

The Irish Echo

Media Kit

Commitment to delivering a first-class news service, while building up the proud Irish American community it serves, has won the Irish Echo its reputation as the Irish American newspaper of record in the United States. Since 1928, the Irish Echo has been the premier news title in Irish America and today boasts readers in every state in the Union.

Our dynamic website at www.irishecho.com, social media feeds and video blogs has put us at the cutting edge of Irish American media, a position confirmed when we became the first (and only) Irish American newspaper to release an iPhone and iPad app.

This media kit will give you an insight into how our premium newspaper can give a premium return to advertisers.

Our Readers

100,000 Irish and Irish Americans Average age: 38

82% are homeowners 44% are first-generation Irish

Annual household income: \$90,000-\$120,000

70% are college graduates

Our Internet Presence

With over 200,000 individual visitors to our website each month, the irishecho.com reaches a sophisticated, engaged audience across Irish America.

Our email blasts, Facebook and Twitter feeds, combined with our daily web updates make us the go-to news and current affairs source for Irish Americans.

Classified Advertising Rates

REGULAR LINE ADS

\$25.00 for 3 lines \$7 per additional line
(30 characters/spaces per line)

HOUSEHOLD HELP ADS

\$35.00 for 3 lines \$10 per additional line
(30 characters/spaces per line)

LEGAL NOTICE

\$3 per Agate line 1000 Agate lines/page

NAME CHANGES

\$35 per person, per name change order

DISPLAY ADS

1-3x insertions: \$45.00 per col. inch
4-12x insertions: \$42.75 per col. inch
13-25x insertions: \$40.50 per col. inch
26x insertions: \$36.00 per col. Inch

WEBSITE ADS

There will be a charge of \$5.00 for ads to appear in the Classifieds section of the Irish Echo's web site, www.irishecho.com.

Deadline for space reservations and ad copy is Friday at 4 p.m. for the following Wednesday's paper.

Visa, MasterCard, American Express and Discover credit cards accepted