



Introduction

THE IRISH TIMES

Our Background

- National Daily Broadsheet Newspaper - Founded in 1859.
- International reputation as Ireland's quality daily newspaper.
- In 1974 a Trust formed to protect the title's independence
'free from any form of personal or party political, commercial, religious or other sectional control'.
- The Trust is unique in Ireland and only a tiny minority of newspapers anywhere in the world are protected from commercial and other pressures in this way.

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Our Background

- The Irish Times has been very proactive in providing readers with news where, when and how they want to access it:
 - ireland.com, our online edition was launched in 1994 – one of the first newspapers in the world to go online.
 - In recent years a digital edition has been available which allows you to read the paper on-screen in the same layout as the printed newspaper going back to 1859.
 - A print-on-demand facility is available in leading hotel and tourist locations around the world.
 - We also print the International edition of the newspaper in London and Spain.

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Online/Content Syndication

National Titles

Regional Titles



THE GLOSS

Gazette Group Newspapers



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- **ireland.com** – The Irish Times online edition.
- **MyHome.ie** - Is Ireland's leading property and homes portal. Established in 2001.
- **Entertainment.ie** – Ireland's leading entertainment portal.
- **The Gloss** – Women's monthly high quality magazine.
- **Gazette Group Newspapers** - Is Dublin's No.1 newspaper group, which serves the growing communities in suburban Dublin with quality free newspapers weekly.
- **Metro** - Is a free, colourful newspaper targeted at information hungry morning commuters. It contains bite-sized national and international news, wrapped around local entertainment reviews, travel and weather.

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Market Overview

- Population of ~ 4m
- 18 National Titles (12 indigenous)
- Ireland is a single copy market.
- There is no Subscription tradition in the market.
- Cover Prices are relatively high.
- The Irish Times cover price is €1.80 (Monday to Friday) and €2 for the Weekend edition.

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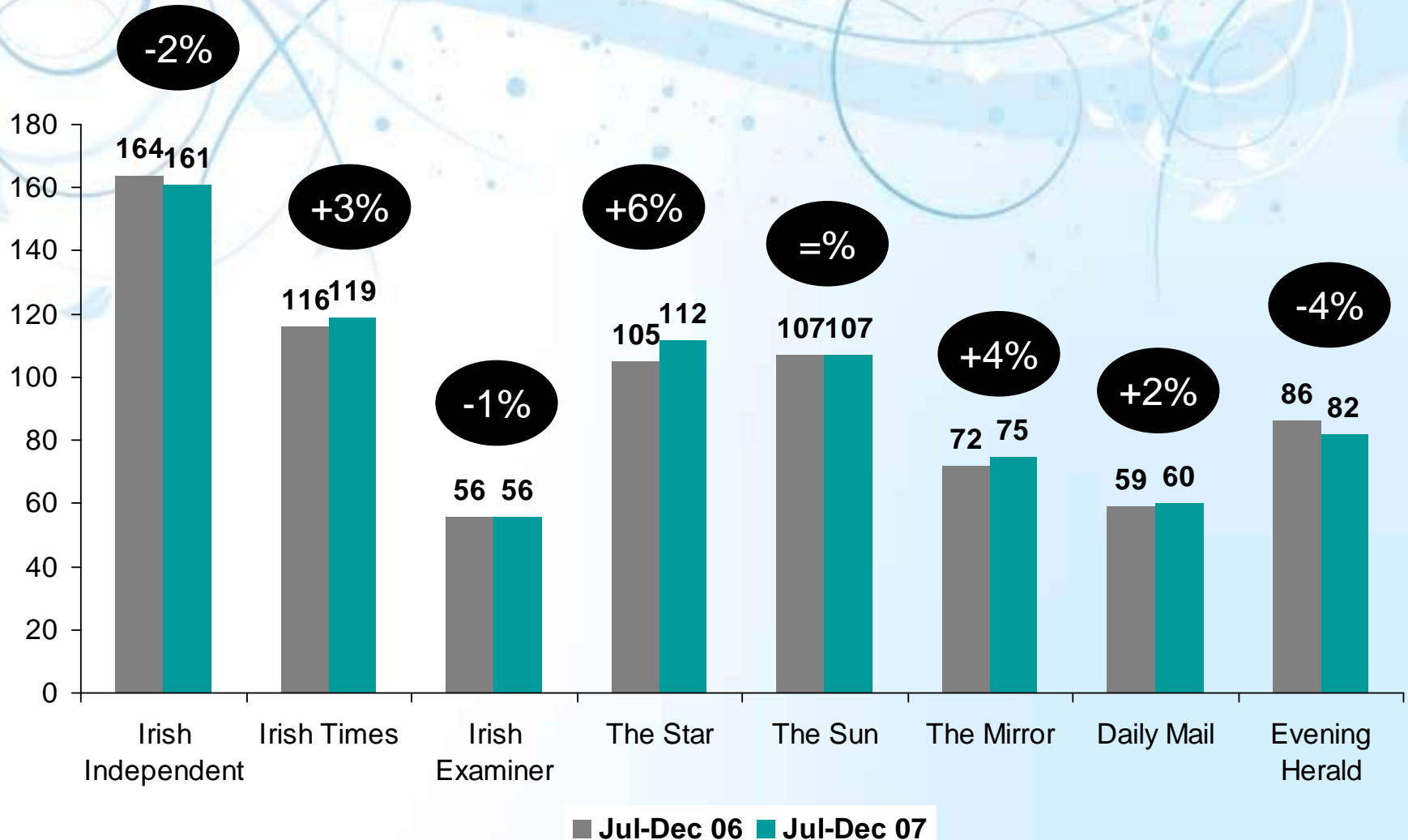
Market Overview

- Intense competition is the defining characteristic of the Irish media market.
- No other European country has to deal with the import of so many same-language newspapers from a neighbouring country.
- Over 30% of daily papers sold in Ireland are either British imports or Irish editions of UK titles.

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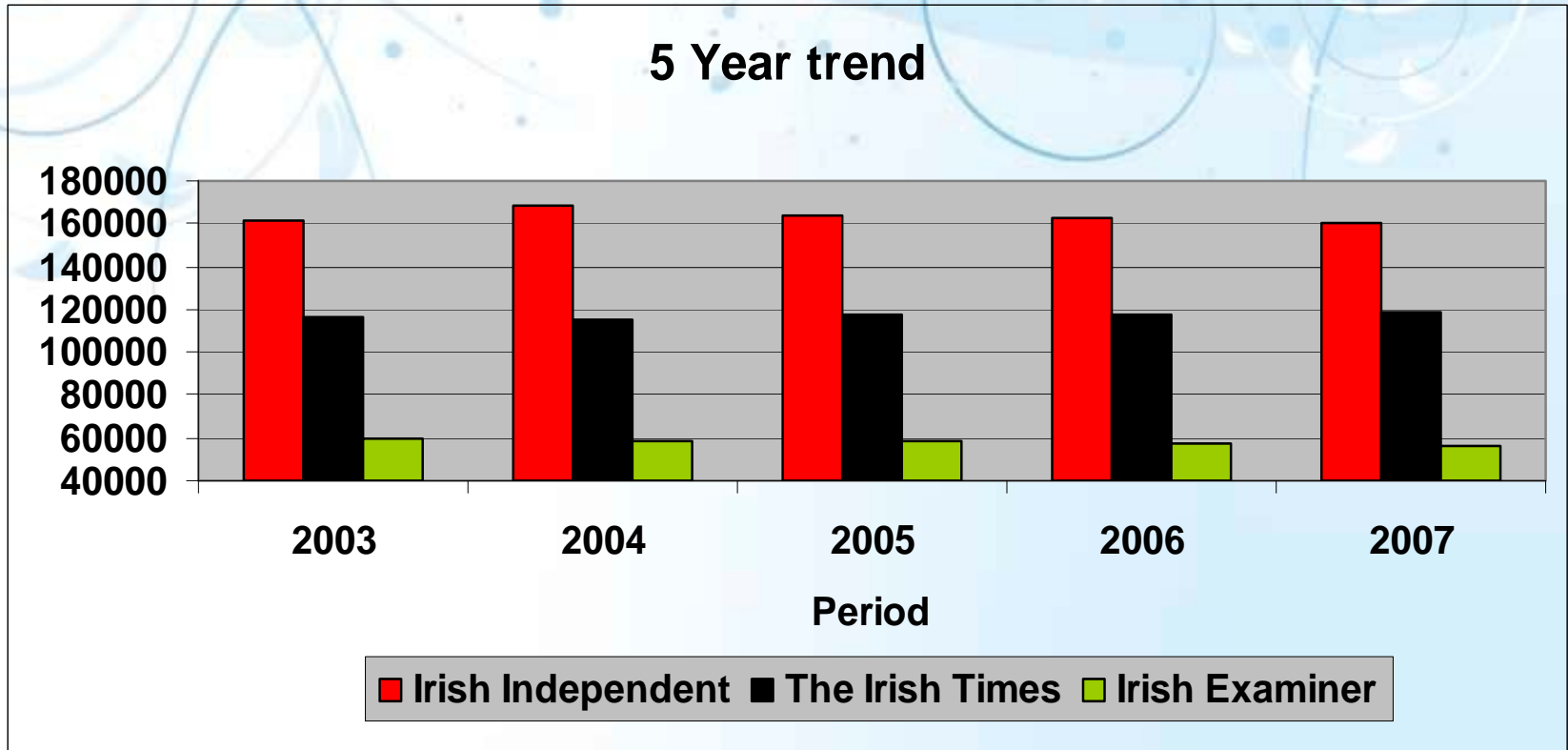
Circulations

Daily Newspapers (ABCs)



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5 Year Trend - ABC

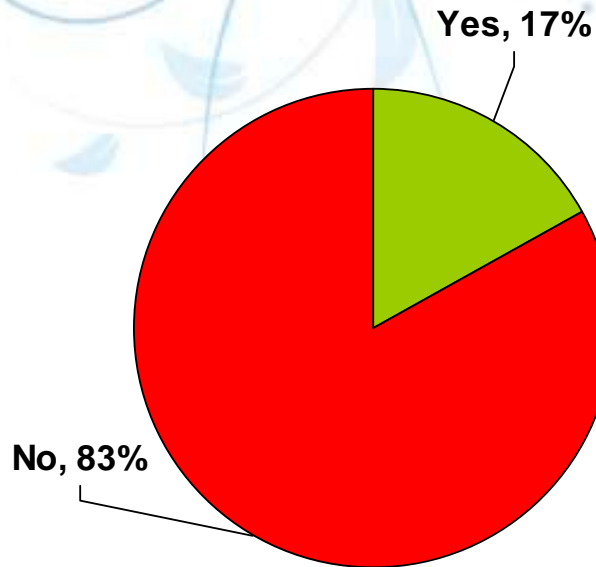


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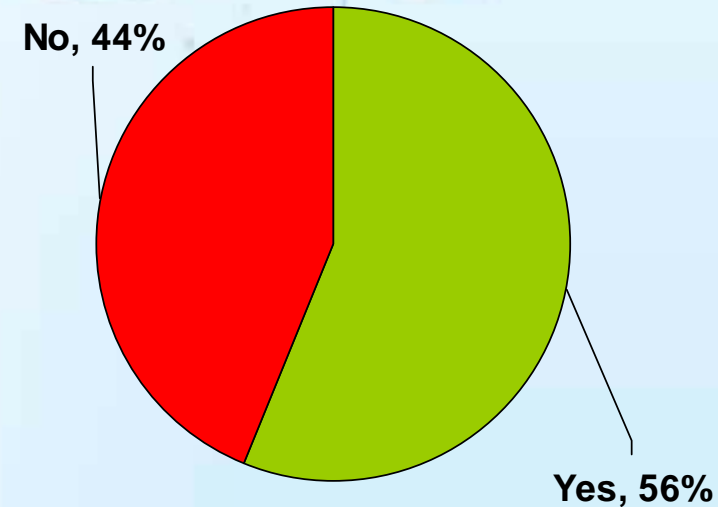
Online Newspaper Readership

Base: All Internet Users N=597/All who read newspapers online N=102

S7Q3 Do you read any newspapers online?



S7Q4 Do you read the Irish Times online?



Those who read newspapers online are more likely to be male than female (21% vs. 13%).

49% who read online reduced reading print version & 39% reduced buying The Irish Times

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Sales



Going up...and up...

- The Irish Times is the only Irish daily to grow sales in the latest ABC audit* and with a refreshing new redesign and new look across the week, additional supplements almost every day, and a bigger brighter package on the weekend supported by a significant Marketing campaign, growing is as easy as ABC.

**ABC July –Dec 2007 119,051 – an increase of 2.54%
(Island of Ireland report)**

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Refresh 2007 JNRS

- Investment of over €5m in newspaper
- Redesign of overall paper
- New format of existing supplements
- Launch of new supplements.
- Double dating of Saturday offering

Source: JNRS 2007

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