

# THE GLOSS THE GLOSS INTERIORS *THEGLOSS.IE*

## MEDIA KIT 2023

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.

**861,300\***  
readers across multiple channels

25-34 35-44 45-54 55+

FEMALE 58% | MALE 42%

Now you know  
everyone loves **THE GLOSS**

[www.thegloss.ie](http://www.thegloss.ie)

\* Audience research 2022/Dentsu

**THE GLOSS**  
MAGAZINE  
SEPTEMBER 2022  
with THE IRISH TIMES

CHANGE YOUR SCENT TO REINVENT / GLOW-GETTING SPA BREAKS / BRILLIANT BOUTIQUES & BOOK SHOPS / COOLER FOOD / LOCAL WINES

Ready For  
A Complete  
Autumn  
Re-set ...

+  
Your Village  
Needs You!

+  
Bright  
New  
Season  
Fashion

The Big  
Squeeze  
SHAPEWEAR BOTTOMED OUT

*What To wear*  
Now?

# THE GLOSS UNIVERSE

## BRAND FOOTPRINT AND AUDIENCE | 2023

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 **861,300** (source; Audience research 2022/Dentsu)

### PRINT

THE GLOSS: Large format glossy circulated on the first Thursday of the month with *The Irish Times*, Ireland's authoritative broadsheet

**227,000 AVERAGE ISSUE READERSHIP**

**290,000 POTENTIAL READERS OF THE IRISH TIMES ON PUBLICATION DAY**

(Kantar TGI 2021 RoI Survey)

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)

THE GLOSS 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**

### DIGITAL

E-Paper edition available all month on irishtimes.com is free to access across all devices to subscribers of irishtimes.com

**13,612 MONTHLY READERS**

Thegloss.ie: Ireland's only premium female-focused website

**610,141 TOTAL AUDIENCE**

(Google Analytics 2021)

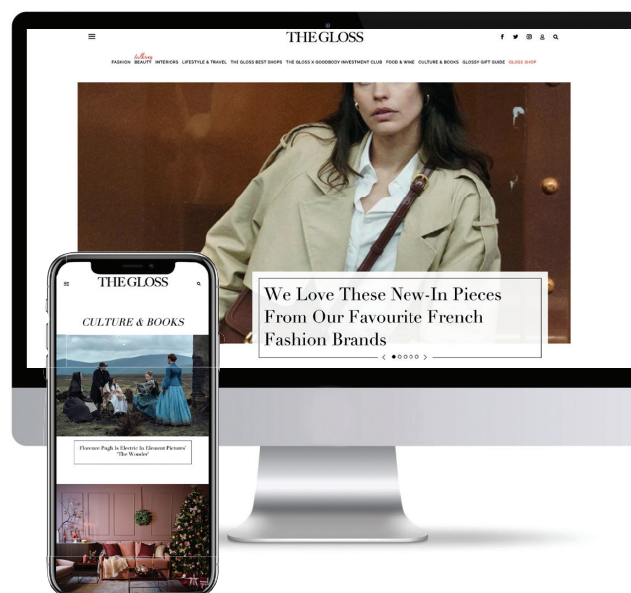
### SOCIAL REACH

Instagram 37.9K | Facebook 16.3K | Twitter 22.5K | Newsletter 14K

**TOTAL AUDIENCE = 90.7K**

### 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



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# THE GLOSS PRINT AUDIENCE

BRAND REACH | 2023



## PRINT AUDIENCE

**861,300 READERS ACROSS MULTIPLE CHANNELS** (Audience research 2022/Dentsu)

**TOTAL AUDIENCE** 506,312 readers monthly

(THE GLOSS + (THE GLOSS INTERIORS) + THE GLOSS & THE MIX + E-PAPER)

**AVERAGE ISSUE READERSHIP** 227,000

**CIRCULATION PRINT FORMATS** 96,100

Print and E-paper editions

**AGE PROFILE** 106,720 readers aged 25-54

**ABC1** 88,530

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 €237.6m in 2022.

Research on THE GLOSS INTERIORS shows that our readers spent €102m on professional services and materials to carry out home improvements and €16m 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 2022 Rol Survey/Irish Times Reader Panel Survey 2022/Publishers Statement 2022*

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# THE GLOSS DIGITAL AUDIENCE

ONLINE ADVERTISING AND SOCIAL MEDIA OPPORTUNITIES | 2023



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## THEGLOSS.IE

**861,300 READERS ACROSS MULTIPLE CHANNELS** (Audience research 2022/Densu)

**TOTAL AUDIENCE** 610,141

**AVERAGE MONTHLY PAGE VIEWS** 138,313

**AVERAGE MONTHLY UNIQUES** 106,856

**DWELL TIME** 1.18

## SOCIAL MEDIA FOLLOWING

**TOTAL AUDIENCE** 90.7K

**INSTAGRAM** 37.9K

**FACEBOOK** 16.3K

**TWITTER** 22.5K

**NEWSLETTER** 14K SUBSCRIBERS

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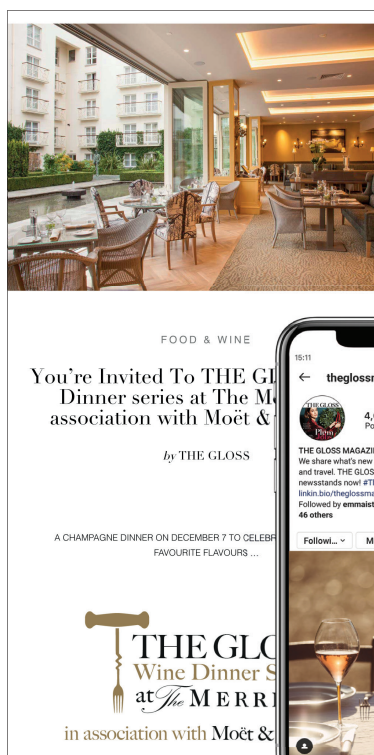


# PARTNERSHIP & BESPOKE PRODUCTIONS

CREATIVE SOLUTIONS | PRINT AND DIGITAL

THE GLOSS offers advertisers the opportunity to create unique multi-channel promotions and advertorials, competitions, reader events, sponsorships, branded video content and branded newsletter opportunities.

## TARGETED POST

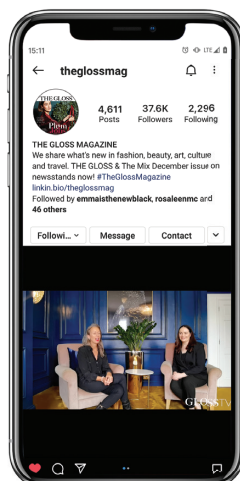


## ADVERTORIAL (PRINT)

## NATIVE ARTICLE (DIGITAL)



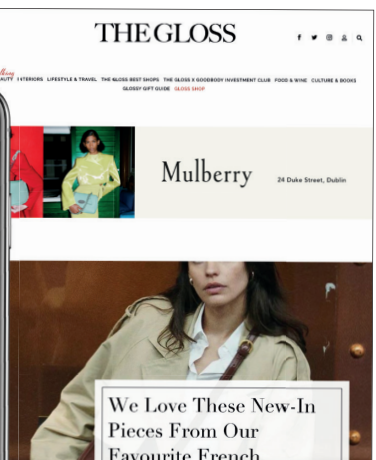
## SOCIAL CAMPAIGN



## VIDEO



## BANNER AD



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# EDITORIAL ENVIRONMENT

IMPACTFUL + INSPIRING | PRINT AND DIGITAL

## FASHION & SHOPPING



## FOOD/DRINK & TRAVEL



## BEAUTY



## INTERIORS



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# EVENT PARTNERSHIPS

IMPACTFUL EVENTS | PRINT AND DIGITAL

## GOODBODY INVESTMENT CLUB

ADVERTORIAL (PRINT)

**Time to talk Investment**

The Investment Club Fantasy Trading Competition returns in January to THE GLOSS x Goodbody Investment Club. Don't miss your chance to be part of our investing community.

**THE GLOSS x Goodbody INVESTMENT CLUB**

Whether you want to participate in the trading competition or just watch from the sidelines, joining today is one of the best ways to be part of THE GLOSS x Goodbody Investment Club. In addition to access to expert advice, members can enjoy exclusive content, live events, and more.

**JOIN US LIVE!**

ONLINE EVENT: THE GLOSS x Goodbody INVESTMENT CLUB

WEDNESDAY 12

Investment Club members are in for a treat tomorrow with lots of glossy giveaways.

Don't miss out!

**Goodbody**

**SOCIAL CAMPAIGN**

## THE GLOSS GALA IN PARTNERSHIP WITH GOODBODY

**All You Need To Know About THE GLOSS Gala Funds Night Out 2022**

by THE GLOSS

READ ALL ABOUT THE BIGGEST, BUZZIEST, MOST GLAMOROUS BUSINESS EVENT IN IRELAND AND SEE MORE IN THE VIDEO BELOW.

**THE GLOSS GALA 2022**

## CHAPTER ONE BY GAGGENAU

TARGETED POST

**See All The Pictures From THE GLOSS x Gaggenau Dinner at Chapter One**

by THE GLOSS

WHERE FINE DINING MEETS IMMERSIVE THEATRE – GUESTS WERE TREATED TO AN INTIMATE GASTRONOMIC EXPERIENCE AT CHAPTER ONE WITH MIKAEL VILJANEN AND ROSS LEWIS.

**THE GLOSS + GAGGENAU**

INVITE READERS TO A SPECIAL CHAPTER

Attend an exclusive Reader Event with Chapter One's Michael Viljanen and Ross Lewis

**ADVERTORIAL (PRINT)**

## TED BAKER EVENT

**THE GLOSS Reader Event At Ted Baker, Grafton Street**

by THE GLOSS

SEE ALL THE DETAILS FROM THE GLOSS SHOPPING EVENT AT TED BAKER

Readers of THE GLOSS shopped and sipped at Ted Baker, Grafton Street last night, where they enjoyed a style talk and mini masterclasses by THE GLOSS fashion team.

**TARGETED POST**

# EDITORIAL CALENDAR

PRINT COPY DEADLINES | 2023



2023 ISSUE	AD COPY DEADLINE	IRISH TIMES	NEWS STAND
<b>JANUARY</b> <i>Natural Selection</i>	DEC 8	JAN 5	JAN 6
<b>FEBRUARY</b> <i>Beauty</i>	JAN 12	FEB 2	FEB 3
<b>MARCH</b> <i>New Season Fashion</i>	FEB 9	MAR 2	MAR 3
<b>APRIL</b> <i>Health and wellbeing</i>	MAR 16	APR 6	APR 7
<b>MAY</b> <i>Get Ready for Summer</i>	APR 13	MAY 4	MAY 5
<b>JUNE</b> <i>Summer Beauty</i>	MAY 11	JUN 1	JUN 2
<b>JULY/AUGUST</b> <i>Holiday</i>	JUN 15	JULY 6	JULY 7
<b>SEPTEMBER</b> <i>Fashion</i>	AUG 17	SEP 7	SEP 8
<b>OCTOBER</b> <i>Accessories</i>	SEP 14	OCT 5	OCT 6
<b>NOVEMBER</b> <i>Gifts</i>	OCT 12	NOV 2	NOV 3
<b>DECEMBER</b> <i>Christmas</i>	NOV 10	DEC 7	DEC 8
<b>INTERIORS</b> <i>Spring/Summer</i>	MAR 23	APR 13	APR 14
<b>INTERIORS</b> <i>Autumn/Winter</i>	SEP 21	OCT 12	OCT 13

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# ADVERTISING RATES & SPECS

THE DETAILS | 2023

## 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

1390 x 400 px

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 POST	€750

## BESPOKE VIDEO CONTENT

Price Dependent on Campaign

*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 | 2023

## 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.



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## THE GLOSS MAGAZINE

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