

DUBLIN DISTRICT NEWS irl.

Potential Viewership of our magazine 1.3 million per day in airports throughout the world as well as throughout Dublin.



Our magazine is seen and read by all travellers in airports and visitors to newsagents in airports throughout the world.

ie: London (4) New York (6) Boston, Toronto, Glasgow, Sydney, Amsterdam, Melbourne, Washington, Birmingham, Manchester, Liverpool as well as Dublin and Shannon, all in

W.H. Smith retail outlets in these airports.



Sold in all Easons and W. H. Smith retail outlets in airports throughout the world and in Dublin.

Sold in Spar, Centra and all good shops throughout Dublin.

Specifically Irish readership of 221,000 per issue throughout the world.

Based on similar readers of the CARA magazine which is disposed after reading.

Published 12 times a year.

Visibility of front page advertisements superb because of specially designed hot spot containers in all airports throughout the world and in selected stores throughout Dublin. ABC1: 65% readers throughout all airports and throughout Dublin.

Age of readership 34-85. All people interested in their local and council news.

Male 65% Female 35%

Because of our local political and local news content we are amongst the highest read magazine among Irish people earning €75,000+ per year.

We expect to have a higher number of Irish business readers than any Irish magazine because of the penetration of our magazine worldwide and the size of the Irish business diaspora travelling worldwide.

We are the best supported magazine by politicians in Ireland. In our last issue 55 TD's and councillors supported our magazine because of its employment creation results. We have created 6 new jobs since our first issue this month. The magazine has been continuously in existence since 1999, albeit on a much smaller scale.

Distributed by Em News Easons and W.H. Smith internationally.

Major Feature Writers In Every Issue.

20,166,783 passengers (that's 20 million) travelled with Aer Lingus in 2013.

We expect almost all of these travellers to see the front page of our magazine

And we hope that many will buy and value the magazine, and keep it for at least a month, unlike free newspapers which are swiftly disposed.

It is estimated that in excess of 1 million travellers pass through Dublin airport daily.

The numbers who visit newsagents in airports is huge, in the multi millions on a daily basis.

The numbers who visit Dublin, Shannon, London (4) New York (6) Boston, Toronto, Glasgow, Sydney, Amsterdam, Melbourne, Washington, Birmingham, Manchester, Liverpool is in the multi-millions per day. These are the numbers of people who will see YOUR ADVERTISEMENT on the front of District News or inside District News.

The numbers of specifically Irish people travelling through these airports is also huge on a daily basis. Most of these people will want to catch up on their local news over the last month.

The airports that the Irish diaspora travel through, and visitors intending to holiday in Ireland, are specifically the airports where Dublin District News irl. is on sale - in specially designed hot spot containers.

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