

IRISH TATLER MAN

Since its launch in autumn 2010, *Irish Tatler Man*, Ireland's only dedicated men's magazine, has grown from strength to strength.

Targeted at the affluent ABC1 male, this high quality glossy magazine – which is published quarterly – is a part of the expanding Harmonia portfolio and boasts an ABC of over 5,215. In addition to exclusive celebrity interviews, each issue is packed with exhilarating content for the modern man. Features range from style tips and grooming guides to business articles, travel features and reviews of the latest cars, wines and gadgets.

REASONS TO ADVERTISE

- ▶ *Irish Tatler Man* is the only Irish men's magazine focusing on delivering the need-to-know to the men of Ireland.
- ▶ It targets the 30+ year old male audience, ensuring the right eyes are zoning in on your brand.
- ▶ Compelling content and exclusive interviews ensure advertisers have direct access to a captive male audience.



Best Fiat forward

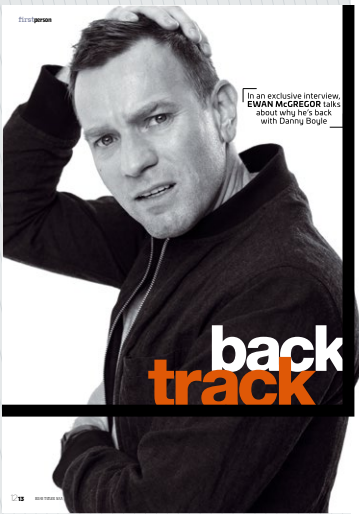
The new Fiat 124e Spider steps out of the shadow of its famous sister, the mighty Mazda MX-5, writes Mark Gallivan



It broke new UK 124e Spider – sister car of the thoroughly excellent fourth generation Mazda MX-5 – has been unveiled and grabbed the cover of the month's issue. It's a car that's been in the air for a long time, and it's a car that's been in the air for a long time. It's a car that's been in the air for a long time, and it's a car that's been in the air for a long time.



Get things going in the field and give it a school induction drive – the type of thing that classic Alfa Romeo owners do with their sports cars with their respective twin-cam engines



In an exclusive interview EWAN MCGREGOR talks about why he's back with Danny Boyle

RATES&SIZES



ADVERTISEMENT RATES

Special Positions

Outside back cover	€3,860
Inside front / back cover	€ 3,595
Inside front cover, 1st double page spread	€ 6,708
2nd, 3rd double page spread	€ 6,149
Full page	€3,060
Half page	€2,000
Third of page	€ 1,400
Quarter page	€ 1,130

All prices in Euros (ex VAT). Sponsorship and insert prices on request.

ADVERTISEMENT SIZES

Specification		Height	Width
DPS	Trim	300 mm	444 mm
	Bleed	306 mm	450 mm
	Type Area	270 mm	414 mm
Full Page	Trim	300 mm	222 mm
	Bleed	306 mm	228 mm
	Type Area	270 mm	192 mm
Half Page	Vertical	270 mm	94 mm
	Horizontal	130 mm	192 mm
Third of Page		130 mm	64 mm
Quarter Page		270 mm	94 mm

Please supply high resolution PDFs by email to Kelly Smith, [email ksmith@harmonia.ie](mailto:ksmith@harmonia.ie)
Irish Tatler Man Harmonia Ltd., Rosemount House, Dundrum Road, Dundrum, Dublin 14.

Please supply ad copy by WeTransfer if file size exceeds 10 MB

SUMMER 2017

Copy deadline 9 May,
on sale 30 May

AUTUMN 2017

Copy deadline 18 August,
on sale 29 August

WINTER 2017

Copy deadline 3 November,
on sale 14 November

CONTACT

ADVERTISING MANAGER

Jill Geoghegan
t 00 353 (1) 240 5398
e jgeoghegan@harmonia.ie

EDITOR

Ciarán Casey
t 00 353 (1) 240 5300
e ccasey@harmonia.ie

EDITORIAL DIRECTOR

Áine Toner
t 00 353 (1) 240 5318
e atoner@harmonia.ie



UNIQUE SPONSORSHIP OPPORTUNITY

Irish Tatler Man Men of the Year Awards 2017

The *Irish Tatler Man* Men of the Year Awards, is the only awards ceremony dedicated purely to recognising and applauding the Irish men that are making a difference in their respective fields.

From game-changers and ceiling-shatters to heroes and (positive) headline-makers, they'll all be deservedly recognised at a late lunch awards event, which will be held in autumn. There are a number of bespoke opportunities for sponsorship available with these awards which we would be delighted to discuss with you in more detail.

For more information please contact Jill on **01 240 5398**
jgeoghegan@harmonia.ie

