

THE HARDWARE JOURNAL

The Official Magazine of Hardware Association Ireland

www.thehardwarejournal.ie



MEDIA GUIDE 2023

What is The Hardware Journal?

The official trade publication of Hardware Association Ireland (HAI). HAI represents all levels of the hardware and building materials supply chain, including national and international companies, multibranch chains and smaller independent hardware businesses.

What's in The Hardware Journal?

- High-quality business, feature and technical articles coupled with up-to-date news and product information.
- Regular category specific supplements showcasing quality trade and lifestyle imagery as well as inspirational editorial.
- Interviews, Store and Supplier profiles, Sector Key Performance Indicators and much more!

What You Get When You Advertise in The Hardware Journal

- Targeted and relevant circulation - incorporating owner-managers, senior buyers, key decision-makers and specifiers across the entire Irish hardware sector. Each issue is backed up with a targeted and compelling Social Media campaign.
- Unique and innovative print advertising opportunities.
- A digital version is distributed to over 700 Architects and Interior Designers
- A publication delivered on time, every time!
- Free digital interactive version available online offering many more opportunities for your customer to find you.

Support Reinvested

Your support of The Hardware Journal allows Hardware Association Ireland to invest in increased services and benefits for members and the sector.



Advertise and watch your business grow

MECHANICAL DATA	PAGE SIZE 297mm (h) x 210mm (w)
Double Page Spread €2,000	Half Page - Vertical €1,000
Type Area 256mm (h) x 385mm (w)	Type Area 252mm (h) x 90mm (w)
Trim Area 297mm (h) x 420mm (w)	Half Page - Horizontal €1,000
Bleed Area 303mm (h) x 426mm (w)	Type Area 130mm (h) x 180mm (w)
Full Page €1,600	Quarter Page - Vertical €600
Type Area 256mm (h) x 175mm (w)	Type Area 130mm (h) x 90mm (w)
Trim Area 297mm (h) x 210mm (w)	Quarter Page - Horizontal €600
Bleed Area 303mm (h) x 216mm (w)	Type Area 62mm (h) x 180mm (w)

Advertise and watch your business grow

CLASSIFIED ADS
50mm (h) x 55mm (w) €1,050 for six insertions
100mm (h) x 55mm (w) €1,650 for six insertions
Advertisements in this section must be prepaid prior to publication



Your Chosen Classified Advert will appear in each of 6 issues maximising your visibility.

This is ideally suited to non-seasonal products and services.

Special advertising opportunities

BELLY BAND

100mm (h) x 600mm (w)

BACK COVER GATE FOLD

297mm (h) x 406mm (w)

These advertising opportunities are tailored to individual companies - prices on application.

INSERTS

Available on request as magazine is securely polywrapped for delivery to reader.

Be at the Front of the Line - Supplements

Regular supplements showcasing quality trade and lifestyle imagery as well as inspirational editorial.

Have your products front and centre of the industry's go-to publication dedicated to innovative and sector-lead content and development.

Commercial Features and Supplements 2023

Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Garden & Outdoor Supplement	Bathroom & Shower	Paint & Home Décor Supplement	Heating & Plumbing	Building Materials Supplement	Hand & Power Tools
Construction Timber	Adhesives & Sealants	Roofing Materials	Plasterboard/Insulation	Workwear	Ironmongery/Security
Rainwater/Drainage	Ecological & Sustainable Products		Business Systems	Flooring	Fasteners & Fixings
				Fuel	

Targeted and relevant circulation

1,984

hard copies sent to key decision makers in the hardware & building materials sector

5,075

website visits per issue on average

2,425

hardware industry professionals emailed with each issue

16,019

social media impressions per issue (averaged)



Free interactive advertising opportunity

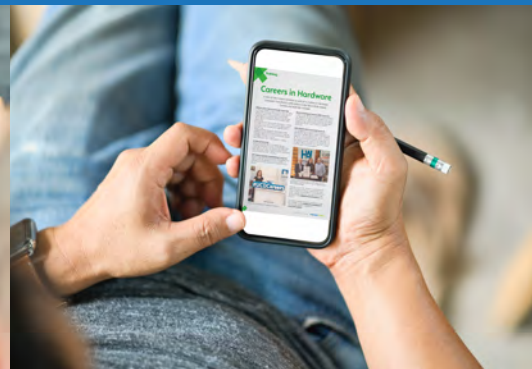
Each edition is available online, with current and all back-issues permanently accessible on www.thehardwarejournal.ie.

Downloadable in seconds and accessed in page-turner format, with hyperlinks to take you from article to relevant web page at the click of a button.

Link your adverts to any webpage, video or document and give your audience another way of reaching out to you.

For any queries please contact Jim Copeland at jim@hardwareassociation.ie, 01 2980969 or 087 667 1361.

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