

THE GLOSS THE GLOSS INTERIORS *THEGLOSS.IE*

MEDIA KIT 2022

THE GLOSS, the glossy lifestyle magazine brand, is the ultimate in stimulating reading for a discerning, affluent audience. THE GLOSS suite of products provides ways to reach and influence whoever you need to persuade.



THE GLOSS UNIVERSE

BRAND FOOTPRINT AND AUDIENCE | 2022

THE GLOSS suite of products combines editorial quality and innovative advertising formats to reach and influence a powerful and loyal audience of affluent decision-makers: universal audience 475,549 (source; Kantar TGI 2021 RoI Survey/Irish Times Reader Panel survey 2021/Publishers statement 2021)

PRINT

THE GLOSS: Large format glossy circulated on the first Thursday of the month with *The Irish Times*, Ireland's authoritative broadsheet
179,000 AVERAGE ISSUE READERSHIP
290,000 POTENTIAL READERS OF THE IRISH TIMES ON PUBLICATION DAY

(Kantar TGI 2021 RoI Survey)

THE GLOSS & THE MIX: Newsstand format glossy on sale in more than 3,500 retail outlets nationwide with additional editorial content on sale all month, 365 days of the year.

17,500 AVERAGE ISSUE READERSHIP

THE GLOSS INTERIORS: Large format glossy circulated biannually in April and October with *The Irish Times* and newsstand format on shelf for April/May and October/November

248,200 AVERAGE ISSUE READERSHIP

(The Irish Times reader panel survey)

DIGITAL

E-Paper edition available all month on [irishtimes.com](https://www.irishtimes.com) is free to access across all devices to subscribers of [irishtimes.com](https://www.irishtimes.com)
13,612 MONTHLY READERS

Thegloss.ie: Ireland's only premium female-focused website
142,137 MONTHLY TOTAL AUDIENCE
(Google Analytics 2021)

SOCIAL REACH

Instagram 34.5K | Facebook 16.1K | Twitter 22.4K | Newsletter 14K

TOTAL AUDIENCE = 87K

GLOSS EVENTS

The Gloss X Goodbody Investment Club; Look The Business fashion and networking events; Wine Dinners; Wedding Salon; THE GLOSS Beauty and Interiors Events; Investment Dinners



THE GLOSS PRINT AUDIENCE

BRAND REACH | 2022



PRINT AUDIENCE

TOTAL AUDIENCE 333,412 readers monthly
(THE GLOSS + (THE GLOSS INTERIORS) + THE GLOSS & THE MIX + E-PAPER)

AVERAGE ISSUE READERSHIP 179,000

CIRCULATION PRINT FORMATS 73,319

Print and E-paper editions

AGE PROFILE 106,000 readers aged 25-44

ABC1 80,550

THE GLOSS Magazine has more ABC1 readers than all other Irish glossy magazines combined. Our stylish and affluent readers are more likely to spend on luxury, spending €211.2m in 2021.

Research on THE GLOSS INTERIORS shows that our readers spent €74.5m on professional services and materials to carry out home improvements and €11.8m on their gardens. 60% of our readers will keep the magazines for future reference and 86% say THE GLOSS INTERIORS is a valuable source of information.

Our readers are influential – more likely than the average Irish adult to convince friends and family to purchase.

Kantar TGI 2021 Rol Survey/Irish Times Reader Panel Survey 2021/Publishers Statement 2021

THE GLOSS | THE GLOSS INTERIORS | THEGLOSS.IE

THE GLOSS DIGITAL AUDIENCE

ONLINE ADVERTISING AND SOCIAL MEDIA OPPORTUNITIES | 2022



THEGLOSS.IE

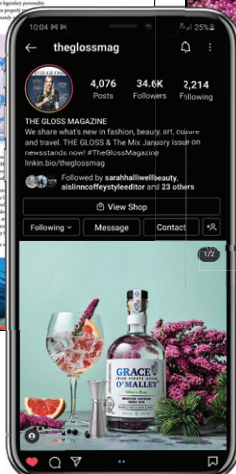
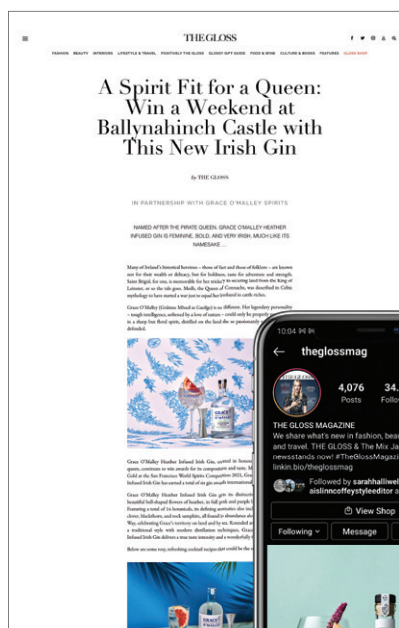
TOTAL AUDIENCE 142,137
AVERAGE MONTHLY PAGE VIEWS 118,030
AVERAGE MONTHLY UNIQUES 55,137
DWEELL TIME 1.19 MINUTES

SOCIAL MEDIA FOLLOWING
TOTAL AUDIENCE 87K
INSTAGRAM 34.5K
FACEBOOK 16.1K
TWITTER 22.4K
NEWSLETTER 14K SUBSCRIBERS

THE GLOSS | THE GLOSS INTERIORS | THEGLOSS.IE

CREATIVE SOLUTIONS | PRINT AND DIGITAL

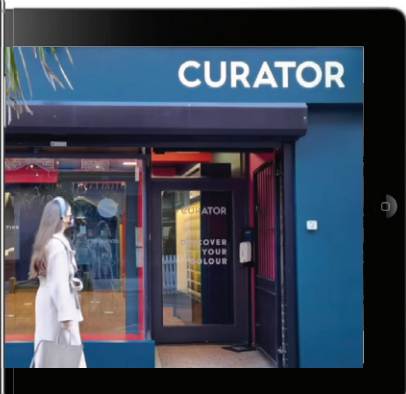
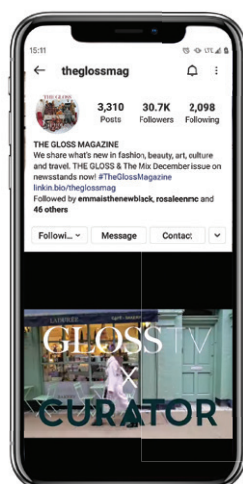
TARGETED POST



ADVERTORIAL (PRINT)

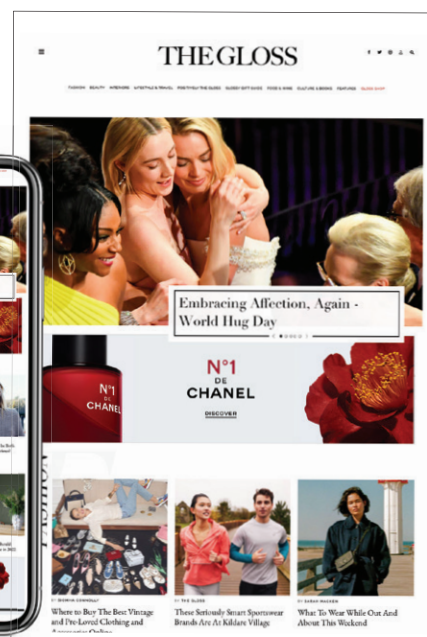


SOCIAL CAMPAIGN



VIDEO

BANNER AD



IMPACTFUL + INSPIRING | PRINT AND DIGITAL

FOOD & TRAVEL

[illegible][illegible]

INTERIORS

REVIEWS

SHIPPING

Going Organic

Living accessories for natural spaces in urban settings

GREEN CUSHION
A soft, textured green cushion made from organic cotton. [\\$45](#)

BLACK CANDLE HOLDER
A sleek, modern black candle holder made from recycled metal. [\\$25](#)

ROUND WOVEN PLACEMAT
A round, woven placemat made from natural fibers. [\\$15](#)

DARK BOWL
A dark, textured bowl made from recycled glass. [\\$12](#)

WHITE CERAMIC BOWL
A white, ceramic bowl made from natural clay. [\\$10](#)

GREEN CERAMIC BOWL
A green, ceramic bowl made from natural clay. [\\$10](#)

WOODEN CHAIR
A wooden chair with a natural finish. [\\$85](#)

FRAMED PHOTO
A framed photo of a woman, made from recycled paper. [\\$15](#)

NATURAL GOODNESS

So far, we haven't heard too many stories about organic home decor. But now, it's time to change that. We've gathered up a list of the best organic home decor items, from furniture to lighting, to help you create a natural, sustainable space. And we've included a list of the best organic home decor stores, so you can find the perfect piece for your home.

1. Organic Home Decor Store
This online store offers a wide variety of organic home decor items, from furniture to lighting. They also offer a list of the best organic home decor stores, so you can find the perfect piece for your home.

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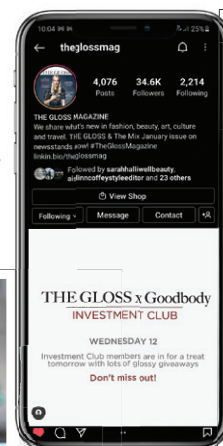
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IMPACTFUL EVENTS | PRINT AND DIGITAL

CALL TO ACTION

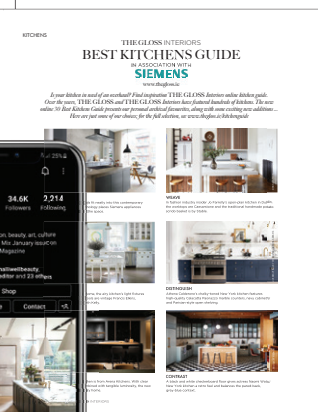


TARGETED POST

CHAPTER ONE BY GAGGENAU

THE KITCHEN GUIDE IN
PARTNERSHIP WITH SIEMENS

TARGETED POST



TARGETED POST

EDITORIAL CALENDAR

PRINT COPY DEADLINES | 2022



2022 ISSUE

JANUARY *Climatarian*

FEBRUARY *Talking Beauty*

MARCH *New Season Fashion*

APRIL *Health and wellbeing*

MAY *Get Ready for Summer*

JUNE *Summer Beauty*

JULY/AUGUST *Holiday*

SEPTEMBER *Fashion*

OCTOBER *Accessories*

NOVEMBER *Gifts*

DECEMBER *Christmas*

AD COPY DEADLINE

DEC 16

JAN 13

FEB 10

MAR 17

APR 14

MAY 12

JUN 16

AUG 11

SEP 15

OCT 13

NOV 10

IRISH TIMES

JAN 6

FEB 3

MAR 3

APR 7

MAY 5

JUN 2

JULY 7

SEP 1

OCT 6

NOV 3

DEC 1

NEWS STAND

JAN 7

FEB 4

MAR 4

APR 8

MAY 6

JUN 3

JULY 8

SEP 2

OCT 7

NOV 4

DEC 2

INTERIORS *Spring/Summer*

MAR 24

APR 14

APR 15

INTERIORS *Autumn/Winter*

SEP 22

OCT 13

OCT 14

ADVERTISING RATES & SPECS

THE DETAILS | 2022

PRINT

DOUBLE PAGE SPREAD	€16,800
FULL PAGE	€9,450
HALF PAGE	€5,775
ONE THIRD PAGE	€3,360
QUARTER PAGE	€2,625
DPS INSIDE FRONT COVER	€19,450
OUTSIDE BACK COVER (OBC)	€11,550
INSIDE BACK COVER (IBC)	€11,550
CLASSIFIED DIRECTORY	€300
INSERTS	RATES ON REQUEST

Please ask for special rates for series bookings

FULL PAGE	TRIM: W277 X H350 MM + 3MM BLEED
DOUBLE PAGE SPREAD	TRIM: W554 X H350 MM + 3MM BLEED
1/2 HORIZONTAL	TRIM: W277 X H170 MM
1/2 VERTICAL	TRIM: W135 X H350 MM
1/3 HORIZONTAL	TRIM: W277 X H114 MM
1/3 VERTICAL	TRIM: W90 X H350 MM
1/4 PAGE	TRIM: W135 X H170 MM
1/4 STRIP	TRIM: W277 X H83 MM

ALL ADS SUPPLIED IN CMYK - NO PANTONE COLOURS
PDF VERSION 1.3 | (1.4 CANNOT BE ACCEPTED)
ALL TRANSPARENCIES TO BE FLATTENED
ALL IMAGES SHOULD BE 300DPI | CROP MARKS AND 3MM
BLEED TO BE INCLUDED | DOUBLE PAGE SPREADS TO BE
SUPPLIED AS TWO SEPARATE PDFS
PLEASE SUPPLY COLOUR PROOFS

DIGITAL

Channel takeovers x 4 weeks

HOMEPAGE	€7,000
FASHION	€5,000
BEAUTY	€5,000
INTERIORS	€5,000
LIFESTYLE & TRAVEL	€5,000
FOOD & WINE	€5,000
CULTURE & BOOKS	€5,000
BANNER ADS	€1,000
DEDICATED NEWSLETTER	€1,500
NATIVE FEATURE	€1,500
SPONSORED POSTS	€750

*All digital campaigns supported on
THE GLOSS Social Channels*

Channel takeover includes:

TOP BANNER 1390 x 300 px

IN CONTENT BANNER 1390 x 400 px

FOOT BANNER 1390 x 400 px

Sponsored posts:

MAIN FEATURE IMAGE 1390 x 868 px

FEATURE NATIVE POST IMAGE 1390 x 868 px
817 x 440 px

PRODUCT IMAGE 500 x 500px

ALL BANNERS/IMAGES SUPPLIED IN RGB
TYPE OF FILE ACCEPTED: JPG, PNG, GIF,
MP4 (IF VIDEO) | ALL TRANSPARENCIES
TO BE FLATTENED

TERMS & CONDITIONS

NEED TO KNOW | 2022

PRINT

- 1** Publisher reserves the right to decline or reject any advertisement if the content of same is deemed inappropriate.
- 2** Reproduction quality is at the advertiser's risk if specifications are not met or if material is received after the copy deadline.
- 3** Advertisements in other than standard sizes are subject to publisher's approval.
- 4** Orders specifying positions other than those agreed at time of booking are accepted on a request basis.
- 5** 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.

DIGITAL

- 1** Assets for any digital advertisement or commercial feature must adhere to the publishers technical specifications and be delivered within the applicable timeframes as agreed.
- 2** The advertiser guarantees to the publisher that any information supplied in connection with the advertisement or commercial 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.
- 3** 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.
- 4** All advertisements will be free of any viruses.
- 5** 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.

THE GLOSS TEAM

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THE GLOSS MAGAZINE

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