

Southern Star

LOCAL ELECTIONS/REFERENDA 2024

Communicate your message
to West Cork's biggest
print and online audience



NEWSPAPER &
MAGAZINES



WEB



SOC MEDIA



LOCAL AWARDS

The Southern Star

Your West Cork, Your Community, Your Southern Star

Advertise to **thousands** of our **newspaper** readers and visitors to **southernstar.ie** and our **social media** platforms



50k
NEWSPAPER
READERS

50,000 readers weekly.
Our main readership towns are Cork city, Kinsale, Bandon, Clonakilty, Dunmanway, Skibbereen, Bantry, Castletownbere and all places in between!



222k*
UNIQUE MONTHLY
WEBSITE VISITORS
WEB
AUDIENCE

southernstar.ie reaches people across West Cork, Ireland and the world, providing a useful source of information to locals and tourists, plus we keep our diaspora connected to home.

*Google Analytics March 2023



61k+
ENGAGED
SOCIAL MEDIA
FOLLOWERS

We have a large and highly interactive social media audience who we engage with 7 days a week with breaking news, views, sport, information, offers and competitions.



GET IN TOUCH

Brian McCarthy
on 086-8307312
• brian.mccarthy@southernstar.ie
or
Anne Kelleher
on 028 21200
• advertising@southernstar.ie

WWW.SOUTHERNSTAR.IE



In addition to The Southern Star's comprehensive and leading Local Election coverage and analysis we provide the following **Candidate Advertising and Promotional Options** designed to connect you with West Cork's biggest readership and digital audience.

NEWSPAPER ADVERTISING OPTIONS

QUARTER PAGE

€500

168mm (w) x 260mm (h)

EIGHTH PAGE

€300

168mm (w) x 128mm (h)

MEDIUM

€150

82mm (w) x 128mm (h)

SMALL

€100

82mm (w) x 95mm (h)

FULL PAGE

€1,500

340mm (w) x 525mm (h)

HALF PAGE

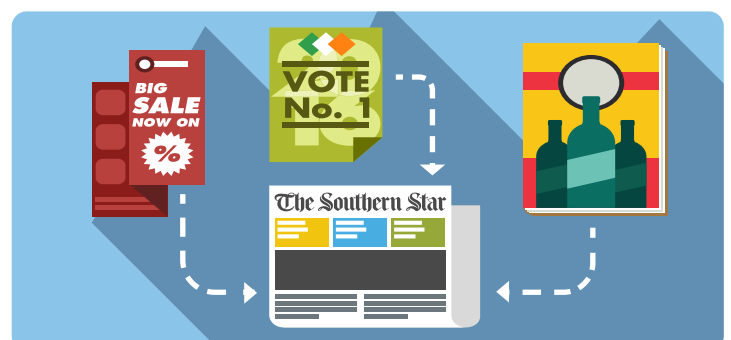
€900

340mm (w) x 260mm (h)

NEWSPAPER INSERTS

Get your campaign flyer directly into the hands of our readers by inserting into 11k copies of The Southern Star. We can also help with design and print if required.

A highly effective way to reach your voters.



* All prices exclude VAT

DIGITAL ADVERTISING OPTIONS

Sponsored articles

*... add **ROCKET FUEL** to your advertising!*

Would you like ...

- an article in The Southern Star newspaper and on southernstar.ie?
- to reach our newspaper, web and social media audiences with a combined message?

You can with our highly effective Sponsored Articles.

SPONSORED CONTENT PACKAGE

- ✓ Print article + web article + 1 social media post = €500



Display advertising on southernstar.ie

- ✓ 2 wks display advertising (min 30k ad impressions) = €250
- ✓ 3 weeks (min 45k ad impressions) = €350
- ✓ Extra ad sizes 25€ each (160x600, 300x600, 468x60)

Social media posts

- ✓ 4 social media posts on Southern Star Facebook and Twitter = €200
- ✓ 6 posts = €300
- ✓ 8 posts = €400

* All prices exclude VAT