

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 2018 found that the *IPU Review* was the most widely read pharmacy journal in Ireland, with 93% of those surveyed reading it every month.



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

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