

The Skipper

Leading Journal of the Irish &
UK Fishing Industries

**Media Pack
2023/2024**

**Print & Digital
Advertising**

www.theskipper.ie



THE SKIPPER BRAND

Reach your Audience with The Skipper

Placing your advert in *The Skipper* provides a targeted means of promoting your company's products and services directly to the Commercial Fishing Industry.

The Skipper is your leading monthly commercial fishing publication for Ireland and the UK, it is your trusted source since 1964, available in both print and digital.

KEY CONTENT

Regular features each month include:

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

In combination with the Skipper Expos and our website www.theskipper.ie we can help you reach your audience. We have an unrivalled reach across all our channels.

Customize your own advertising package – Connect with us today to learn more about starting a print and/or digital campaign.

The Skipper



Meet The Skipper Team



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.



NIALL DUFFY

EDITOR - THE SKIPPER

T: +353 (0) 74 9548037

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■ 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.

The Skipper Audience – We’ve got the reach



THE SKIPPER WEBSITE

436,000

ONLINE VISITS
PER YEAR

36,300

AVERAGE VISITS
PER MONTH

67,465

UNIQUE USERS

1st Aug 2022 – 1st Aug
2023

SOCIAL MEDIA REACH

1.6 MILLION

VIEWS ACROSS OUR PLATFORMS

78,000

FOLLOWERS – 1st Aug 2022

THE SKIPPER MAGAZINE

11,500

MONTHLY READERS

4,500

MONTHLY COPIES

WEBSITES

READERS AGE GROUP:

(By popularity)

45-54

35-44

55-65

25-34

65+

18-24

SKIPPER EXPOS 2023

350

COMPANIES FROM

20

COUNTRIES

4,280

INDUSTRY

PERSONNEL FROM

25

COUNTRIES

SKIPPER E-NEWSLETTERS

7,500

FROM OVER 25 COUNTRIES

The
Skipper

Rate Card: Digital/Banner Advertising

DRIVE TRAFFIC TO YOUR WEBSITE – BE AT THE FRONT

- Home Page – **€990** for 3-month term
- News Pages – **€590** for 3-month term, tab to be agreed at time of booking.

BUNDLE SPONSORED CONTENT – HIGHLIGHT A PRODUCT, SERVICE, MAKE AN ANNOUNCEMENT – **€495!**

Send us your PR/Notice & images or we can provide a Press Release writing service at an extra cost. Max 450 words, 2 images and company logo.

- PR with a back link posted online
- E Newsletter inclusion with backlink
- Pr will remain on website for minimum of 12 months.

E NEWSLETTER – **€295**

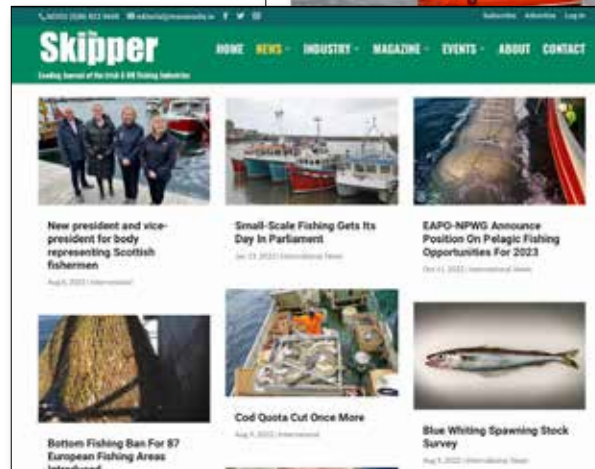
Reach 7,500 inboxes directly – Advert Only with backlink.

- Impression and click through rates post campaign can be provided upon request.

The Skipper Advertising

www.theskipper.ie

Customize your own advertising package – Connect with us today to learn more about starting a print and/or digital campaign.



Dimensions for Skipper Website adverts is 1092px Wide by 696px High.

- Artwork to be supplied as a web ready Jpeg.
- Static banners only please.

Rate Card: Print & Digital Magazine Monthly

Discounted Packages Available Upon Request.

Agency Discounts – 10%

CONTACT:

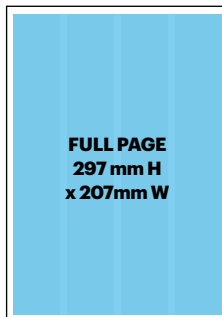
T: +353 (0) 74 9548037

M: +353 (0) 86 8401250

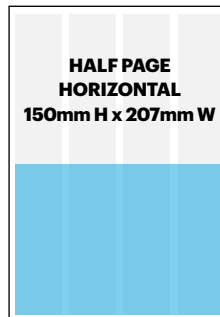
E: sharon@maramedia.ie

W: www.theskipper.ie

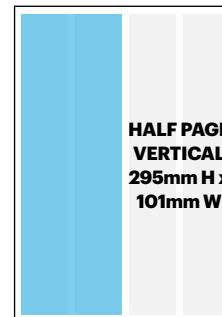
Customize your own advertising package – Connect with us today to learn more about starting a print and/or digital campaign.



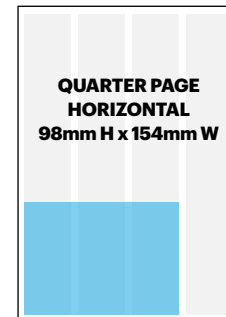
COST: €1200



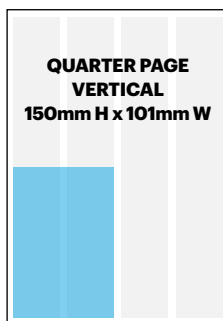
COST: €725



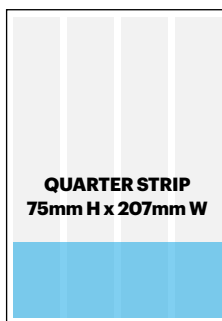
COST: €725



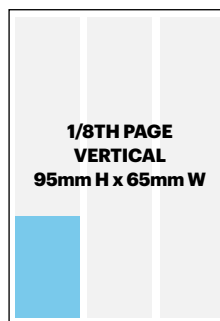
COST: €500



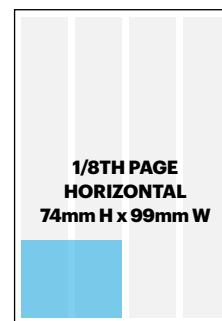
COST: €500



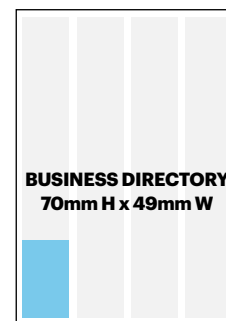
COST: €500



COST: €250



COST: €250



COST: €120

Please ensure all ready made advert or supplied artwork is print ready in .PDF format with a 3mm bleed in CMYK format at 300dpi.

The Skipper Print Deadlines *All dates subject to change

SKIPPER ISSUE	EDITORIAL AND COPY DEADLINES	ON SALE: DIGITAL	ON SALE: SHOPS
OCTOBER ISSUE 2023	20th September	1st October	4th October
NOVEMBER ISSUE 2023	20th October	1st November	1st November
DECEMBER ISSUE 2023	20th November	1st December	1st December
JANUARY ISSUE 2024	14th December	1st January	1st January
FEBRUARY ISSUE 2024* <small>*Bonus distribution at Irish Skipper Expo 2024</small>	19th January	1st February	1st February
MARCH ISSUE 2024	28th February	1st March	7th March
APRIL ISSUE 2024	20th March	1st April	3rd April
MAY ISSUE 2024* <small>*Bonus distribution at Scottish Skipper Expo 2024</small>	19th April	1st May	1st May
JUNE ISSUE 2024	22nd May	1st June	31st May
JULY ISSUE 2024	19th June	1st July	28th June
AUGUST ISSUE 2024	19th July	1st August	2nd August
SEPTEMBER ISSUE 2024	21st August	1st September	1st September
OCTOBER ISSUE 2024	20th September	1st October	3rd October
NOVEMBER ISSUE 2024	18th October	1st November	31st October
DECEMBER ISSUE 2024	20th November	1st December	28th November