chains
3	Hotels	8	Alcoholic beverages
4	Corporate finance	9	Computing – multiple systems
5	Computing – internet services	10	Advertising and marketing

Source: The Nielsen Company

TOP TITLES: B2B

Title	Publisher	Frequency	Circulation	Audited	Average readership	Cover price (EUR)	Website address	e-reader applications
BANKING/FINANCIAL/INSURANCE/LEGAL								
Accountancy Ireland	Chartered Accountants Ireland	6 per year	25,879	Yes	–	–	accountancyireland.ie	–
Irish Director	Whitespace Publishing	Quarterly	5,132	Yes	–	–	–	–
Owner Manager	Whitespace Publishing	5 per year	8,389	Yes	–	–	–	–
Agenda NI	bmf Business Services	Monthly	6,227	Yes	–	–	agendani.com	–
Business Eye	Buckley Publications	Quarterly	7,610	Yes	–	–	businesseye.co.uk	–
Ulster Business	Greer Publications	Monthly	6,645	Yes	–	–	ulsterbusiness.com	–
BUILDING/ENGINEERING/CONSTRUCTION								
Construct Ireland	Temple Media	6 per year	7,703	Yes	–	–	constructireland.ie	–
Construction Ireland	Dyflin Media	6 per year	3,401	Yes	–	–	dyflin.ie	–
ADVERTISING/COMMUNICATION/MARKETING								
Marketing Age	Whitespace Publishing	5 per year	4,882	Yes	–	–	–	–
HEALTHCARE/MEDICAL/PHARMACEUTICAL								
ESCRS EuroTimes	ESCRS	Monthly	32,019	Yes	–	–	eurotimes.org	–
Irish Medical News	Danstone	Weekly	7,346	Yes	–	–	imn.ie	–
Irish Medical Times	Medical Publications	Weekly	7,199	Yes	–	–	imt.ie	–
Journal of Irish Dental Association	Think Media	6 per year	3,184	Yes	–	–	dentist.ie/resources	–
Irish Veterinary Journal	IFP Media	Monthly	2,400	Yes	–	–	irishveterinaryjournal.ie	–
RETAIL								
Retail News	Tara Publishing	Monthly	6,116	Yes	–	–	retailnews.ie	–
ShelfLife	Mediateam	Monthly	7,631	Yes	–	–	shelflife.ie	–
Checkout Ireland	Checkout Publications	Monthly	5,085	Yes	–	–	checkout.ie	–
Hospitality Review NI	Greer Publications	Monthly	4,952	Yes	–	–	greerpublications.com	–
Ireland's Forecourt and Convenience Retailer								
Convenience Retailer	Penton Publication	6 per year	4,045	Yes	–	–	pentongroup.com	–
Licensed & Catering News	Penton Publication	Monthly	5,605	Yes	–	–	pentongroup.com	–
Neighborhood Retailer	Penton Publication	Monthly	4,732	Yes	–	–	pentongroup.com	–
Specify	Greer Publications	6 per year	3,883	Yes	–	–	greerpublications.com	–
Ulster Grocer	Greer Publications	Monthly	4,328	Yes	–	–	greerpublications.com	–

Source: ABC