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.
ADVERTISING RATE CARD

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.

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