

Media Pack 2022

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

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

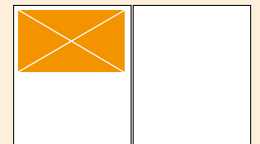
REGULAR WEEKLY FEATURES AND SUPPLEMENTS

- 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.



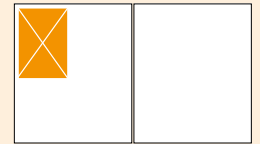
Full Page
Trim: 265 x 316 mm



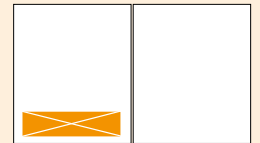
Half Page
Trim: 265 x 155 mm



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. CMYK, embedded fonts, high-resolution images and crop marks.
- **BLEED:** No bleed necessary.

SENDING YOUR ARTWORK

Under 10mb: Email to 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
Unit 7, Friary Street, Kilkenny, R95 VHY7



The Kilkenny Observer Distribution List

- KILKENNY CITY**
 - A.I.B BANK
 - THE BOOK CENTRE
 - CREDIT UNION
 - ANNE RYAN ELECTRICAL (BUNDLES OUTSIDE SHOP FOR PICK UP)
 - KILKENNY OBSERVER OFFICE – 12A PARLIAMENT STREET (BUNDLES OUTSIDE FOR PICK UP)
 - BANK OF IRELAND
 - SEAMUS DELANEY'S BAR
 - LARKINS SHOP
 - THE LAUNDRY BASKET
 - HOTEL KILKENNY (RECEPTION)
 - HOTEL KILKENNY (GYM)
 - ORCHARD DAY SPA
 - SPAR SHOP – CALLAN ROAD
 - BLACK QUARRY FUEL STATION
 - ST LUKES HOSPITAL
 - AUTEVEN HOSPITAL
 - DE LOUGHREY TEXACO
 - BLACK QUARRY FUEL STATION
 - LAHARTS CAR YARD
 - MORRISSEY'S CAR YARD
 - YOUNGS CAR YARD
 - O'BRIENS CAR YARD
 - WATERGATE THEATRE
 - CLEERES THEATRE
 - THE PEMBROKE HOTEL
 - KILKENNY ORMONDE
 - PARIS TEXAS BAR & RESTAURANT
 - HIBERNIAN HOTEL
 - PADMORE & BARNES
- KILKENNY BUSINESS & RETAIL PARK**
 - WOODIES
 - KFC
 - MEUBLES
 - CARPET RITE
 - HOME FOCUS
 - DID
 - SHERWOODS
 - KEN BLACK
 - PETMANIA
 - HARRY CORRY
 - BTW
 - JELLY TOTS
 - EUROFARM
 - TOP PARTS
- KILKENNY BUSINESS & TECHNOLOGY PARK**
 - STATE STREET
 - TAX BACK
 - BANKING 365 – BANK OF IRELAND
- LOUGHBOY**
 - SUPERVALU
 - CAFÉ – LOUGHBOY
 - HENNESSEY'S DRY CLEANERS
 - POST OFFICE
 - LIBRARY
 - SAM MCCAULEY'S PHARMACY
 - FLORISTS
 - BARBERS
 - CENTRA ARDNORE
 - ALDI
 - LIDL
- SMITHLANDS CENTRE**
 - JONES BUSINESS SYSTEMS
 - MARIOS
 - RUSTIQ SALON
 - WATERSHED
- DUBLIN ROAD**
 - MACE
 - FLOWERPOWER
 - FRESHCO DELI
 - FRESCHO CHEMIST
 - BARLO NISSAN
 - DUGGAN STEEL
 - ELECTRO CITY
 - PAT MCDONALDS PAINT
- CILLIN HILL**
 - THE HUB RESTAURANT
 - FARM SHOP
 - BUTCHERS
 - RED MILLS
 - LYRATH HOUSE HOTEL
- HEBRON ROAD & HEBRON INDUSTRIAL ESTATE**
 - WALSH'S TOYOTA
 - MICHAEL LYNG MOTORS
 - KILKENNY AUTO PARTS
 - LEINSTER STONE
 - CERAMICA
 - BRUNCH CAFÉ
 - KILKENNY SIGN & GRAPHICS
 - THE PLAY STATION
 - FISHERSMANS MARKET
 - FLOWERS BY LUCY
- CK DOORS AND FLOORS**
 - JOHN BRENNAN MACHINERY
 - M.W HIRE
 - BUGGIES MOTORS
 - LIDL
- NEWPARK SHOPPING CENTRE**
 - EUROS PAR
 - NEWPARK CHEMIST
 - HAIR SALON
 - CEASERS TAKE-AWAY
 - SPORTS SHOP
 - HEALTH SHOP
 - FORGET ME NOT FLORISTS
 - KEARNS BUTCHERS
 - NEWPARK CLINIC
- MACDONAGH JUNCTION**
 - DUNNES STORES
 - FOODCOURT
 - STARBUCKS
 - COSTA COFFEE
 - O'BRIENS
 - QUIGLEYS
 - EASONS
- JOHNS GREEN**
 - CENTRA
- CASTLECOMER ROAD**
 - TOPAZ SERVICE STATION X 2
- CASTLECOMER**
 - QUINN MOTORS
 - COUNTRY LIFE
 - FARRELLS TEXACO
 - LIBRARY
 - POST OFFICE
 - QUICK PICK SHOP
 - ROWES TOPLINE HARDWARE
 - CREDIT UNION
 - EUROS PAR
 - LONDIS
 - HOULIHANS SHOP
- BALLYRAGGET**
 - CARROLLS CAMPUS
 - POST OFFICE
 - JOHN MCGRATH (THE SQUARE)
 - SUPERVALU
 - BRADLEY'S BUTCHER
 - PHELANS TOPLINE HARDWARE
 - CREDIT UNION
- FRESHFORD**
 - SEOGEAS SHOP
 - MACE GARAGE
 - COSTCUTTERS
- JOHNSTOWN**
 - SHARKEYS SHOP
 - WALSHS SHOP
- URLINGFORD**
 - PIERCE KAVANAGH
 - CENTRA TEXACO
 - POST OFFICE
- HUGGINSTOWN**
 - PAT FITZGERALD
- KILMANAGH**
 - O'CONNOR'S SHOP
- BENNETTSBRIDGE**
 - CENTRA
 - CORNER HOUSE
 - BUTCHERS
 - O'DONNELLS PUB
 - POST OFFICE
 - MAHONY'S SERVICE STATION
- STONEFYORD**
 - WALSH'S SHOP
 - ENNISNAG LOUNGE
- KELLS**
 - BOB'S SHOP
- CALLAN**
 - SUPERVALU
 - MAHERS INVER
 - POST OFFICE
 - CALLAN CO OP
 - LONDIS
 - ALDI
 - GLYNN'S DAY BREAK
 - PRINCELY CARE HEALTH CENTRE
- KILMOGANNY**
 - POST OFFICE
 - MORANS SHOP
 - KILMOGANNY FARM SHOP
- PILTOWN**
 - CENTRA
 - COMMUNITY CENTRE
- FIDDOWN**
 - MERRY'S SHOP
- MOONCOIN**
 - CROKES SHOP
 - CENTRA
 - CREDIT UNION
 - EMO
- GRANNAGH**
 - CROKES SHOP
- KILMACOW**
 - DAY BREAK
 - O'NEILLS
- MULLINAVAT**
 - RISING SUN
- BALLYHALE**
 - BILLY'S TEA ROOMS
- KNOCKTOPHER**
 - CARROLLS CENTRA
- THOMASTOWN**
 - WOODS MENSWEAR
 - SIMON TREACY
 - DUNPHY'S TEXACO
 - SUPERVALU
 - LIDL
- INISTIOGE**
 - EVERYDAY
 - O'DONNELLS PUB
- GRAIGUENAMAGH**
 - KINSELLA SHOP
 - DUISKE HOTEL
 - WALSH'S SHOP & FUEL
 - O'DRISCOLLS PUB
 - BYRNE MCCABE – MAIN STREET
 - O'SHEAS GARAGE MAIN STREET
 - SUPERVALU
 - CAMPUS FAIRVIEW
- GORESBRIDGE**
 - MAHERS MORRIS OIL
 - RED MILLS
- GOWRAN**
 - TOPAZ
 - GOLF COURSE
- PAULSTOWN**
 - EVERYDAY (USED TO BE PURCELLS)