



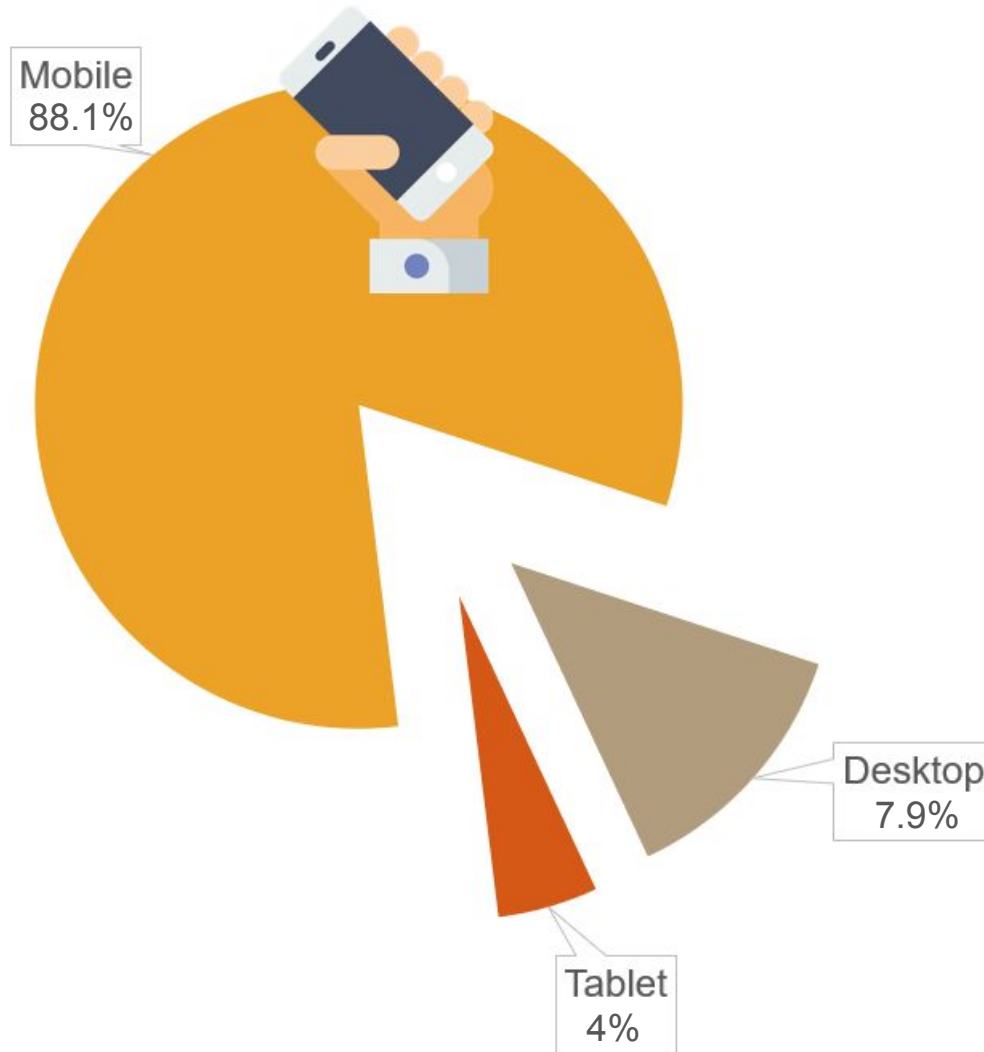
FAST. FACTUAL. FREE.

Digital Media Kit

Nov '21



CONSUMPTION BY DEVICE



TRAFFIC OVERVIEW

MONTHLY AVERAGES

2.7M

USERS PER MONTH

15.6M

PAGE IMPRESSIONS PER MONTH



94% Irish



BREAKINGNEWS.IE

FAST. FACTUAL. FREE.

breakingnews.ie is Ireland's premier *breaking news* platform, providing the latest local and international news and sports reports. Ideal for those eager to stay informed in a fast, factual and free digital format.

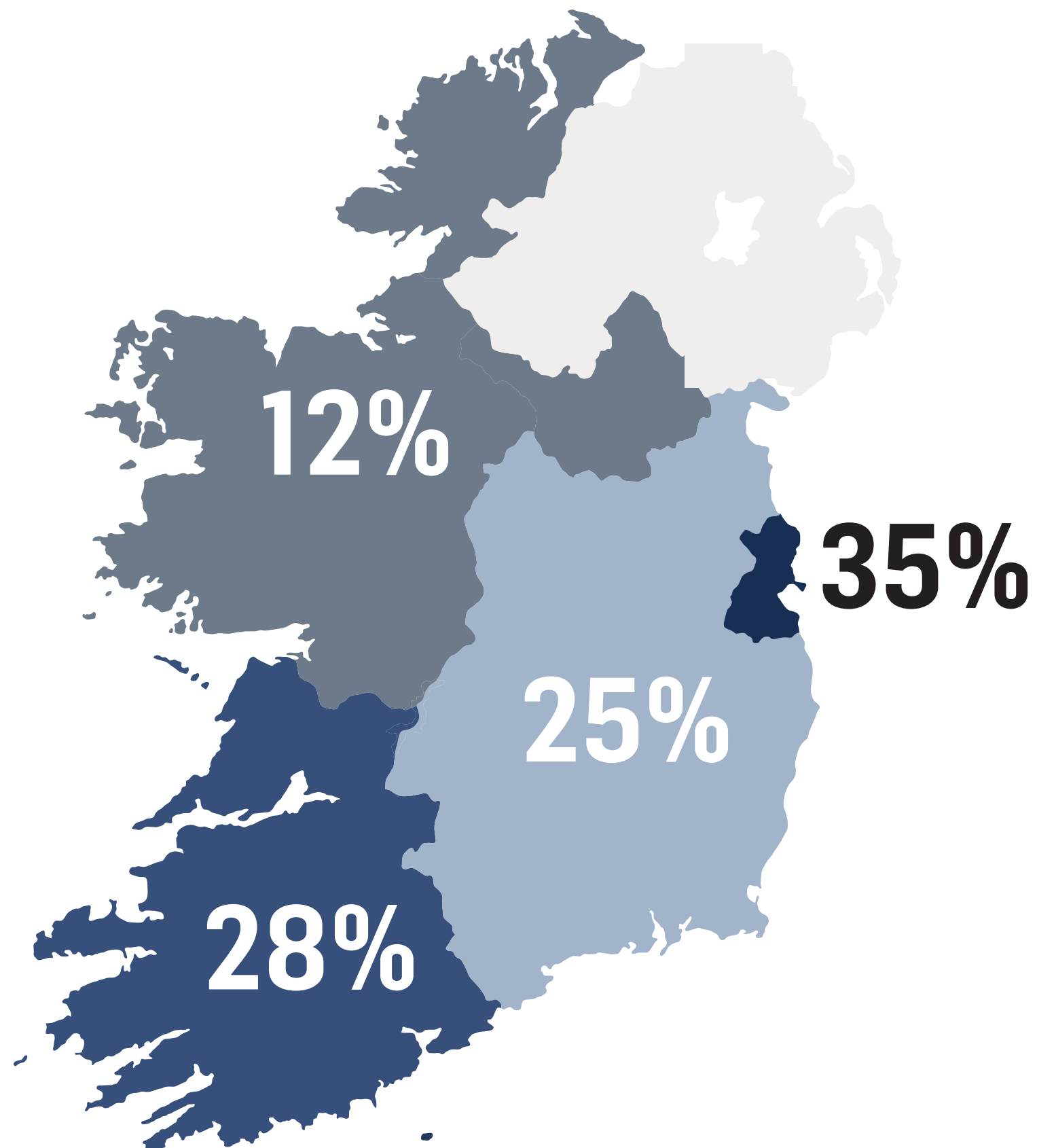
In October 2020 breakingnews.ie relaunched with a significantly improved user experience and highly effective media solutions for brands.



AUDIENCE DEMOGRAPHICS

AND TRAFFIC STATISTICS

OUR AUDIENCE



- 35%** Dublin
- 25%** Rest of Leinster
- 28%** Munster
- 12%** Connaught/Ulster



33% have children in the household



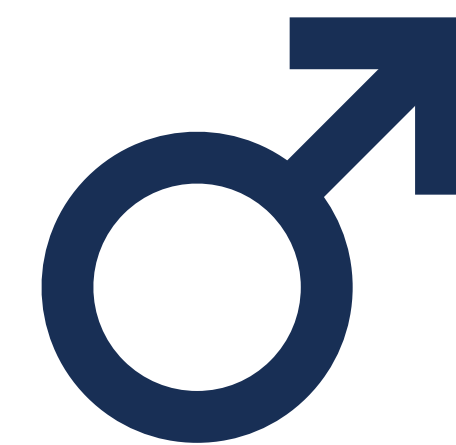
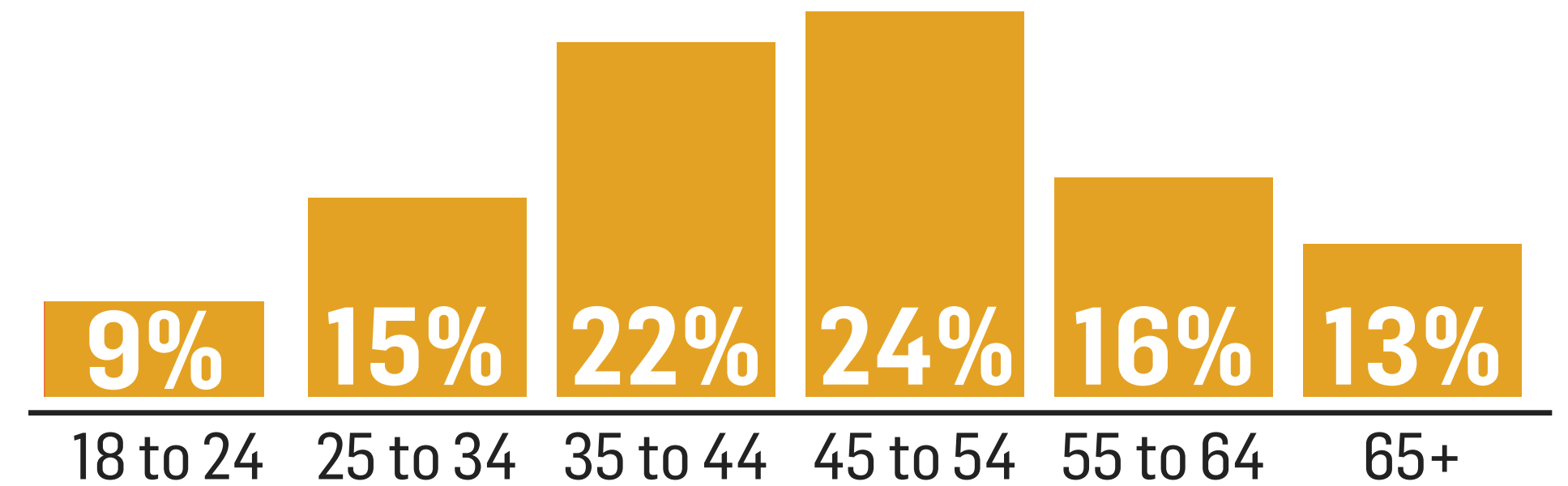
39% have a 3rd level education or higher



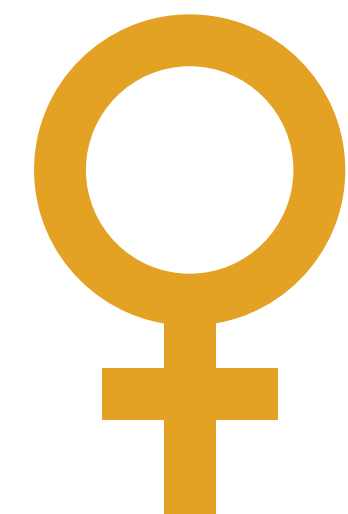
Average pre-tax family income is 4% higher than the national average

983,000

Irish adults reached every week



44%
Male



56%
Female

48%

ABC1

49%

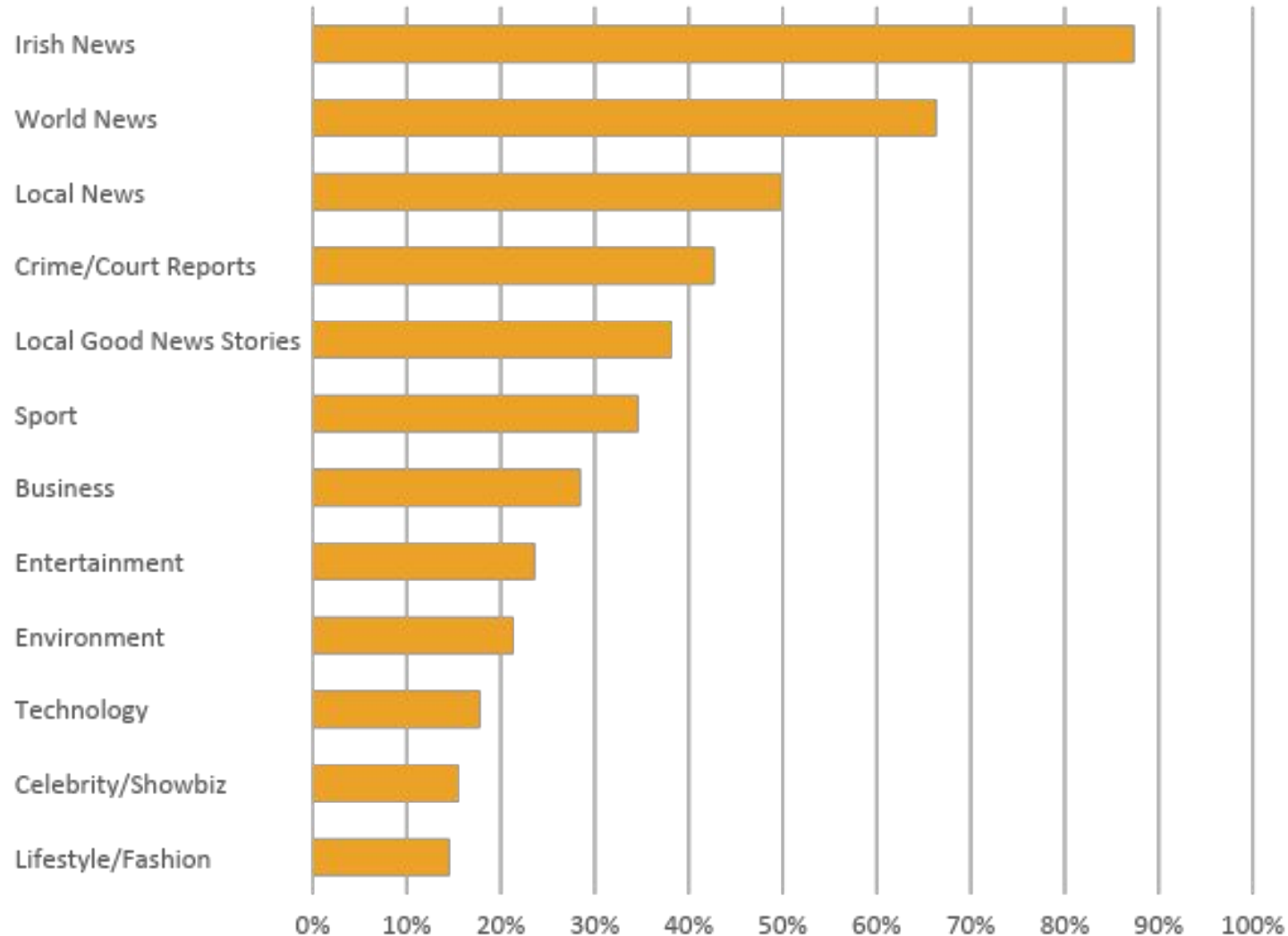
C2DE

3%

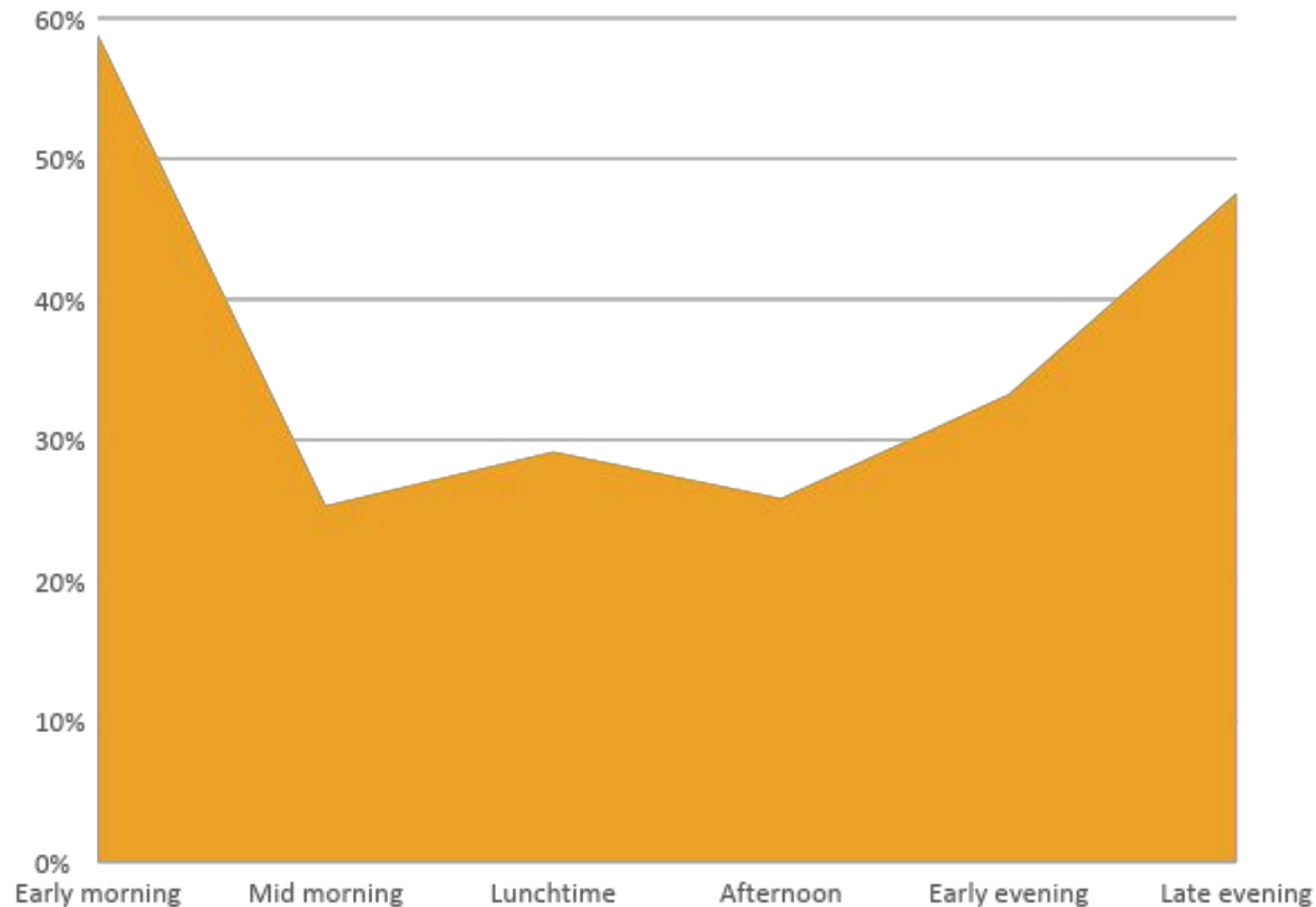
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Source: Kantar/TGI RoI Survey 2021

MOST POPULAR CONTENT



PEAK USAGE TIMES



USAGE STATS

85%

READ BREAKINGNEWS.IE AT LEAST DAILY

63%

READ FOUR OR MORE ARTICLES PER VISIT

39%

SPEND MORE THAN 11 MINS READING
BREAKINGNEWS.IE EACH DAY

57%

SAY THEY MAKE ALL OR MOST PURCHASING DECISIONS

65%

SPEND MORE THAN €100 PER WEEK ON GROCERIES

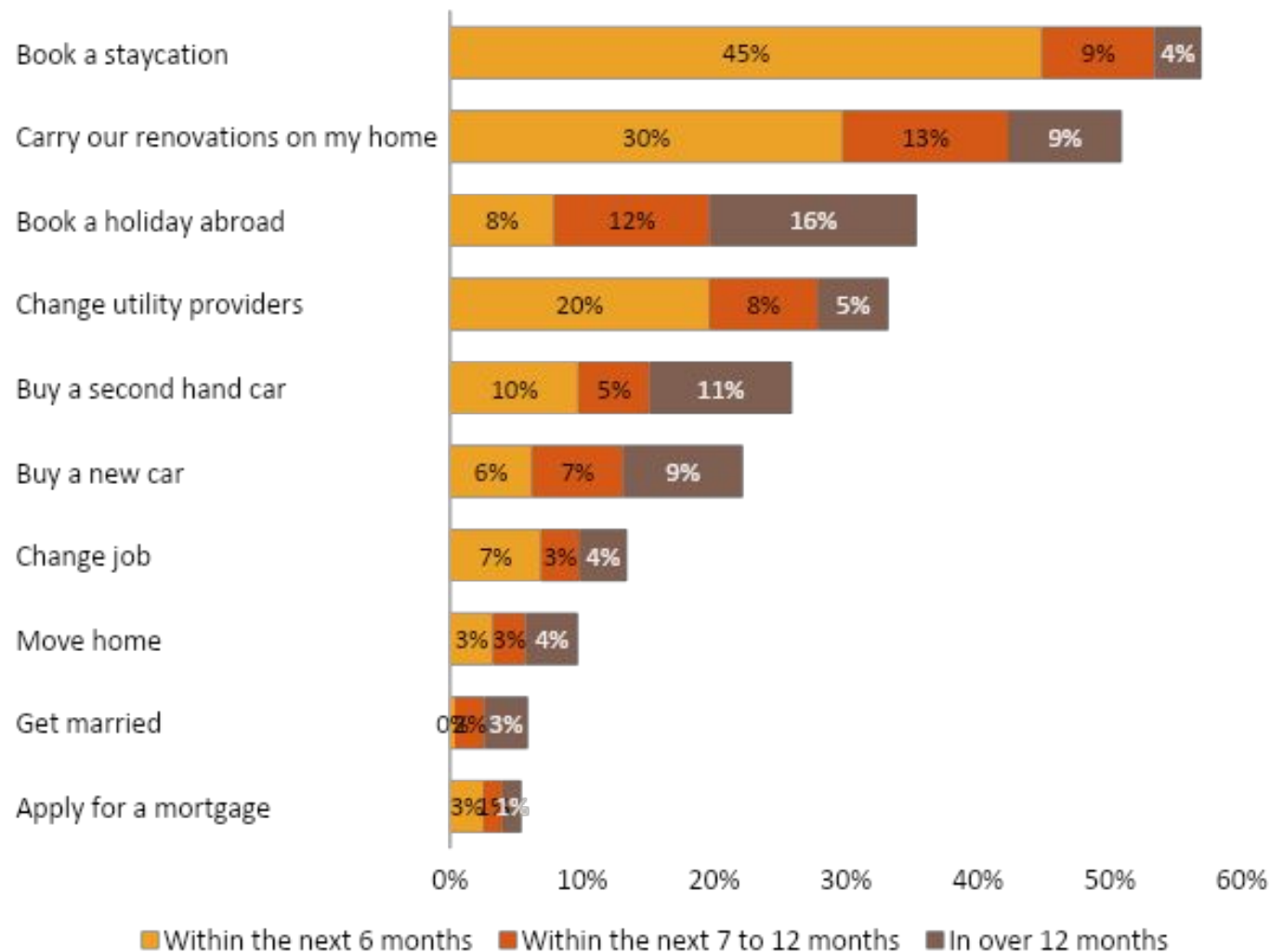
69%

LIVE IN AN ADULT ONLY HOUSEHOLD

28%

HAVE A HOUSEHOLD INCOME OF €70,000 OR MORE

PURCHASING PLANS AND HABITS



MEDIA SOLUTIONS

MEDIA THAT WORKS

Breakingnews.ie is Ireland's most trusted exclusively digital news brand. Advertisers can now leverage these trusted relationships through a variety of creative and media options to help achieve your business and marketing objectives.

BRAND TRUST

Ireland

Trust Neither Don't trust



Trust = % scored 6-10 on 10-point scale, Don't trust = 0-4, Neither = 5. Those that haven't heard of each brand were excluded.



[Get the data](#)

[Embed](#)



 **breakingnews.ie**

CAMPAIGN PERFORMANCE



Sport

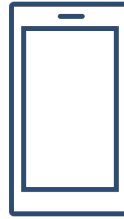
CTR average - **0.24%**
VIEWABILITY average - **83%**



Entertainment

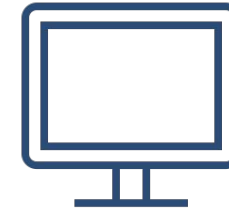
CTR average - **0.22%**
VIEWABILITY average - **79%**

VOD Outstream



MOBILE CTR - **1.36%**

MOBILE
COMPLETION RATE - **68.2%**



DESKTOP CTR - **1.32%**

DESKTOP
COMPLETION RATE - **65.66%**

ROS HIGH IMPACT FORMATS

CTR average - **0.38%**
VIEWABILITY average - **84%**

ROS STANDARD FORMATS

CTR average - **0.36%**
VIEWABILITY average - **84%**

NATIVE ADS

CTR average - **0.45%**
VIEWABILITY average - **84%**

CONTENT STREAMING

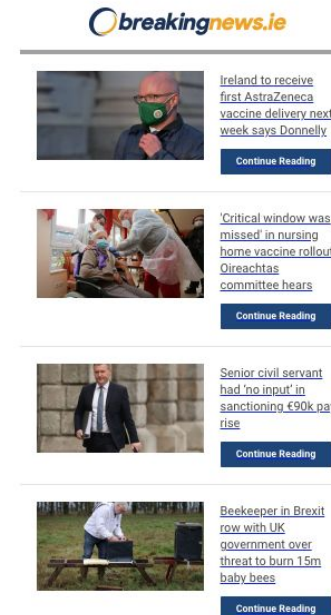
Article hosted
on breakingnews.ie



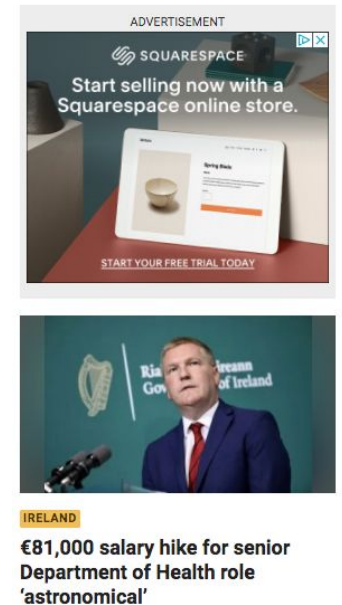
Facebook ad minimum reach to a
minimum of 20,000 users and 1x post
on other social channels



One inclusion in the breakingnews.ie
lunchtime news newsletter



250,000MPU traffic
drivers



DIGITAL AD FORMATS & RATECARD

AD UNIT	DIMENSIONS (px width x height)	RATE
MPU	300 x 250	€10 CPM
Leaderboard	728 x 90	€12 CPM
Super Leaderboard	970 x 90	€12 CPM
Billboard	970 x 250	€14 CPM
Halfpage	300 x 600	€14 CPM
Outstream Video	Flexible size. Ideally 16:9 aspect ratio.	€16 CPM
Mobile Banner	320 x 50	€10 CPM
Social Display	Fluid Dimensions	€15 CPM
Homepage Takeover	Specs on Request	€1,500 per day
Section Sponsorship	Specs on Request	Contact Us
Advertising Feature	Specs on Request	€1,500 Flat Fee

