

IRISH pharmacy RETAILER

MEDIA PACK 2018



Remember it's your industry... Keep your eye on it!

INFORMATION

Irish Pharmacy Retailer Magazine is a targeted B2B magazine for the Irish pharmacy retail sector. This innovative magazine offers need-to-know information on the myriad of HEALTH RELATED products available for pharmacies to retail OTC and front of shop. In addition, Irish Pharmacy Retailer Magazine offers relevant business advice for everyone working within this sector.

In the current climate pharmacists, technicians, owners, counter staff and retail managers must continuously revise their business plans beyond dispensary and into retail. They must keep informed of new products which could potentially revitalise sales revenue. With so much competition in OTC space for healthcare and cosmetic products, it can be a daunting process to source the right products to fit the unique demands of their pharmacy's footfall. This is where Irish Pharmacy Retailer Magazine helps.

Content

Irish Pharmacy Retailer Magazine talks directly to all members of staff within the pharmacy, from retail managers, owners, pharmacists, technicians to counter assistants. Irish Pharmacy Retailer not only showcases new products available for pharmacies to stock at the front of shop, but we cover non prescription based health products for OTC including health related editorial content to educate the readers. We also cover subjects pertinent to pharmacy business such as best retail practice, social networking, generic branding, loyalty schemes and industry news. Our contributors are experts within the Irish pharmacy industry and impart their knowledge and expertise to our readers with flair and objectivity.

Irish Pharmacy Retailer Magazine is presented in a glossy B5 full colour magazine format with high production values. Whether you are an owner, supplier, distributor or wholesaler Irish Pharmacy Retailer gives you a fantastic opportunity to directly influence everyone involved in the buying process through an aesthetically pleasing, high performance and content driven magazine.

What do our readers want?

- To Learn about new products to help make recommendations to their customers,
- Develop their knowledge and product offerings..
- Develop their knowledge of the sector through training & educational features.
- Learn about new products to help make recommendations to their customers.
- Have more product knowledge to aid in the ordering of stock.
- Learn about in-store merchandising and retailing to develop the commercial success of their business.
- Be informed of new products, treatments and retail solutions for their business

Our Readers

- Pharmacy Groups
- Independent pharmacies
- Pharmacy Owners / directors
- Pharmacy Buyers
- Pharmacists
- Pharmacy technicians
- Retail floor / Counter Managers
- Counter Staff
- In-store demonstrators / merchandisers
- Distributors / suppliers / Wholesalers



2,000 printed copies

3.2 Readers per copy

Over 2,000 Followers on Social Media

Over 1,300 active email addresses

follow us on Social Media



EDITORIAL CONTENT

We regularly cover the following topics:

- OTC health products and content incl: pain relief, digestive issues, nasal, skin issues etc....
- Women's OTC Health & Beauty
- Male OTC Health & Grooming
- Mother and Baby OTC health
- General / Miscellaneous / Seasonal Products
- Cosmetics / Perfume / Gifts
- Alternative Health
- Teen Health, Beauty & Grooming
- Senior Health, treatments, OTC

Regular business features

- Successful Retailing (Link Selling)
- Sales and Selling Skills
- Merchandising, POS and Window Displays
- Marketing / PR
- Demonstration Tips / Sales Advice
- General Industry News
- HR / Recruitment / Training
- Loyalty Schemes and customer relationship management
- EPOS - retail supports

DEADLINES:

SPRING ISSUE 2018

Editorial / Ad copy Deadline:
2nd of February 2018

SUMMER ISSUE 2018

Editorial / Ad copy Deadline:
13th of April 2018

AUTUMN ISSUE 2018

Editorial / Ad copy Deadline:
13th of July 2018

WINTER ISSUE 2018

Editorial / Ad copy Deadline:
5th of October 2018



OTC Pharmacy healthcare features 2018

SPRING ISSUE 2018

Hay fever and allergies
Pain relief - adult
Eczema
Sexual health
Sun protection
Bites and stings
Vitamins and supplements

SUMMER ISSUE 2018

Headlice
Cold sores
Colds and flu part 1
Teething
Nappy rash
Pain Relief - children
Oral healthcare
Vitamins and supplements

AUTUMN ISSUE 2018

Colds and flu part 2
Weight loss
Smoking cessations
Optical care
Winter skincare - face and hands
Female healthcare - The menopause
Footcare
Vitamins and supplements

WINTER ISSUE 2018

Senior Healthcare
Sports injuries
Male healthcare
IBS
Psoriasis
Hair loss
Petcare
Vitamins and supplements

*Our features are subject to change



ADVERTISING RATES

Double Page Spread	€1,700
Full Page	€1,000
Half Page	€550
Quarter Page	€350

SPECIAL POSITIONS

Front Cover	€2,500
Outside Back	€1,300
Inside Front	€1,400
Inside Back	€1,200
Inside front DPS	€2,000

Mechanical Data

Size	WxH
DPS	Trim 352mm x 250mm
(please add 4mm bleed all round)	
Full Page	Trim 176mm x 250mm
(please add 4mm bleed all round)	
Half Page	Horizontal 156mm x 112mm
Half Page	Vertical 76mm x 230mm
Quarter Page	76mm x 112mm
Please add 4mm bleed all round to all full pages and DPS adverts. No need for bleed on other sizes.	

Other advertising opportunities

Immediate sales opportunities – recruitment and training, business listing and education. (Prices on request)

- Inserts: Subject to Paper Weight
- Classified advertising
- Covermount: Introduce your product to readers on the front cover.
- Belly Bands: Guarantee that Irish Pharmacy Retailer falls open at your ad.

(Prices and positions available on request).

ADVERTISING DATA

Electronic files only - Mac and PC PDF Files.

We also accept high resolution PDF files. All PDFs need full bleed and crops, with all supporting pictures, split to CMYK, uncompressed, with all screen and printer fonts embedded.

Indesign Documents, packaged with all supporting pictures, split to CMYK, uncompressed, with all screen and printer fonts including those within EPS files.

All scans should be high resolution at 304 dpi. *A contract proof of the advert should accompany all electronic files.

FOR MORE INFORMATION

CALL CHRIS or LINDA ON 01 4149475

WWW.IRISHPHARMACYRETAILER.COM