

# 2024 PRINT MEDIA KIT



Celebrating 10 years of  
Go Wild Magazines

Go Wild  
Magazine

## The Go Wild Brand

In 2024, Go Wild Magazines are celebrating its 10th year of showcasing the best of Irish Tourism nationally and internationally, so Happy Birthday to us!!!!

Within the last 10 years, we have created individual magazines, **Go Wild Tourism for Wild Atlantic Way, Go Wild East Coast for Ireland's Ancient East, Go Wild Northern Ireland, Go Wild Dublin, Go Wild Irish Spirits, Go Wild On the Lakes, Go Wild The Irish Food experience, Go Wild Christmas** and finally **Go wild Staycations Ireland.**

We also have developed our Digital offering with all Go Wild Titles now featuring on **Ireland.com, PressReader.com** and also new for 2024 we will be featured on **BorrowBox.com** for the UK, Australia & New Zealand audiences.

We have also developed a **Go Wild APP** on both Apple and Android Platforms.

Finally, we owe everything that we have achieved to the support of our advertisers and loyal readers as well as to the support of both Failte Ireland and Tourism Ireland.

If you are reading this, Thank you for your support as well. Here's to the next ten years!!!!!!!



**Bobby Power** Publisher

## Nationwide Distribution strength

Targeted distribution to our national affluent readers, who are highly engaged with the region they live in because they love to live here.

Our Readers turn to Go Wild to keep them engaged on great weekends away or simply great staycation opportunities across Ireland.

### Newsstands

All titles are on sale (1270 newsstands Nationwide, including **Dunnes, Tesco, Easons, SuperValu Centra, Mace & Londis plus independent newsagents nationally**).



## The Go Wild Magazine model

### Print:

8 individual National Titles to choose from



### Digital:

[www.gowildmagazine.com](http://www.gowildmagazine.com)

Tourism Ireland

Ireland.com

PressReader.com (worldwide digital platform)

Borrowbox.com UK, Australia & New Zealand



### Apps:

The Go Wild Magazine APP is now available to you on all Apple & Android devices so there's no reason for you to miss out on Ireland's Hottest tourism news



### Social Media:



4.5K



6.4K



2K



Posts to 10,270 connections

## 2024 Go Wild Magazine | rates

4 colour	N° of titles: <b>1x</b>	N° of titles: <b>3x</b>	N° of titles: <b>5x</b>
<b>Full Page Display ad</b>	€1250	€1125 + <b>Special Bonus pack</b>	€1062 + <b>Special Bonus pack</b>
<b>1/2 page</b>	€675	€607	€575
<b>1/4 page</b>	€375	€375	€375
<b>Inside Front Cover Full page</b>	€1670	€1503	€1419
<b>Inside Front Cover Spread 2 PAGES</b>	€2500	€2275	€2125
<b>Inside Back Cover</b>	€1300	€1170	€1105
<b>Outside Back Cover</b>	€2679	€2412	€2278
<b>Double Page Spread</b>	€1979	€1782	€1683
<b>Front Cover FULL WRAP</b>	Price available on Application		

*\*Special Bonus Pack will be discussed in detail to suit each individual client Ad campaign*

## 2024 Go Wild Magazine | Key Dates for your diary

Issue	Booking Deadline	Advertising Copy Deadline	On Sale Week
<b>GO Wild Staycation Ireland Spring</b>	February 1st	February 17th	March 17th
<b>Go Wild Tourism (WAW)</b>	March 1st	March 17th	April 17th
<b>Go Wild East Coast</b>	April 1st	April 17th	May 17th
<b>Go Wild Dublin</b>	May 1st	May 17th	June 17th
<b>Go Wild Staycation Ireland Summer</b>	June 1st	June 17th	July 17th
<b>Go Wild Northern Ireland</b>	July 1st	July 17th	August 17th
<b>Go Wild Irish Spirits</b>	August 1st	August 17th	September 17th
<b>Go Wild Christmas</b>	September 1st	September 17th	October 17th

*\*Extensions may be available on request*

## Advertorial & Sponsored Content

Apart from Display advertising, we are always open to discuss Advertorial/ Sponsorship or **Front & Back cover wrap** opportunities to suit our clients.

Pop me an email to receive more details:  
bobby@gowildmagazine.com

### Did you know?

- Go Wild magazines are now a Featured title on **PressReader.com** which is the worlds biggest digital magazine platform as well as showcasing on **Borrowbox.com & Ireland.com** and is now available to download in 39 languages digitally worldwide through **PressReader.com**
- Where ever you are in the world, Go Wild Magazines can always be in the palm of your hand.



## MARCH

### **The Staycation Ireland** *Bi Annual Issue*

Our Staycation Ireland title offers us the opportunity to showcase the latest tourism news to kick start the year and to share all of the relevant new year tourism news and celebrity interviews.

Our Staycation Ireland title will highlight the hundreds of Staycation options that there are right across the 32 counties so make sure that you get your hands on a copy.

## APRIL

### **The Wild Atlantic Way** *Annual Issue*

focusing on The Wild Atlantic Way, 1600 miles (2600 km) in length, is one of the longest defined coastal routes in the world. Winding its way all along the Irish west coast from the Inishowen Peninsula in the north down to the picturesque town of Kinsale, County Cork, in the south.

Our title will highlight the very best places to Discover, See, Wine & Dine, Sleep and be Entertained from Cork to Donegal.

## MAY

### **The East Coast** *Annual Issue*

Our Annual East Coast title combines the tourism regions of Ireland's Ancient East and The Hidden Heartlands into one bumper magazine title.

Enjoy memorable food experiences, wander down the cobbled streets of medieval towns and explore the gorgeous gardens of these two magnificent scenic regions.

Our title will serve as an invaluable guide to discover where to go, what to do and see, where to stay, play and dine from Monaghan to Cork and all in between.

## JUNE

### **The Go Wild Dublin** *Annual Issue*

Our Annual title in Ireland's Capital city allows us to delve deep into the heart of Dublin and discover what's new and exciting for 2023. Top attractions such as the Guinness Storehouse, Malahide Castle and Epic Museum continue to attract record numbers to the city and our guide to where to explore/eat/stay & enjoy will make your Capital city adventure even better.

Discover the best attractions, Wine & Dine in Dublins great restaurants and Gastro Bars, sleep in Dublins best Hotels and learn the best places for nighttime entertainment.

## JULY

### **The Staycation Ireland** *Bi Annual Issue*

Our Summer national Staycation title will offer you insights into the best places to explore/eat/stay & enjoy across every county in hopefully glorious sunshine. Maybe this is the year for balmy summers once again, and our focus on the best beaches in Ireland is sure to have you getting the bucket and spade out!!!!

We will also have a host of great interviews with celebrities and key tourism people.

## AUGUST

### **The Go Wild Northern Ireland** *Annual Issue*

The 6 counties remain an integral part of Irish Tourism and have some amazing tourism offerings including Game of Thrones., Titanic and many more.

Our Guide to Northern Ireland will offer you multiple choices and insights into each of the 6 counties with things to see and do for each. Don't worry, we've got you covered!!!!

## SEPTEMBER

### **Go Wild Irish Spirits** *Annual Issue*

Our newest title at only 2 years old, the Go Wild Irish Spirits magazine has acquired a whole new audience eager for news on the latest whiskey and gin launches in the Irish marketplace. The Irish Whiskey industry continues a trajectory of great success worldwide as well at home so this title offers our discerning readers two great options to suit all taste buds.

## OCTOBER

### **The Go Wild Christmas** *Annual Issue*

Ireland's Christmas scene has never been stronger, from the best in Irish fashion hitting the world scene, to toy and craft makers creating dynamic Christmas products.

Our look at who's who in the top things to buy, try and explore this Christmas. As usual, we will have some great food recipes and Christmas-themed interviews to keep you reading right through the festive period.

# Advertorials

We work with clients to produce bespoke advertorial content that delivers results. Whatever message you're looking to promote, we can collaborate with you to ensure it reaches our readers with maximum impact, whether in print, online, or a combination of the two.



## Rate card:

Advertorial Double Page Spread	Price on Application
Advertorial Full Page	Price on Application

## Website

Go Wild Magazine.com online home is a bustling hub where readers can find inspirational travel stories from all over Ireland along with the latest national travel news.

With features, travel guides and news, it's an essential read for anyone who wants the inside track on the hottest places to Staycation across Ireland with titles covering every tourism region.

With a careful eye on the user interaction, our advertising solutions have been specifically chosen to deliver response to our partners.

Both standard and rich media advertising can be integrated into the site.



**gowildmagazine.com**

Unique Visitors p/m: **7.5K**

Pageviews p/m: **11.2K**

Go digital with  
**gowildmagazine.com**

### New for 2024

#### HOMEPAGE TAKEOVER

Banner ad - MPU  
sponsored post for 2 weeks

**€800** plus VAT

#### BANNER AD per week

**€350** plus VAT

#### 750 WORDS + 3 IMAGES CLIENT SUPPLIED EDITORIAL

**€400** plus VAT

#### DEDICATED WEBSITE ADVERTORIAL written by our Editor

**€800** plus VAT

#### CLIENT SUPPLIED SPONSORED EDITORIAL POST

750 words including logo & imagery

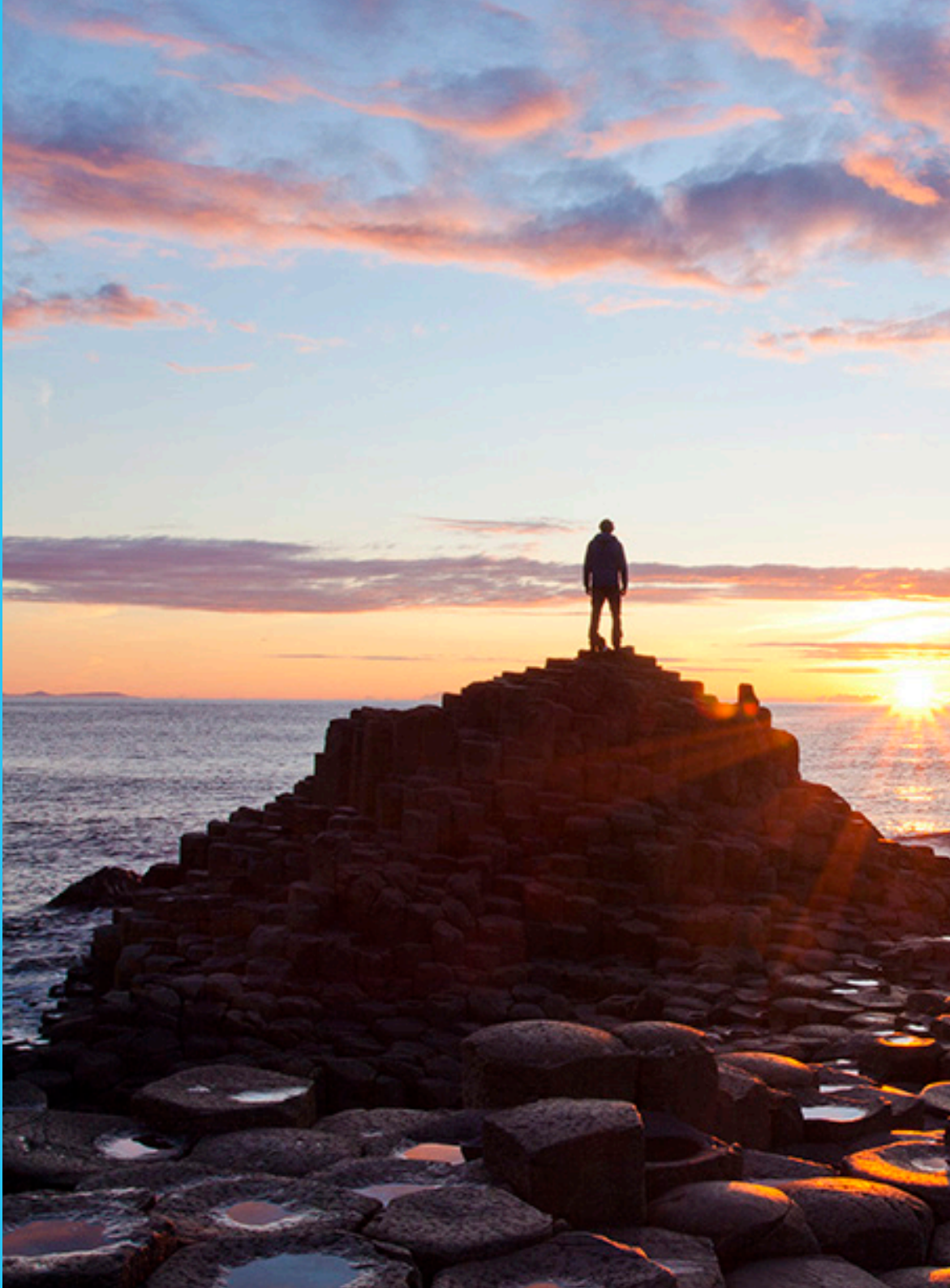
**€625** plus VAT

#### BESPOKE VIDEO CONTENT

(Price dependant on campaign)

#### ONLINE COMPETITION PACKAGE

Minimum prize value of €500 required, plus Online promotion and Design costs of €750



## Our Terms & Conditions

### ALL GO WILD PRINT TITLES

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- **N.B. Cancellations must be in writing and received prior to the ad copy deadline. If bookings are not cancelled prior to the ad copy deadline, the advertiser/agent agrees that it will be responsible for the cost of such cancelled advertisement.**
- The Publisher reserves the right to decline or reject any advertisement if the content of same is deemed inappropriate.
- Reproduction quality is at the advertiser's risk if specifications are not met or if material is received after the copy deadline.
- Advertisements in other than standard sizes are subject to publisher's approval.
- Orders specifying positions other than those agreed at time of booking are accepted on a request basis.

### DIGITAL ADVERTISING ON [WWW.GOWILDMAGAZINE.COM](http://WWW.GOWILDMAGAZINE.COM)

- Assets for any digital advertisement or commercial feature must adhere to the publishers technical specifications and be delivered within the applicable timeframes as agreed.
- The advertiser guarantees to the publisher that any information supplied in connection with the advertisement or commercial digital feature is accurate, complete, true and not misleading and that it has obtained the consent of any living person whose name or image is contained in any advertisement or commercial feature.
- The advertiser accepts that any royalties associated with any images or content used in any digital advertisement or commercial feature is the responsibility of the advertiser.
- All advertisements will be free of any viruses.
- The advertiser guarantees to the publisher that any landing page and/or destination site linked to from the advertisements ("Advertiser's Site") will be legal, decent, honest and truthful.



## Get in Touch

### ADVERTISING/ SPONSORSHIP ENQUIRIES

bobby@gowildmagazine.com / 087 4467007

### EDITORIAL ENQUIRIES

bobby@gowildmagazine.com

### SUBSCRIPTIONS


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### RECRUITMENT


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### ACCOUNTS

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