

# Media Pack

**The Kilkenny  
Observer...**  
the fresh face  
of newspaper  
advertising in  
Kilkenny City and  
County.

We're the people's choice for truly local news and features...the perfect publishing partner to connect your business message with our local, engaged readership.

We deliver high quality content that supports advertising customers and informs and entertains our readers at the same time.

Kilkenny-owned and run, The Kilkenny Observer is a trusted source of information for readers across the county. We offer a unique opportunity to raise awareness of your business and gain a place at the heart of your local community.

[kilkennyobserver.ie](http://kilkennyobserver.ie)

**10,000 COPIES PRINTED  
AND DISTRIBUTED  
ACROSS CITY AND  
COUNTY EVERY WEEK**

**EVERY  
FRIDAY** **The Kilkenny  
Observer**

## Why Work With Us?

Reach relevant, potential customers in your local area with affordable, creative and effective ad campaigns.

- **Targeted Advertising:** Target specific readers by choosing which section of the paper you want your business to appear in.
- **Full Creative Service:** Take advantage of our free expert design service. Our team will work with you to create a professional and creative advertising campaign that attracts the attention and interest of potential customers.
- **A Range of Options:** From classified adverts to full print wraps, our team will help you choose the right options for your budget and your target customer.
- **Wide Distribution Network:** Our list of distribution sites covers the whole of the city and the county (see last page for distribution list)

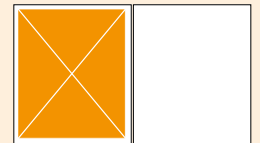
### FORWARD FEATURES:

- |   |  |
|---|--|
| <p><b>JANUARY</b></p> <ul style="list-style-type: none"> <li>• Goffs Thyeistes Handicap Chase</li> </ul> <p><b>FEBRUARY</b></p> <ul style="list-style-type: none"> <li>• Valentines Day</li> <li>• Wedding Pull out</li> <li>• Kilkenny Animated Festival</li> </ul> <p><b>MARCH</b></p> <ul style="list-style-type: none"> <li>• St Patrick's Day</li> <li>• Health &amp; Family Pull out</li> <li>• Spring Fashion Pull out</li> <li>• Kilkenny TradFest</li> </ul> <p><b>APRIL</b></p> <ul style="list-style-type: none"> <li>• Business Pull out</li> <li>• Easter Fun Pull out – Children's activities</li> <li>• Spring Home Improvement Show</li> </ul> <p><b>MAY</b></p> <ul style="list-style-type: none"> <li>• Breakaway Supplement</li> <li>• Summer Camps – Children's Activities</li> <li>• Kilkenny Roots Festival</li> <li>• Cat Laughs Festival</li> </ul> <p><b>JUNE</b></p> <ul style="list-style-type: none"> <li>• Home Improvement Pull out</li> <li>• Summer Fashion Pull out</li> <li>• Family Breaks Pull out</li> </ul> | <p><b>JULY</b></p> <ul style="list-style-type: none"> <li>• Food &amp; Drink A-Z</li> <li>• Back to School Pull out</li> <li>• Kilkenny Country Music Festival</li> </ul> <p><b>AUGUST</b></p> <ul style="list-style-type: none"> <li>• Kilkenny Arts Festival</li> </ul> <p><b>SEPTEMBER</b></p> <ul style="list-style-type: none"> <li>• Breakaway Pull out</li> <li>• Autumn Fashion Pull out</li> </ul> <p><b>OCTOBER</b></p> <ul style="list-style-type: none"> <li>• Health &amp; Family Pull out</li> <li>• Savour Kilkenny</li> <li>• Kilkenomics</li> </ul> <p><b>NOVEMBER</b></p> <ul style="list-style-type: none"> <li>• Breakaway Pull out</li> <li>• Kilkenny Model Toy Show</li> <li>• Kilkenny Motor Show</li> </ul> <p><b>DECEMBER</b></p> <ul style="list-style-type: none"> <li>• Christmas on the High Street (City and Towns) Pull out</li> <li>• Winter Fashion Pull out</li> <li>• Yulefest Kilkenny</li> </ul> |
|---|--|

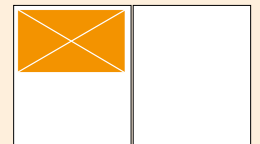
### REGULAR WEEKLY FEATURES AND SUPPLEMENTS

- Beauty / Spa
- Fashion
- Business – Company Profiles
- Kids Zone
- New Cars
- Home & Garden
- Country Life – Farming/Equestrian

**PAGE DIMENSIONS**  
All dimensions are given in mm (millimetres) – width x height.



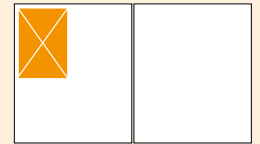
Full Page  
Trim: 265 x 316 mm



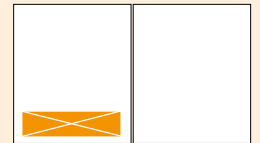
Half Page  
Trim: 265 x 155 mm



Half Page – Portrait  
Trim: 130 x 316 mm



Quarter Page  
Trim: 130 x 155 mm



Strap  
Trim: 265 x 70 mm

**NEED ARTWORK?**  
Our designers can help you create your advert. Please ask for details of this service.

### COPY REQUIREMENTS

- Formats:  
We can accept:
- **PRESS-READY PDF FILES (SEE BELOW):** This is our preferred format Native Photoshop, Illustrator and InDesign files. hi-res TIFF and JPEG files
  - **COLOUR:** Colours must be 4 colour process – CMYK (No RGB, Spot or Pantone Colours).
  - **FONTS: PDF:** All fonts must be embedded in the file.
  - **INDESIGN** (CS and later): All fonts must be packaged with the InDesign file. We recommend using InDesign's preflight function to check for missing images and fonts.
  - **ILLUSTRATOR/PHOTOSHOP:** These files may contain fonts and are often missing from files we receive. Please ensure that the font is sent with the file or the text is either converted to outlines or rasterized as appropriate.
  - **RESOLUTION:** Images must be high resolution. Minimum 300dpi Colour, 1200dpi Monochrome.
  - **PDF:** High-resolution PDFs should conform to the pass4press standard. Settings and guidelines are available free from [www.pass4press.com](http://www.pass4press.com). CMYK, embedded fonts, high-resolution images and crop marks.
  - **BLEED:** No bleed necessary.

### SENDING YOUR ARTWORK

**Under 10mb:** Email to [design@kilkennyobserver.ie](mailto:design@kilkennyobserver.ie)  
**Over 10mb:** We recommend using WeTransfer, <http://wetransfer.com>  
Please make it clear on your email what edition, and size you have booked.

### IF YOU HAVE ANY TECHNICAL QUERIES PLEASE CONTACT

E: [design@kilkennyobserver.ie](mailto:design@kilkennyobserver.ie)  
Unit 7, Friary Street, Kilkenny, R95 VHY7

# The Kilkenny Observer Distribution List



## KILKENNY CITY

- AIB
- PEMBROKE KILKENNY
- THE CLUB HOUSE HOTEL
- CASTLE CAFÉ
- THE BOOK CENTRE
- MANNING TRAVEL
- PARIS TEXAS BAR AND RESTAURANT
- TESS' HOMESTYLE BAKERY
- ST CANICE'S CREDIT UNION
- ANNE RYAN ELECTRICAL (OUTSIDE)
- MORRISSEY'S QUIK-PICK
- KILKENNY OBSERVER OFFICE
- JACK & JILL CHARITY BOUTIQUE
- THE COOKIE CO-OP
- KENNA'S BUTCHERS
- BANK OF IRELAND
- DUNNES STORES (KIERAN STREET)
- THE PANTRY PATISSERIE
- LOW LANE
- WATERGATE THEATRE
- CLEERE'S BAR & THEATRE
- MARKET CROSS SHOPPING CENTRE
- TOWER & CASTLE
- LANGTON HOUSE HOTEL
- GET & GO
- KEANE'S PHARMACY
- MACDONAGH JUNCTION
- KILKENNY (MACDONAGH) RAILWAY STATION
- CENTRA JOHN'S GREEN
- PADMORE & BARNES

## KILKENNY CITY (OUTSKIRTS)

- HOTEL KILKENNY (RECEPTION & GYM)
- ORCHARD DAY SPA
- DRAKELANDS NURSING HOME
- BLACK QUARRY SERVICE STATION
- ST LUKE'S HOSPITAL
- TALBOT'S INCH TEXACO
- DALTON'S CHANCELLOR'S MILLS HOMEVALUE
- THE ORCHARD HOUSE

## KILKENNY BUSINESS AND RETAIL PARK

- WOODIE'S
- KFC
- MEUBLES
- CARPETRIGHT

- HOME FOCUS AT HICKEYS
- DID ELECTRICAL
- SHERWOODS
- KEN BLACK
- PETMANIA
- COSTA COFFEE
- HARRY CORRY
- EUROFARM
- TOP PART
- THE HOBAN HOTEL
- SPRINGHILL COURT HOTEL
- MORRISSEY MOTORS
- CIRCLE K SERVICE STATION (WATERFORD ROAD)

## LOUGHBOY

- THE WATERSHED
- SUPERVALU
- INSOMNIA COFFEE COMPANY
- HENNESSY'S DRY CLEANING AND LAUNDRETTE
- POST OFFICE
- LOUGHBOY LIBRARY
- NOLAN'S GALA ARDNORE
- ALDI
- LIDL

## SMITHLANDS CENTRE

- MARIO'S DINER
- DOPPIO CAFÉ & RESTAURANT
- GENTLE DENTALCARE
- MULLIGANS PHARMACY
- PRIMO ITALIAN RESTAURANT
- KOMANDOR

## DUBLIN ROAD

- MAXOL SERVICE STATION
- FLOWER POWER FLORIST & GARDEN CENTRE
- FRESHCO
- BARLO NISSAN
- ELECTROCITY
- PAT MCDONNELL PAINTS
- MCGUIRKS GOLF

## CILLÍN HILL

- LANGTONS AT CILLÍN HILL
- AGRISTORE
- PRIME CUT MEATS
- RED MILLS STORE
- LYRATH ESTATE HOTEL

## HEBRON ROAD AND HEBRON INDUSTRIAL ESTATE

- KILKENNY FASTFIT
- BRUNCH CAFÉ
- KILKENNY PRINT & GRAPHICS

- THE NATIONAL REPTILE ZOO
- ENVIROCLAD
- OLIVER YOUNG & SON
- THE PLAYSTATION
- THE FISHERMAN'S MARKET
- O'DWYER'S GOLF STORE
- HEALTH & SAFETY IRELAND
- FLOWERS BY LUCY
- TWILIGHT COMMUNITY GROUP
- MW HIRE
- DAVID BUGGY MOTORS
- COMMUNITY RADIO KILKENNY CITY
- NOLAN'S KILKENNY CARPETS & FURNITURE
- SCREWFIX
- TRP PARTS
- WALSH'S TOYOTA
- MCDONALD'S
- ALDI

## NEWPARK

- NEWPARK CLOSE FAMILY RESOURCE CENTRE
- EUROSPAR
- NEWPARK LIFE PHARMACY
- RUBY REDS HAIR SALON
- CAESAR'S FISH & CHIPS
- HENNESSY SPORTS
- DRYCLEANIT
- UNIFORM WORLD
- NEWPARK CLINIC
- AILISH O'HANLON OPTICIANS
- THE CLUP
- BOYLESPORTS
- JD BARBERS
- TOMÁS KEOGH PHARMACY

## CASTLECOMER ROAD

- CIRCLE K SERVICE STATION X 2
- NEWPARK HOTEL

## CASTLECOMER

- QUINN MOTORS
- TIRLÁN COUNTRYLIFE
- TEXACO SERVICE STATION
- LIBRARY
- O'ROURKE'S QUIK PICK
- ROWES TOPLINE HARDWARE
- CASTLECOMER CREDIT UNION
- EUROSPAR
- RAILWAY GARAGE
- LONDIS
- HOLOHAN'S
- CASTLECOMER DISCOVERY PARK

## BALLYRAGGET

- BELLA VIDA HAIRSTYLING
- CAMPUS SERVICE STATION
- SUPERVALU
- ST. CANICE'S CREDIT UNION
- BROOKHAVEN NURSING HOME

## FRESHFORD

- LIAM O'SHEA'S NEWSAGENTS
- MACE/INVER
- LOOP CAFÉ

## URLINGFORD

- PIERCE KAVANAGH COACHES
- TEXACO SERVICE STATION
- POST OFFICE
- BUTLER'S INN BAR & RESTAURANT
- CENTRA

## KILMANAGH

- O'CONNOR'S SHOP

## CALLAN

- SUPERVALU
- INVER SERVICE STATION
- CALLAN CO-OP HOMEVALUE
- BRETTS HOME GARDEN DIY
- LYONS GREENGROCERS AND FLORIST
- LONDIS
- ALDI
- DAYBREAK
- PRIMARY CARE CENTRE

## BENNETTSBRIDGE

- CENTRA
- POWERS BRIDGE SIDE FAMILY BUTCHERS

## KILMOGANNY

- PETE'S CORNER SHOP

## PILTOWN

- CENTRA
- COMMUNITY CENTRE

## FIDDOWN

- MERRY'S GARAGE

## OWNING

- OWNING HOUSE RETIREMENT VILLAGE

## MOONCOIN

- CROKE'S SHOP

- CENTRA
- EMO OIL

## GRANNAGH

- REDDBRIDGE SERVICE STATION

## KILMACOW

- DAYBREAK
- XL
- ROSEDALE RESIDENTIAL HOME

## BALLYHALE

- BILLY'S TEAROOMS & SHOP

## KNOCKTOPHER

- CENTRA KNOCKTOPHER

## THOMASTOWN

- WOODS MENSWEAR
- SIMON TREACY HARDWARE
- PRENDERGAST BUTCHERS
- A-MEN BARBERS
- TEXACO SERVICE STATION
- SUPERVALU
- LIDL

## INISTIOGE

- EVERYDAY

## GRAIGUENAMANAGH

- KINSELLA'S
- BYRNE & MCCABE DESIGN
- SUPERVALU
- TOP OIL SERVICE STATION
- ALDI

## GORESBRIDGE

- MAHER'S GORESBRIDGE
- CONNOLLY'S RED MILLS
- THE GOODLY BARROW MUSEUM & CAFÉ

## GOWRAN

- CIRCLE K SERVICE STATION
- GOWRAN PARK GOLF COURSE

## PAULSTOWN

- EVERYDAY
- APPLGREEN SERVICE STATION (M9)

## BAGENALSTOWN

- FURNITURE & DESIGN
- WALSH'S HOMEVALUE HARDWARE
- ALDI
- DOYLE'S ROYAL OAK