

BREAKINGNEWS.IE

Media Kit

November 2025



Fast. Factual. Free.

News happens in an instant, we are the site that breaks news - based on facts not opinion or rumour.

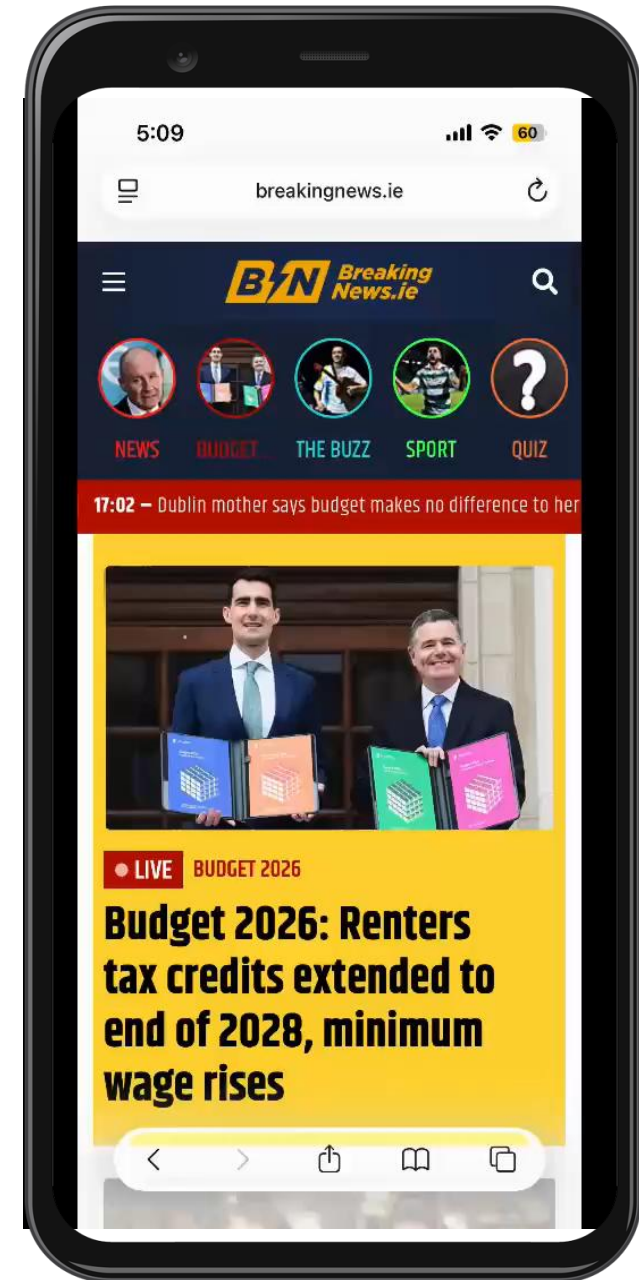
We believe that journalism is vital for society. NO agenda, NO bias, just the information, freely available



FAST

FASTER THAN EVER

- Speed in delivering the latest news
- Concise Content (<400 words, designed for the time poor and information hungry reader)
- Quicker load times
- Simplified navigation and mobile first design





FACTUAL

FACTUAL & TRUSTED

- Commitment to factual, trusted news, upheld to the highest standards
- 16% more trusted than the Irish Average (Reuters Digital News Institute)
- Accurate and timely news, with no sensationalism.
- Free from opinion, just the facts clearly presented.
- Explainers for complex and misunderstood topics
- Gold standard certified, trusted for brand safe fraud free advertising.

B/N *Breaking
News.ie*



FREE

FREE (AND UNCLUTTERED)

- Site remains free for readers.
- Free from **excessive advertising clutter** – Clean in the past, even Cleaner now
- Advertisers benefit from noticeable but non-intrusive placements
- More room to be seen, **more attention paid to advertising**



WHY BREAKINGNEWS.IE

REACH

1.2 Million Irish Adults. TGI R2
2025 (+3% YoY)

ENGAGEMENT

Delivers our highest levels of ad
attention on mobile.

BRAND SAFE

Best in class semantic categorisation
for targeting and avoidance.

IAB Gold Standard Certified



TARGETING

AUDIENCE & CONTEXTUAL



Reach the right audience at the right time with precision targeting.

Powered by industry leading platforms **Permutive** and **illuma**, we deliver 100+ audience cohorts and contextual targeting across 1,000+ content categories.

Aligning your ads with the most relevant topics, audience and sentiment to drive stronger engagement and performance.



Advertising Formats

- Takeovers
- IAB Standard Banner Sizes
- Ad Features
- Social Competitions
- Outstream Video
- Social Display
- Homepage Showcase Carousel
- Bespoke and sponsored quizzes



THANK YOU

Contact

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