

IPU Review

Ireland's Official Pharmacy Publication

The most widely-read pharmacy journal in Ireland*, the *IPU Review* is the official publication of the Irish Pharmacy Union (IPU) and has been in circulation since 1974.

The *IPU Review* is the essential source of news and advice on both professional and business issues for individuals working in the community pharmacy sector.

* A survey carried out by the IPU in November 2017 found that the *IPU Review* was the most widely read pharmacy journal in Ireland, with 96% of those surveyed reading it every month.

2018 Features

FEBRUARY Nocturnal Enuresis	MARCH IPU Academy Update	APRIL Migraine	MAY Pharmacokinetics P1
JUNE Biosimilars	JULY Vaccinations	AUGUST Pharmacokinetics P2	SEPTEMBER Coeliac Disease
OCTOBER Pharmacokinetics P3	NOVEMBER Medicines & Pregnancy	DECEMBER Pharmacokinetics P4	<i>And much more to be announced!</i>



IPU Review

Circulation of 2,700

- 2,200+ community pharmacists
- Representatives from the Department of Health and HSE
- Patient groups
- Suppliers
- Wholesalers
- Politicians
- Key industry influencers

Why advertise with us?

By advertising in the **IPU Review**, you will reach over 16,000 people working in community pharmacies, including pharmacy managers, pharmacy technicians, counter assistants and sales assistants. Advertising in the **IPU Review** is the most effective way of informing those working in the community pharmacy sector about your product or service.

The **IPU Review's** editorial profile includes CPD articles, professional topics, business and finance issues, clinical tips and much more. It is published at the beginning of each month with a double issue in December/January.

ADVERTISING RATE CARD 2018

Rates

Full colour

Full page	€1,200
Inside front cover / Back cover	€1,450
Double-page spread	€2,200
Half page (Portrait)	€850
Half page (Landscape)	€750
Quarter page (Landscape only)	€550

Classified advertisements

Type A (35 words)	€150
Type B (25 words)	€100
Type C (15 words)	€50

Pre-printed insert.....	€1,200
Wraparound / Belly band.....	€1,200

All rates are subject to VAT at 23%.

Technical data

Artwork should be supplied as high resolution PDFs with all fonts and images embedded. Full and half-page advertisements should be supplied with 3mm bleed around all sides and include crop marks.

A4 Page

Trim: 210mm X 297mm. Type area: 190mm X 267mm
Artwork size: 216mm X 303mm (includes 3mm bleed)

Double-page spread

Trim: 420mm X 297mm. Type area: 400mm X 267mm
Artwork size: 426mm X 303mm (includes 3mm bleed)

Half page

Landscape: 190mm X 135mm / Portrait: 100mm X 297mm

Quarter page

Landscape only: 190mm X 75mm

Classified advertisements (width X height)

Type A: 93mm X 75mm
Type B: 93mm X 50mm
Type C: 93mm X 30mm

Wraparound/Belly band

425mm X 50mm plus 20mm overlap for gluing



Deadlines

Booking must be made by **14th** of previous month
Artwork must be supplied by **18th** of previous month

For advertising bookings, please contact Siobhán Kane, Press and Communications Manager, IPU on 01 493 6401 or ipureview@ipu.ie