

Leading Journal of the Irish & UK Fishing Industries

The
Skipper

MEDIA PACK

2023



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.

Niall Duffy, Skipper Editor
& Sharon Boyle, Commercial Fishing Manager

Skipper mara media

Grow Your Brand with The Skipper

COVERING EVERY PART OF IRELAND AND THE UK

26,000

Average Monthly
Website
Visitors

11,500

The Skipper
Average Monthly
Readers

9,000

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



Meet The Skipper Team

OUR SKIPPER DEDICATED TEAM ARE HERE TO HELP



Niall Duffy

EDITOR - THE SKIPPER

T: +353 (0) 74 9548037
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 24 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

T: +353 (0) 74 9548935
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.

Grow Your Brand with The Skipper

DIGITAL ADVERTISING OPPORTUNITIES

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)*

PR Bundle Offer

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

- Press Release/Notice posted to Website with link back to your site. Max 450 words, 2 images
- Average monthly visitors 26,000
- Social Media post to all our followers, approx 78,000
- Included in our next available monthly E-Newsletter, approx 7,000 subscriptions

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.

A report on the reach of the campaign can be provided upon request.

CONTACT:

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W: www.theskipper.ie

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

The logo for 'The Skipper' features the word 'Skipper' in a bold, green, sans-serif font. The letter 'i' in 'Skipper' has a white dot, and the letter 'p' has a white dot. The logo is set against a white background.

All Contact Details –
Tel/Address/Website

Unit 5, Teach na Rosann, Annagry, Co. Donegal, Ireland
T: +353 (0) 74 9548037 M: +353 (0) 86 8239608
E: editorial@maramedia.ie W: www.theskipper.ie

Description – 50 words max

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For all bookings contact Sharon Boyle, Commercial Fishing Manager.

Skipper Deadlines

PRINT & AD COPY DEADLINES

Features Schedule and Ad Copy Dates for 2023

Regular features:

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



JANUARY ISSUE

Ad Copy – 18th Dec

Editorial – 20th Dec

FEBRUARY ISSUE

Ad Copy – 21st Jan

Editorial – 23rd Jan

MARCH ISSUE

Ad Copy – 22nd Feb

Editorial – 24th Feb

APRIL ISSUE

Ad Copy – 19th Mar

Editorial – 21st Mar

MAY ISSUE

Ad Copy – 17th Apr

Editorial – 19th Apr

JUNE ISSUE

Ad Copy – 17th May

Editorial – 19th May

JULY ISSUE

Ad Copy – 19th June

Editorial – 21st June

AUGUST ISSUE

Ad Copy – 16th July

Editorial – 18th July

SEPTEMBER ISSUE

Ad Copy – 20th Aug

Editorial – 22nd Aug

OCTOBER ISSUE

Ad Copy – 18th Sept

Editorial – 20th Sept

NOVEMBER ISSUE

Ad Copy – 18th Oct

Editorial – 20th Oct

DECEMBER ISSUE

Ad Copy – 12th Nov

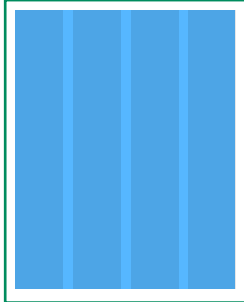
Editorial – 14th Nov

Production dates subject to change

Skipper Print Options

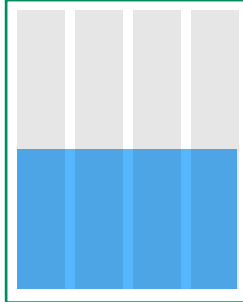
PRINT SIZES & FORMATS

Full Page



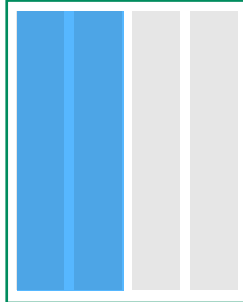
H295mm x W207mm

Half page horizontal



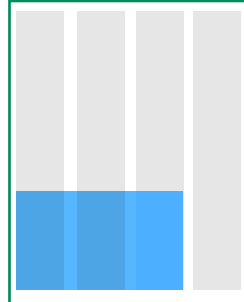
H150mm x W207mm

Half page vertical



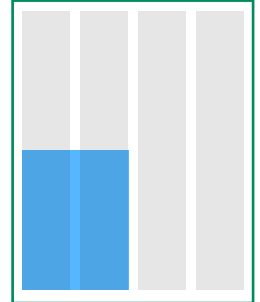
H295mm x W101mm

Quarter page horizontal



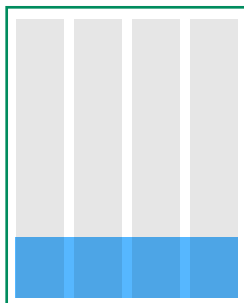
H98mm x W154mm

Quarter page vertical



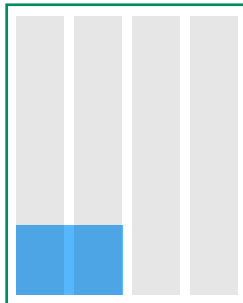
H150mm x W101mm

Quarter page strip



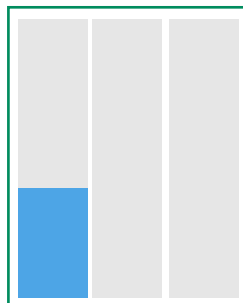
H75mm x W207mm

1/8th page



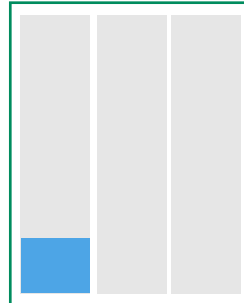
H75mm x W101mm

Business Large



H95mm x W65mm

Business Small



H45mm x W65mm

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

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

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

CONTACT:

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