



The Skipper MEDIA PACK 2022

Digital/In Print/Exhibitions



www.theskipper.ie

Welcome to The Skipper

SUPPORTING THE IRISH AND UK FISHING INDUSTRIES

ESTABLISHED IN 1964, **The Skipper** has grown into one of Ireland and the UK's leading commercial fishing publications. Today part of Donegal based media company **Mara Media**, **The Skipper** is printed as a glossy 48-page monthly magazine and is recognised as the leading marine media forum for coverage of all news and events within the fishing industry.

With a monthly print run of approximately 4,500 copies and a strong social media presence, **The Skipper** is dedicated to covering fishing related matters for our readership and is distributed and sold throughout Ireland & the UK's coastal communities. It is also available on subscription worldwide and is distributed throughout the year at a number of industry exhibitions and events, including our own **Skipper Expos**, meaning our reach is wide and is expanding all the time.

Reflecting this base and our position as a sector leader, the **Skipper Expos** have proven exceptionally successful and are the ideal place for anyone involved in the fishing industry to do business, network and keep updated with current trends.

“As an industry leader The Skipper and Skipper Expos has proved exceptionally successful”



First established with the **Irish Skipper Expo** in 2005, the **Skipper Expos** have gone from strength to strength. Originally held in Galway, the success of the Irish event and its rapid expansion over the years has resulted in the show moving to Limerick for 2022, for what will be our largest Irish Expo to date.

Following the success of the Irish event, Mara Media felt that the Scottish fishing sector would also benefit from an annual fisheries show, and set up the **Scottish Skipper Expo** in 2011, quickly followed by an **English Skipper Expo** in 2013. Held annually, the Aberdeen Expo has expanded year on year and is also moving to a bigger venue for 2022.

Over the years as the Expos have grown, in line with Mara Media's philosophy, we have continually consulted with our exhibitors and visitors to ensure the shows fully meet their requirements. Our readers, exhibitors, and visitors make **The Skipper** what it is and as we continue to grow we continue working with them to ensure we meet their requirements.

Niall Duffy, Skipper Editor.

Skipper

mara
media

www.theskipper.ie

**MEDIA
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2022**

Grow Your Brand

COVERING EVERY PART OF IRELAND AND THE UK

26,000

Average Monthly Website Visitors

11,500

The Skipper Average Monthly Readers

7,000

Newsletter Subscriptions from over 25 countries

78,000

Social Media Followers

400

Exhibitors at Skipper Expos from 21 countries

4,500

The Skipper Average Monthly Circulation

3,500

Visitors at Skipper Expos from 22 countries

Follow us: **WE ARE SOCIAL**



FACEBOOK
TWITTER
INSTAGRAM
LINKEDIN

TheSkipper & SkipperExpos
SkipperEditor & SkipperExpo
The_Skipper_Editor & SkipperExpos
Skipper Expos

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Meet the Team

OUR SKIPPER DEDICATED TEAM ARE HERE TO HELP



Niall Duffy

EDITOR -
THE SKIPPER

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M: +353 (0) 86 8239608
E: editorial@maramedia.ie

■ Based in Castletownbere, Niall has spent the last 30 years in various roles within the fishing and marine industries both in Ireland and further afield. He began his fishing career in Killybegs and since 2013 has been editor of The Skipper several times.

Having worked in the catching, processing and sales sectors of fishing and seafood, Niall has had a unique insight into all aspects of the industry and will bring this wealth of experience to the pages of The Skipper.

Camera in hand, Niall has been a familiar sight on piers and in harbours around our coasts over the years and has worked for national and international media documenting the highs and lows of fishing and aquaculture.



Sharon Boyle

COMMERCIAL
FISHING MANAGER

T: +353 (0) 74 9548037
M: +353 (0) 86 8401250
E: sharon@maramedia.ie

■ If you're in any way involved in the fishing industry, chances are you've come across our Commercial Fishing Manager, Sharon Boyle.

Sharon has worked with The Skipper for the past 21 years and has spearheaded the growth of the publication as well as the launch of our annual fishing expos.

An integral part of the team, Sharon's role spans across sales, marketing and event management, and her skills and experience in these areas enables her to produce promotional platforms for fishing industry brands that consistently delivers real results.



Hugh Bonner

MANAGING DIRECTOR,
MARA MEDIA

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M: +353 (0) 86 8239607
E: hugh@maramedia.ie

■ Hugh lives and breathes the fishing industry – it's in his blood. Coming from a generation of fishermen, Hugh spent eight years a skipper, fishing from Burtonport on a gill netter and trawler.

He swapped the nets for notebooks in 1998 when he joined The Skipper and in 2005 he took the plunge and bought the magazine.

It was then that he setup Mara Media and has watched the business grow from strength to strength since then – and it's all down to his passion and roots. Mara Media now has eight staff and various national and international events and publications in its portfolio.

Follow us: **WE ARE SOCIAL**



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TheSkipper & SkipperExpos
SkipperEditor & SkipperExpo
The_Skipper_Editor & SkipperExpos
Skipper Expos

www.theskipper.ie

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Grow Your Brand

DIGITAL ADVERTISING OPPORTUNITIES

Our newly updated website attracts approx. 26,000 visitors each month. We have quickly become one of the leading go to platforms for the commercial fishing industry having relaunched our website early in 2020.



Digital Banner Advertising

We have various advert slots appearing alongside trusted news content across our website which is updated regularly.

- Dimensions for Skipper Website adverts is 1092px Wide by 696px High.
- Artwork to be supplied as a web ready Jpeg.

Digital Banner Rates – 3 months@

Home Page - €900
News Pages - €500 (Tab to be agreed)

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PR Bundle Offer

Send us your press release or we can provide a Press Release writing service at extra cost.

- Press Release/Notice posted to **Website** with link back to your site. Average monthly visitors 26,000
- **Social Media** post to all our followers, approx 78,000
- Included in our monthly **E-Newsletter**, approx 7,000 subscriptions
- Possible inclusion in **The Skipper** (Next available issue), average monthly readers 11,500

PR Bundle Rate – €500

The content of the Press Release has to have current newsworthy information, content at editors discretion. Max 450 words, 2 images, company logo.

DISCOUNTS AVAILABLE ON BUNDLE PACKAGES, PRINT AND DIGITAL

Grow Your Brand

YOUR DIGITAL INDUSTRY DIRECTORY

NOW MORE THAN ever we can help you to reach the commercial fishing industry through our newly launched website – www.theskipper.ie

In combination with the Skipper Expos and our new website *The Skipper* has an unrivalled reach both in print and online to the Irish and UK Fishing Industry.

Theskipper.ie is now a one stop shop for promoting your products and services directly to your customer.

We are now compiling – Your Digital Industry Directory – Add your company here today.

www.theskipper.ie/directory/

Example – Basic Free Listing

Company Name:

The Skipper

Location/Country:

Donegal – Ireland

Description – 20 words max

Leading Journal of the Irish & UK Fishing Industries

Example – Featured Listing *minimum booking term 3 months*

INDUSTRY DIRECTORY RATE: ● €180 for 3 months ● €480 for 6 months ● €960 for 12 months

Company Name:

The Skipper

Company Logo – which links back to your website

Skipper

All Contact Details –
Tel/Address/Website

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Description – 50 words max

Established in 1964, The Skipper has grown into one of Ireland and the UK's leading commercial fishing publications. The Skipper is printed as a glossy 40-page monthly magazine and is recognised as the leading marine media forum for coverage of all news and events within the fishing industry.

For all bookings contact Sharon Boyle, Commercial Fishing Manager.

Grow Your Brand

PRINT & AD COPY DEADLINES



The Skipper: Features Schedule and Ad Copy Dates for 2022

Regular features:

Industry News, New Vessel Features, Company Profiles, Products & Gear News, Show News

JANUARY ISSUE

Ad Copy – 8th Dec
Editorial – 10th Dec

FEBRUARY ISSUE

Ad Copy – 19th Jan
Editorial – 21st Jan

MARCH ISSUE

Ad Copy – 16th Feb
Editorial – 18th Feb

APRIL ISSUE

Ad Copy – 9th Mar
Editorial – 11th Mar

MAY ISSUE

Ad Copy – 20th Apr
Editorial – 22nd Apr

JUNE ISSUE

Ad Copy – 18th May
Editorial – 20th May

JULY ISSUE

Ad Copy – 15th June
Editorial – 17th June

AUGUST ISSUE

Ad Copy – 20th July
Editorial – 22nd July

SEPTEMBER ISSUE

Ad Copy – 17th Aug
Editorial – 19th Aug

OCTOBER ISSUE

Ad Copy – 14th Sept
Editorial – 16th Sept

NOVEMBER ISSUE

Ad Copy – 19th Oct
Editorial – 21st Oct

DECEMBER ISSUE

Ad Copy – 16th Nov
Editorial – 18th Nov

*** Production dates subject to change

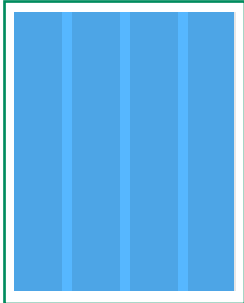


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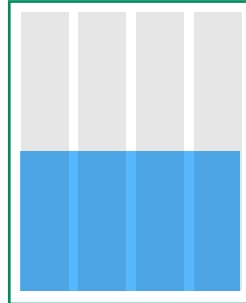
PRINT ADVERTISING OPPORTUNITIES & RATES

FULL PAGE



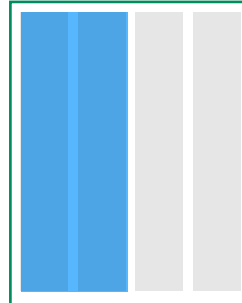
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HALF PAGE HORIZONTAL



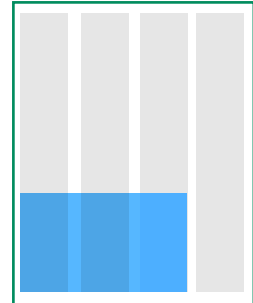
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HALF PAGE VERTICAL



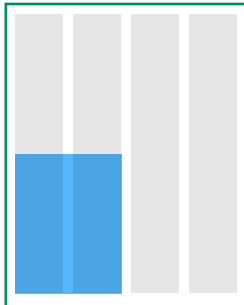
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QUARTER PAGE HORIZONTAL



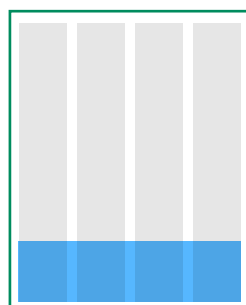
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QUARTER PAGE VERTICAL



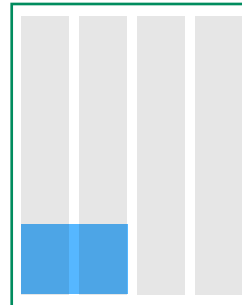
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QUARTER PAGE STRIP AD



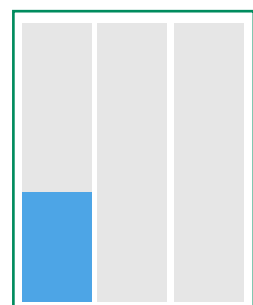
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EIGHTH PAGE



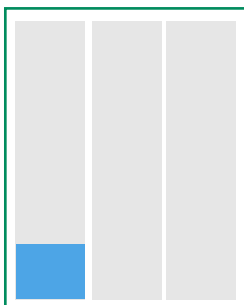
H75mm x W101mm

BUSINESS LARGE



H95mm x W65mm

BUSINESS SMALL



H45mm x W65mm

PRINT ADVERTISING RATES

SIZE	MONO	COLOUR
Full Page	€1,000	€1,200
1/2 Page	€600	€725
1/4 Page	€400	€500
1/8 Page	€200	€250
Business Large	€95	€120
Business Small	€75	€100

Please insure all ad copy is print ready in .PDF format with a 3mm bleed.

*Discounts available upon booking a series of adverts. Agency discounts, contact us for more information.

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**PRICING FOR
ADVERTORIALS
AND SPONSORED
EDITORIAL UPON
REQUEST**

Grow Your Brand

AT THE IRISH SKIPPER EXPO, 25th-26th MARCH 2022



EXHIBITOR TESTIMONIAL:

“2019 Galway expo proved to be an excellent show for us with many enquires and orders coming from a wide cross section of the fishing community. This is certainly the premier show for Fishermen in Ireland and an excellent platform for us to meet existing and new clients alike.”

CH Marine Ltd

VISITOR TESTIMONIALS

Excellent show great atmosphere a lot of new faces and great to meet some of the old ones too. It's getting better with age. A big thanks to Sharon and the team. *Eddie Moore, Co. Kerry*

NOW IN ITS 16TH YEAR, *Irish Skipper Expo 2022* is Ireland's flagship fisheries show that attracts large numbers of exhibitors and visitors from all over the world. The success of the event and its rapid expansion over the years has resulted in the show moving to the **UL Sport Arena** in Limerick and will hold all the exhibitors in one spacious hall, providing a much better overall visitor experience. A large outside display area will also offer an opportunity to showcase much larger products and boats.

There is an excellent road network to UL, which is located just off the M7, and Shannon Airport is only 35 kilometres from the show venue, from where there is an excellent range of scheduled flights.

The success of the Irish Skipper Expo can be attributed to the fact that it is a great place to do business, as well as being the ideal venue for the fishing industry to network and socialise.



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PRICES

Shell Stand

■ **Shell Scheme stands come with shell wall panels, carpet & name panel with your company name printed. Electric Package includes a 13amp double socket plus 5' Fluorescent light fitting for €100. You will need to order furniture separately.**

€180 per sq metre

Space Only Stand

■ **Space stands will include floor space only, giving you control to design and build a unique stand to your specification. Does not include electrics. You will need to order furniture separately.**

€170 per sq metre

Sponsorship opportunities also available.

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AT THE SCOTTISH SKIPPER EXPO, 13th-14th MAY 2022



EXHIBITOR TESTIMONIAL:

“The best Aberdeen Show we have exhibited at for many years, busy from the start on Friday with orders taken and good quality enquiries to follow up on. Well worth attending for exhibitors and visitors!”

Mantsbrite Marine

VISITOR TESTIMONIALS

Great show as always with fantastic exhibits from all the company's, also would like to thank all the team who organised the show for their exceptional professionalism and hard work to make the show a success as always. *Alan Thomson, Aberdeenshire*

NOW IN ITS 10TH YEAR, **Scottish Skipper Expo** is Scotland's flagship fisheries show that attracts large numbers of exhibitors and visitors from all over the world. **Scottish Skipper Expo** will be held at the new state-of-the-art **P&J Live** exhibition arena in Aberdeen.

The exhibition has been so successful that the number of exhibitors has more than doubled since its inception, with there being a truly international flavour. For example, at Scottish Skipper Expo 2019, there were 230 exhibitors from 22 different countries.

Such success is confirmed by the universally positive testimonials from exhibitors and visitors alike. The team at *Mara Media* has the philosophy of continually consulting with exhibitors and visitors to ensure the show fully meets their requirements.

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Shell Stand

PRICES

■ **Shell Scheme stands come with shell wall panels, carpet & name panel with your company name printed on it. Electric Package includes a 1 x 500 watt socket plus 2 spots lights for £100. You will need to order furniture separately.**

£180 per sq metre under 35sqm

£140 per sq metre over 35sqm

Space Only Stand

■ **Space stands will include floor space only, giving you control to design and build a unique stand to your specification. Does not include electrics. You will need to order furniture separately.**

£165 per sq metre under 35sqm

£135 per sq metre over 35sqm

Sponsorship opportunities also available.

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