

Irish Legal News 2024 Media Pack

Irish Legal News is the daily online news service for lawyers across the island of Ireland.

Established in 2015, *ILN* is read and trusted by thousands of solicitors, barristers, judges, academics, students and other legal professionals spanning all areas of civil and criminal law, in private practice and in-house.

Our free email newsletter is delivered straight to the inboxes of over 11,680 subscribers every lunchtime from Monday to Friday, while our high-SEO website regularly attracts up to 100,000 unique visitors in a month.

We have more than 25,800 LinkedIn followers, over 9,300 Twitter followers and a brand-new Instagram account launched last summer which is already proving popular with students and early-career lawyers in particular.

Small, medium and large law firms, universities and colleges, representative and regulatory bodies and government agencies are among those already advertising their services, job vacancies and events in *Irish Legal News*.

To discuss your advertising needs today, contact Jeff Anderson.

✉ jeff@irishlegal.com

☎ +353 (0) 1 695 0329

99,000
WEB VISITORS

SOURCE: GOOGLE ANALYTICS,
JANUARY 2024

 **25,800**
 **9,300**

SOCIAL FOLLOWING
↑ 24% YEAR-ON-YEAR

"If you want to reach almost a pure legal audience, from universities to firms to stakeholders within, the return on investment through *ILN* is unmatched... a must for anyone advertising in the all-Ireland legal space."

CORMAC Ó CULÁIN,
DIRECTOR OF
COMMUNICATIONS,
BAR COUNCIL OF IRELAND

Irish Legal News 2024 Ad Formats

JOBS & EVENTS

- €250 + VAT per week; or
- €450 + VAT per fortnight.

Published in our daily email newsletter and website, and shared across our social media platforms.

DISPLAY ADVERTISING

We offer a range of display advertising positions on both our daily email newsletter and website, with monthly rates beginning at:

- Banners (900x240) – €500 + VAT
- MPUs (300x250) – €400 + VAT
- Leaderboard (1296x120/900x240) – €1,000 + VAT

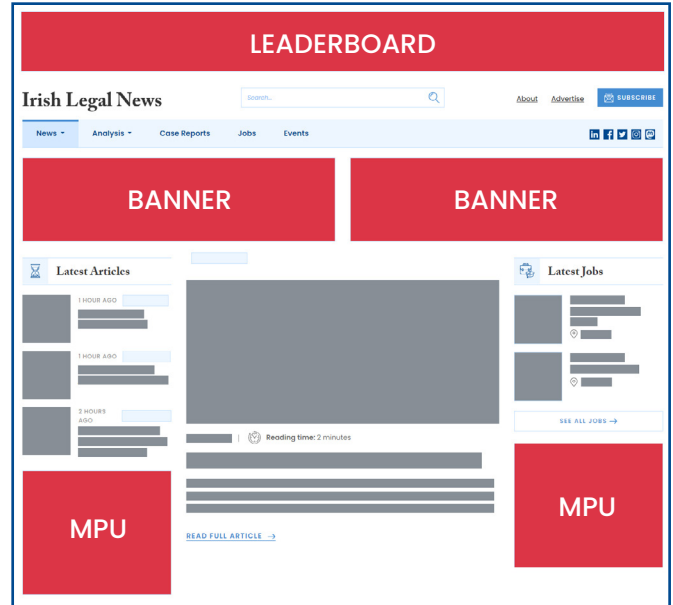
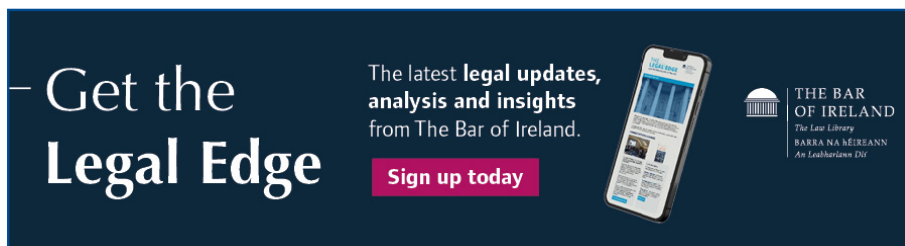


ILLUSTRATION OF DISPLAY ADVERTISING POSITIONS FOR DESKTOP AND TABLET USERS



EXAMPLE BANNER (900x240)



EXAMPLE MPU (300x250)

DEDICATED E-SHOTS

A stand-alone email, with your custom HTML and branding, sent to all of our subscribers, subject to certain restrictions. A high-impact email option for €2,000 + VAT.

HOME PAGE TAKE-OVER

Get in touch to discuss a Home Page Take-Over (HPTO), our most high-impact web option with prominent branding across all pages and time-limited exclusivity on our front page.

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