

MUSIC

IRISH

WWW.IRISHMUSICMAGAZINE.COM

GENERAL INFORMATION ON IRISH MUSIC MAGAZINE

Irish Music Magazine now entering its 14th year of publication has been regarded a major Irish publishing success story, both critically and commercially.

The growth of the magazine has been buoyed by the surging popularity of Irish folk and traditional music, which has become a truly worldwide phenomenon. Irish Music is the only full colour monthly magazine, which is wholly dedicated to this genre. We cover Irish Music wherever it happens in all 32 counties of Ireland, the UK, Europe and a substantial coverage of North American events and artists.

Although sometimes considered a specialist title, Irish Music enjoys a level of newstand visibility and sales comparable to the popular general consumer magazines. Despite its sizeable international sales base and high production quality, the magazine still retains an image of an intimate "clubbiness" which its light hearted but mature editorial slant exemplifies. Irish Music readers are extremely loyal and judging from their correspondence, have an affection for the magazine. This has resulted in an exceptionally high response per reader for our many advertisers. We are committed to enhancing Irish Music's position as the industry's leading organ of information and expert critique wherever in the world it is read.

The revamp of our website has now opened an exciting online vehicle which will enhance your product and marketing message to a worldwide audience.

ADVANTAGES OF PROMOTING YOUR BUSINESS WITHIN WWW.IRISHMUSICMAGAZINE.COM

- From the Publishers of Irish Music Magazine the ONLY Publication of its kind throughout the globe
- Market leader in Folk and Traditional Music
- Our web presence places the site within the top 5 in google when you enter the key words 'Irish Music'
- Up to 2 million hits per annum and growing. The upgrades carried out on this site will ensure further progress in 2007.



COMMERCIAL OPPORTUNITIES

Home Page

Option 1 - Top Right 234 x 70 pixels
Cost = €500 p/m

Option 2 - Left Column 120 x 90 pixels
Cost = €300 p/m

Recommended Releases

CD Cover plus click through
Cost = €250 p/m

(All Rates above are exclusive of VAT@21% for clients within the Republic of Ireland)

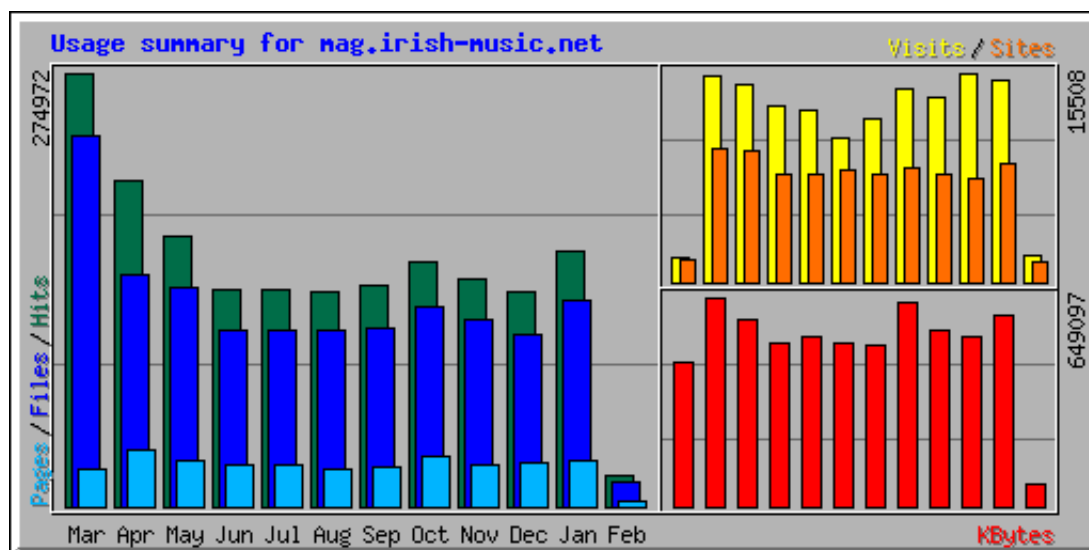
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IRISH MUSIC MAGAZINE WEBSITE STATISTICS, March 2006-February 2007

Usage Statistics for mag.irish-music.net

Summary Period: Last 12 Months
Generated 05-Feb-2007 04:14 GMT



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Feb 2007	4002	3186	728	384	1504	70298	1921	3640	15933	20010
Jan 2007	5238	4209	953	481	8742	594260	14911	29555	130498	162379
Dec 2006	4372	3497	888	500	7632	524321	15508	27543	108429	135545
Nov 2006	4788	3969	895	456	7994	543608	13703	26878	119093	143659
Oct 2006	5014	4088	1041	460	8438	633623	14264	32272	126732	155443
Sep 2006	4660	3784	813	403	8057	502599	12092	24414	113531	139821
Aug 2006	4407	3596	778	343	8332	508816	10635	24132	111491	136644
Jul 2006	4447	3615	858	409	7968	526287	12699	26605	112090	137877
Jun 2006	4569	3720	876	437	8025	507405	13112	26283	111607	137080
May 2006	5547	4484	957	472	9690	580411	14644	29675	139022	171958
Apr 2006	6864	4889	1191	507	9859	649097	15239	35756	146670	205948
Mar 2006	68743	58658	5938	464	1686	448310	1858	23754	234632	274972
Totals						6089035	140586	310507	1469728	1821336