

Sunday Tribune

Don't miss our new » **i. magazine** » Plus expanded Sport » Business » Time Off » Property



14 September 2003 Vol 22 N°33
€1.80 \$1.50 (incl. tax)

Sunday Tribune

Sport Paul Howard interview

Sonia opens her heart and tells all

Investigation Stephen Collins

Politicians get even more arrogant

Lise Hand

Arts No more Divas Fashion Killer heels Music Radiohead Relationships Godparents The big read The Kennedy's 40 years on Ross O'Carroll Kelly /day tv and radio guide

The Sunday Tribune magazine 00.00.03

TD jailed for four years in bribery sting

EXCLUSIVE
Shane Coleman

would clear the way for war. If the proposal becomes part of a second resolution...

over war. But that one of the amendments...

Blue angels

How Koreans have found a piece of heaven in Ireland

Media Information

November 2003

brand, ownership, journalists, portfolio, product development, readers, rate card

“What The Sunday Tribune has is an incredible resource in people and talent. It has led the way not just in breaking the big stories but in its quality of writing since its inception. And those two things remain the top priority in the Tribune today – breaking stories and quality of writing”

Paddy Murray
Editor
Sunday Tribune

We lead the way in quality

For a publication such as The Sunday Tribune, that holding firm hasn't come easy. This company is small, tiny, minute in comparison with the companies which publish many of our rivals. The Sunday Tribune does not have the resources they do. At least, it does not have the financial resources they do.

What The Sunday Tribune has, and has had over the years, is an incredible resource in people and talent. It has led the way not just in breaking the big stories but in its quality of writing since its inception. And those two things remain the top priority in the Tribune today – breaking stories and quality of writing.

There would be no debate if we were to claim that our political editor, Stephen Collins, for example, is the best and most respected political commentator in Ireland today. Together with political correspondent Shane Coleman they lead the way in breaking stories that make our politicians nervous. That's their job. They challenge those who govern us. They inform the people how we are being governed.

Martin Wall and Kate O'Flaherty are unrivalled in their coverage of health matters and, between them, have broken more important and sometimes disturbing health stories than their counterparts in all the other newspapers.

The Sunday Tribune led the way on the Sheedy affair and continues to provide our readers with top-class coverage in the vital area of crime and justice.

Marion McKeone is out on her own in her coverage of events, Irish and otherwise, in the United States.

Three-time award-winning journalist Susan McKay regularly breaks the big stories from Northern Ireland and she is one of an astonishing team of talent writing for the Tribune. Brenda Power, Fiona Looney, Diarmuid Doyle, Michael Clifford, and Anne Marie Hourihane – not to mention Ross O'Carroll Kelly – provide the kind of quality Tribune readers expect and receive.

In the area of business, editor Brian Carey provides far and away the best business coverage in any Irish Sunday newspaper. And that's a point. The Tribune is 100% Irish.

Sport editor Philip Lanigan leads a team which includes Paul Howard, a multiple award-winning sports journalist whose writing is surely the best in Ireland. And with the likes of Neil Francis, Liam Brady, Liam Griffin and Larry Tompkins providing the inside track, our sports team is unbeatable.

The Sunday Tribune is the only Irish Sunday providing extensive coverage of the domestic arts scene. From cinema to books, theatre to rock music, visual arts to jazz, classical and traditional music, no other newspaper is anywhere near.

And property editor Helen Rogers and her team provide not just a service to those looking to buy or sell property but a vast amount of information, advice and comment on the property and home scene.



*Paddy Murray is Editor of
The Sunday Tribune*

Brand

The Sunday Tribune is a vibrant, quality, national Sunday newspaper packed with the latest Irish and International news, views and questions and answers on all aspects of Life

First launched in 1981, The Sunday Tribune successfully competes for audience in todays prolific media market and particularly in the highly competitive newspaper sector

Applying its investigative, focused and in-depth editorial policy The Sunday Tribune finds its greatest appeal in the key market sectors with high disposable income and among the countrys leaders and decision makers ie in the ABC1 social grades, 20-44 age group, urban dwellers and with the better educated populace



John Holland
Advertising Director



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“The Tribune’s unique position as Ireland’s only indigenous quality Sunday newspaper means it is well placed to report on change and exploit change. The Sunday Tribune continually recruits readers who are more open-minded because they’re younger and have a requirement to be informed on national and international issues, are highly educated, high earners and loyal to the newspaper.”

Martin Larkin,
Managing Director,
The Larkin Partnership

Product development

The Sunday Tribune continues to invest in the paper and its journalism, offering our readers more variety, more substance and more enjoyment.

Taking into account our reader’s demands, and the challenging marketplace for Sunday newspapers in Ireland, we have invested heavily in a 64 page i magazine and revamped News, Business, Property and Sport sections.

The Sunday Tribune is committed to rewarding readers loyalty with the best products available.

Evolution and product development is determined for the Sunday Tribune by an ongoing programme of reader-driven research.

Success comes from our anticipation of readers’ needs and desires – ahead of our competitors – so that our products are innovative and continue to offer our readers an outstanding service, in line with our core values



THE NEW SUNDAY TRIBUNE

BECAUSE WE ASKED
And you answered.
That's why next Sunday you'll wake up to the new look Sunday Tribune, featuring the brand new i magazine.

MORE ROAST LESS TRIFLE
We've changed the way we look, but some things have stayed the same, such as our reputation for breaking news and exclusives plus expert Irish analysis of the week's big stories alongside easy-to-find sections on Sport, Business & Property.

YOUR i ON THE WORLD
More than just another "lifestyle" supplement, our new i magazine is packed with comment, fair & humorous, your health, body & mind, relationships, the good, bad & the ugly, the Arts; moving pictures and those that don't, plus a 7-day TV & Radio guide.

SundayTribune
Ireland inside out.

Portfolio

WINNER: EUROPE'S BEST-DESIGNED WEEKLY NEWSPAPER 2003

THE *Sunday Tribune* won the The Best Designed Newspaper in Europe award in the 'weekly' category of the European Newspaper Awards. A total of 331 newspapers from 22 countries participated in the event.

www.newspaperaward.org



Magazines published:

Interiors

Special Olympics

Sherry Fitzgerald

Countrywide

Food & Drink

Discover Ireland

Gardening

Commercial Property

Gardening

Rich List

Personal Finance

SUPPLEMENTS
Iarnrod Éireann
Motoring
Energy
Waste Management
Travel USA
County Reports
Property Tax

Supplements

The Sunday Tribune publishes many supplements of interest. The articles are written by experienced and professional journalists, and laid out in the same style as the newspaper sections. Contact the sales team at 01 6314300 for further details.



Journalistic excellence

The Tribune's continuing commitment to great writing and reporting is reflected in the list of magnificent writers whose work you buy every Sunday.

Our present team of news and feature writers include: Susan McKay, Michael Clifford, Diarmuid Doyle, Stephen Collins, Shane Coleman, Catherine Cleary, Kate O'Flaherty, Áine Coffey, Ann Marie Hourihane, Fiona Looney, John Burke, Helen Murray and Rachel Andrews.

News editor Martin Wall and deputy news editor Olivia Doyle head the team that brings you an unrivalled package of news, views and features designed by Gerard Siggins and Maureen Gillespie.

In these crucial times, world news editor Gerard Siggins brings together the best in news and comment from all around the globe with regular contributions from US editor Marion McKeone in New York, David Pratt in the Gulf, Richard Crowley and Paul Kearns in Israel and many other reporters around the globe.

The best sports writing is brought to you every week by Paul Howard, Neil Francis, Peter O'Reilly, Kieran Shannon, Mark Jones, Malachy Clerkin, Pat Nugent, Philip Lanigan, Claire Barry, Joe Coyle (design) and Liam Brady.

The best business section in the country, edited by Brian Carey, features the top team of Paul O'Kane, Niall Brady, John Mulligan, Fergus Cassidy, and Conor Brophy.

"I" magazine in is headed by editor Lise Hand and her team of writers, Edel Coffey, Matthew Magee (rock), Cormac Larkin (jazz), Ian Fox (classical), Rachel Andrews and Roberta Gray (theatre), Ciaran Carty (movies) and Marianne Hartigan.

Helen Rogers edits the Property section with her team of June Edwards, Valerie Shanley, Helen Rock (gardening).

Ros Dee edits the Time Off section with John Coughlan (Travel) and Paddy Comyn (motoring).

THE GREATS

The Sunday Tribune has always been the greatest nursery for journalistic talent. The list of Tribune alumni contains all the leading journalists in the country:

Gene Kerrigan, Fintan O'Toole, Eamon Dunphy, Geraldine Kennedy, Peter Murtagh, Joe Joyce, Matt Cooper, Gerry Barry, Vincent Browne, Feargal Keane, Veronica Guerin. Alan Ruddock, Jody Corcoran, Kevin Dawson, David Nally, Ursula Halligan, Maggie O'Kane, Pat Brennan, Cathal MacCoille, Donal Byrne, Aileen O'Meara, Michael Ross, Mike Milotte, Colin Kerr and Emily O'Reilly all made their names in the Sunday Tribune before going on to other newspapers and electronic media.

The Sunday Tribune reader is typically young, well educated, upmarket and professional. Sunday Tribune readers enjoy a cosmopolitan lifestyle, boast high-income levels and display a strong loyalty to their paper

Source JNRR '01/02, TGI '01/02

An attractive and desirable audience

218,000 Readers every Sunday

80,095 Sales

67% ABC1 Adult Readership

56% Dublin/ROI Readership

54% 20-44 Yrs Readership

60,000 sole readers

Well educated – 83% have up to third level education

40% definitely agree “Its worth paying extra for quality goods”

Professional 51% in FTW

48% earn above average

Household income (€25k+)

75% are homeowners

Readers comments

"I like it because it's Irish. I like getting a comparison between it and the Sunday Times"

"It is not biased. It tells you the news as it is"

"It's liberal. It has no begrudgerly about it"

"I like the magazine, it's what I thought the Irish Times magazine would be like, reviews in a nice format that's easy to read"

"The reviews are very fair and very good quality writing"

"Their sports writers are excellent"

"They have great writers"



The Sunday Tribune Rate Card

Size	Mono (€)	Colour (€)
Single Column Centimetre	40	55
Full page	16,000	22,000
Half page	8,000	11,000
Special Positions		
Semi Solus (21cm x 2 col)	1,900	2,758
First Right Hand Page s.c.c.	42	57
Outside Back Page s.c.c.	42	57
Classified		
Personal Notices s.c.c	40	
Business to Business	40	
Recruitment s.c.c	40	55
Motoring s.c.c	40	55
Property s.c.c	40	55
Education s.c.c	40	55
Entertainment	25	30
i Magazine		
Full Page		4,000
Half Page		2,500
Double Page Spread		7,500
Premium Positions		+20%

Mechanical data

Broadsheet Page Height 565mm

Column Widths	1 col	39.5mm	5 col	209.5 mm
	2 col	82 mm	6 col	252 mm
	3 col	124.5 mm	7 col	294.5 mm
	4 col	167 mm	8 col	337 mm

Magazine	Page Width	276 mm	Height	345 mm
	Trim Width	269 mm	Height	337 mm

SPECIFICATION FOR THE SUPPLY OF ADVERTS IN DIGITAL FORMAT

This specification provides guidelines for the establishment of good working practices in the creation of advertisements to be supplied to The Sunday Tribune.

By following these procedures, the full benefit of supplying in digital format - optimum quality of reproduction and maximum efficiency for the advertiser in the timing and cost of delivery of advertisements - can be achieved.

Should you require any further information, advice or assistance regarding the digital supply of advertising, please contact one of our staff listed.

FOR DIGITAL ADVERTS- DIRECT TO THE SUNDAY TRIBUNE

Colour files will be accepted directly through the Quickcut service to The Sunday Tribune after a normal testing procedure with Typetec/Quickcut

For information contact:

Head of Prepress & Technology

Paul Howe

Tel: 01 6314300

Email: phowe@tribune.ie

Typetec 01 500 9000

Dave O'Reilly 0872460128

Laura McGrath 0866007443

Ger Keane 0868079283

SPECIFICATIONS FOR DIGITAL COLOUR ADVERTS

The Sunday Tribune will accept colour advertising either directly through Quickcut or via ISDN.

With ISDN The file must be sent as a CMYK EPS with all fonts outlined

Typefaces

- We recommend the use of Sans Serif typefaces for clarity. Fine serif typefaces should be avoided
- For clarity and legibility, we recommend 12 point type or larger.

Reverse Type

- Due to the nature of the newspaper printing process, the minimum point size for reverse out text in colour is 14 point.
- Fine serif typefaces should be avoided in reverses. Fonts with fine lines tend to fill in with ink during the printing process especially when using colour.
- Reverse out text using colour should not be of more than 2 colours. We do not recommend reversing type out of 4-colour

Graphic File Format (Colour)

- Scan Resolution: 245 dpi
- All reflective/transparency scanned images to be saved in CMYK EPS mode
- No RGB images, only CMYK - The Sunday Tribune maintain a CMYK ICC Profiled Workflow.
- All separated elements within the file should have a total ink weight of no more than 240%
- Images should be saved with no embedded profile
- Spot colours must be converted to process in Quark/Illustrator for linework
- 4-colour black is unacceptable. Colour can shift and misregistration of type becomes more visible.

IMAGE TRANSFER MEDIUM TO SUNDAY TRIBUNE

- ISDN using EPS files with fonts outlined **ISDN Number : (00 353) 1 638 7800**

SundayTribune

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