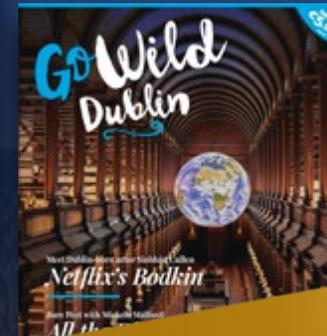


2025 PRINT MEDIA KIT



A New Decade Begins for
Go Wild Magazines



Go Wild Magazine

‘Join us
on our Journey’

The Go Wild Magazine Brand

- A New Decade Begins

2025 represents the start of a new decade for myself and the team at Go Wild Magazines.

It's hard to believe that its over 10 years since we started with one title for the newly launched Wild Atlantic Way

- **Since then we have launched 10 individual tourism magazine titles, 8 of which are on the Publishing plan again for 2025:** Go Wild Staycation Ireland Bi Annual (March & July), Go Wild Tourism Wild Atlantic Way, Go Wild East Coast, Go Wild Dublin, Go Wild Northern Ireland, Go Wild Irish Spirits & Go Wild Christmas.
- **Digitally all of our 8 titles are live 24/7 on the following Digital Magazine Platforms: Ireland.com** (Tourism Ireland's International website) **PreessReader.com** for Airlines and Cruise Companies, **Borrow Box** for UK, New Zealand and Australian magazine libraries as well as **Lovin Media** in the UK and Ireland.
- **Digital APP:** We also have our *Go Wild APP for iPhone and Android users* to allow them to stay up to date with tourism in Ireland
- **Newsstands: All 8 Go Wild Magazine titles are on sale in 1525 stores** in both Ireland and Northern Ireland including **Dunnes, Tesco, Easons, SuperValu, Centra, Londis, Mace and Musgraves in Northern Ireland.**
- **What we offer: Targeted distribution** to our national affluent readers, who are highly engaged with the region they live in because they love to live here.

Our team owe everything to the loyal support of our Advertisers and Readers as well as the support of Failte Ireland & Tourism Ireland. If you are reading this, Thank you so much for your support.

Looking forward to ten more years at the helm of this fun ship.



Bobby Power Publisher

The Go Wild Magazine Portfolio

Print: 2024 TITLES

8 individual National Titles to choose from



Digital:

www.gowildmagazine.com

Tourism Ireland website - 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



Audience of 10,700 clients

2025 Go Wild Magazine | Advertising Rates

Ad Sizes	N° of titles: 1x	N° of titles: 3x	N° of titles: 5x	N° of titles: All 8 titles
Full Page Display ad	€1250	€1125	€1062	* Price on request
1/2 page	€675	€607	€575	* Price on request
1/4 page	€375	€375	€375	* Price on request
Inside Front Cover Full page	€1670	€1503	€1419	* Price on request
Inside Front Cover Spread 2 PAGES	€2500	€2275	€2125	* Price on request
Inside Back Cover	€1300	€1170	€1105	* Price on request
Outside Back Cover	€2679	€2412	€2278	* Price on request
Double Page Spread	€1979	€1782	€1683	* Price on request

*Rates for all 8 titles will be discussed individually

**NEW
NEW
NEW**

- Social Media promotions on all channels with every booking in 2025
- Competitions for every magazine will be featured on our front covers



2025 Go Wild Magazine | key dates for your diary

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

Advertorial & Sponsored Content

Apart from Display advertising, we are always open to discuss Advertorial/ Sponsorship 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 Australia/ New Zealand and the UK & 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.



Editorial Calendar 2025

Annual & Bi Annual Issues

in 2025 we will be adding new editorial sections in every Magazine title on FOOD, Whiskey & Gin, Glamping as well as Outdoor Adventure & Watersports

MARCH

Go Wild 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

Go Wild Tourism - The Wild Atlantic Way issue

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

Go Wild 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

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

Go Wild 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

Go Wild Northern Ireland Every 2 years

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 Every 2 years

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

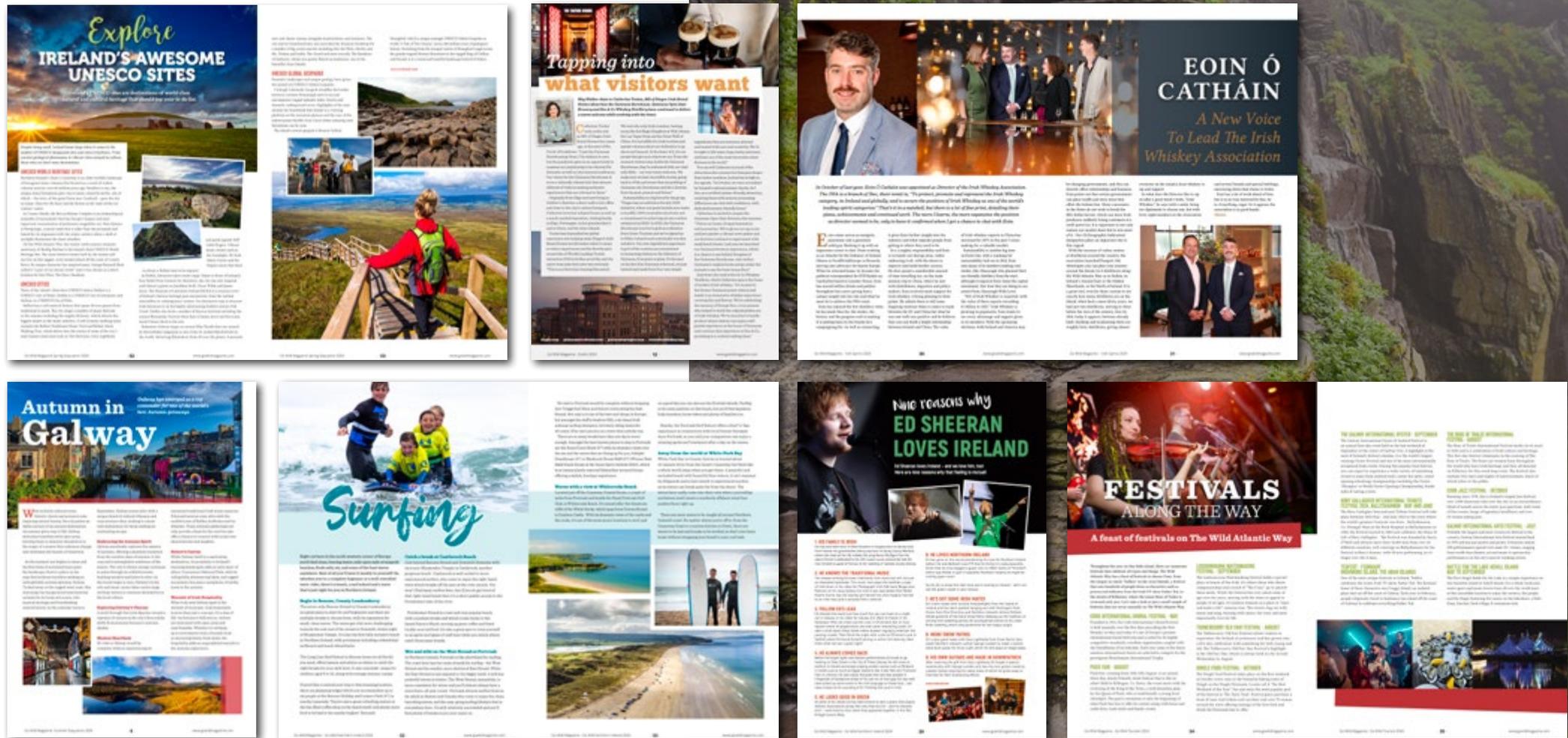
Go Wild Christmas Annual Issue

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

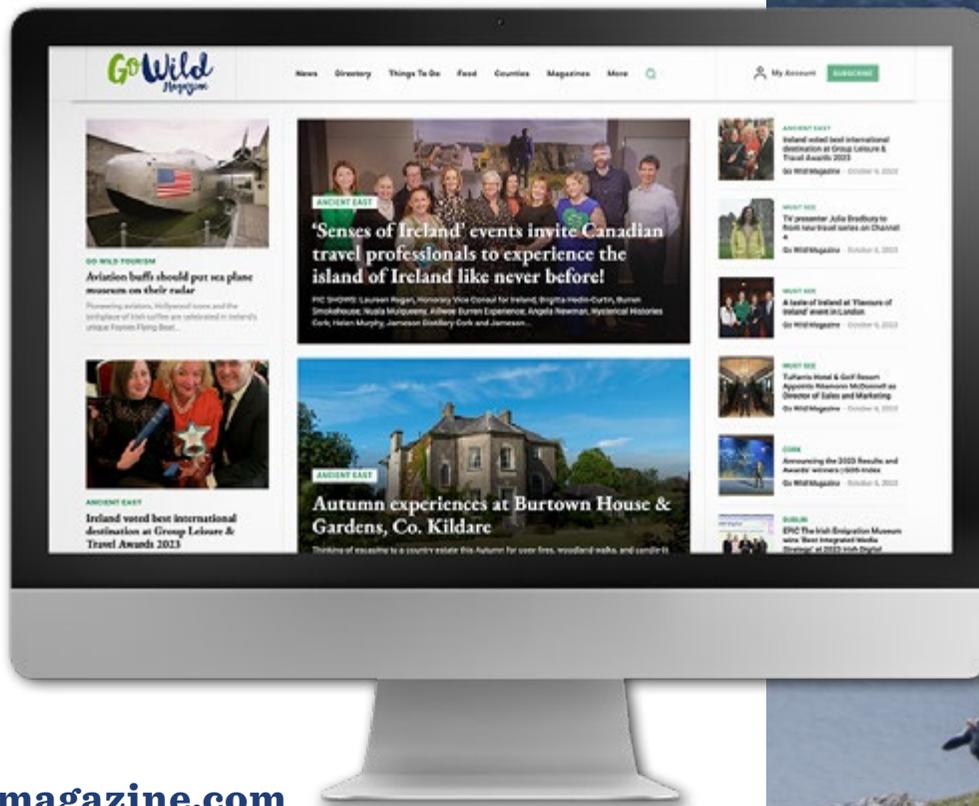
Website

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 2025

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

A DAY IN THE LIFE OF
INTERVIEWS

(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

- **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.



Get in Touch

ADVERTISING/ SPONSORSHIP ENQUIRIES

bobby@gowildmagazine.com / 087 4467007

EDITORIAL ENQUIRIES

bobby@gowildmagazine.com

SUBSCRIPTIONS

sales@gowildmagazine.com

RECRUITMENT

sales@gowildmagazine.com

ACCOUNTS DEPARTMENT

cleo@gowildmagazine.com

 @gowildmagazine

 @gowildmagazine

 @gowildmagazine

