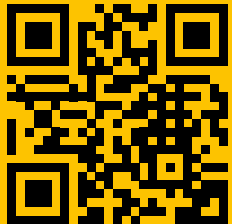MANUFACTURING AND DESIGN ENGINEERING

MADE
IN IRELAND

www.madein.ie

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MEDIA PACK 2025

MANUFACTURING AND DESIGN ENGINEERING

MADE
IN IRELAND

MA Business, publishers of **Made in Ireland**, is synonymous with high quality brands and values making it one of the largest media businesses reaching manufacturing and engineering design communities. Its long-established portfolio of magazines, websites and newsletters engage with engineers at design, production technology and management level across every discipline in the manufacturing & engineering sector.

Made in Ireland (www.madein.ie) does exactly this for the Irish manufacturing and design engineering industry.

Made in Ireland magazine is written to provide vital and engaging content for the decision makers and influencers in Irish Industry. These individuals are the key contacts to influence for anyone serious about developing business in Ireland.

As well as the latest news and developments in the Irish manufacturing and engineering industry, **www.madein.ie** and each published edition of **Made in Ireland** covers regular subjects including: Mechanical; electro mechanical and electronic design; production; manufacturing management; medical industry; regional spotlight; on-campus and engineering pioneers

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GOT A STORY FOR US, OR WANT TO DISCUSS AN ARTICLE?

We're always on the look-out for a good story promoting all that is best in Irish manufacturing and engineering! Drop us an email at **editor@MADEin.ie** and we will be in touch...

MADE
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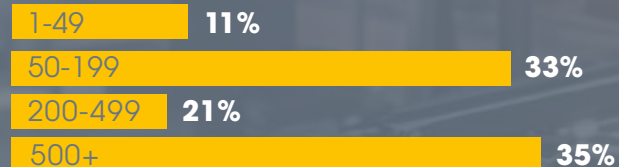
ENGAGING WITH IRISH MANUFACTURING

MADE IN IRELAND reaches 6,000 key decision makers

- ✔ Head of Site
- ✔ Head of Factory Services/operations
- ✔ Head of Production/manufacturing
- ✔ Next Most Senior Technical Manager
- ✔ Head of Purchasing
- ✔ In day-to-day charge of engineering design
- ✔ Head of Information Technology

Key Industries MADE IN IRELAND reaches

- ✔ Medical
- ✔ Automotive
- ✔ Electronics & components
- ✔ Industrial equipment
- ✔ Electrical Equipment
- ✔ Chemical
- ✔ Other Manufacturing
- ✔ Clothing & textiles
- ✔ Machining/Metal products
- ✔ Food & drink
- ✔ Aerospace
- ✔ Consultants & Services
- ✔ Plastics
- ✔ Construction Materials
- ✔ Paper & print
- ✔ Head offices

Size of companies that receive MADE IN IRELAND

Size	Percentage
1-49	11%
50-199	33%
200-499	21%
500+	35%

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> "We have worked with MADE in Ireland for several years. The magazine has engaging content and an excellent all Irish audience. We have found the team at MADE in Ireland to be proactive and creative working with us to deliver marketing solutions that work well for us and for our customers"
>
> **Helen Lawrence - Medical Technology Ireland**

Medical Technology Ireland

MANUFACTURING AND DESIGN ENGINEERING

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EDITORIAL FEATURES LIST 2025

	Special Report	Regulars
January	Additive manufacturing Management	Medical, Robotics, Technology Briefing, News and Comment
March	Automation Motors	Medical, Robotics, Technology Briefing, News and Comment
May	Manufacturing Solutions Ireland Event Energy	Medical, Robotics, Technology Briefing, News and Comment
July	Medical Technology Ireland Event Preview Industrial Software	Medical, Robotics, Technology Briefing, News and Comment
September	Medical Technology Ireland Event Showguide Motion Control	Medical, Robotics, Technology Briefing, News and Comment
November	Materials Motors	Medical, Robotics, Technology Briefing, News and Comment

> "We have worked with MADE in Ireland for a number of years in relation to the Manufacturing Solutions Ireland event. We enjoy an excellent working relationship with the team at MADE in Ireland characterised by strong collaboration, a willingness to develop creative ideas with us and a real focus on getting results"

David Beatie – GTMA
(Manufacturing Solutions Ireland)

MANUFACTURING AND DESIGN ENGINEERING

MADE
IN IRELAND

PRINT ADVERT SPECIFICATION

PREMIUM POSITION SURCHARGE 25%

Size		Depth	Width	Price
Double page spread + Advertorial DPS	Bleed	292mm	426mm	**£4,000**
	Trim	286mm	420mm	
	Type area	254mm	388mm	
Full page	Bleed	292mm	216mm	**£2,500**
	Trim	286mm	210mm	
	Type area	254mm	178mm	
Half horizontal	Bleed	140mm	216mm	**£1,500**
	Trim	137mm	210mm	
	Type area	124mm	178mm	
Half vertical	Bleed	292mm	103mm	**£1,500**
	Trim	286mm	100mm	
	Type area	254mm	86mm	
Quarter standard	Type area	124mm	86mm	**£900**
Quarter horizontal	Type area	65mm	178mm	**£900**

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> "We have developed a great relationship with MADE in Ireland since beginning to advertise within their published materials and we are impressed with the quality service they deliver"

Lorna Stoneman – Igus

MADE
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WEBSITE ADVERT SPECIFICATION

Size	Dimensions	Width x Height	Price
Billboard (top position)	Desktop Tablet Mobile	970 x 250 pixels 728 x 90 pixels 320 x 50 pixels	**£2,500**
Leaderboard	Desktop Tablet Mobile	728 x 90 pixels 728 x 90 pixels 320 x 50 pixels	**£1,500**
Double MPU	Desktop Tablet Mobile	300 x 500 pixels 300 x 500 pixels 300 x 500 pixels	**£1,500**
Single MPU	Desktop Tablet Mobile	300 x 250 pixels 300 x 250 pixels 300 x 250 pixels	**£750**
Special positions including: **Wallpaper**, **Adhesion**, **Skybox** & **Interscroller**			**£POA**

EMAILS & LEAD GENERATION

Eblast with lead data	**£1,750**
Sponsored enewsletter with Lead data	**£750**
MADE in Ireland Knowledgebank annual campaign with lead data	**£7,000**

MANUFACTURING AND DESIGN ENGINEERING

MADE
IN IRELAND

www.madein.ie

Multimedia marketing options give you the most comprehensive blanket coverage engaging with the Irish manufacturing industry for a full 12 months. These include print, website coverage and monthly news updates via e-newsletter. Multimedia marketing options also come with generous discounts from the standard advertising rates

SALES CONTACTS

Jez Walters
jez.walters@markallengroup.com
+44 (0)7967 169133

Mark Neilson
mark.neilson@markallengroup.com
+ 44 (0)7522 946087

EDITORIAL CONTACTS

Paul Fanning
paul.fanning@markallengroup.com
+44 (0)7967 169002

Roshini Bains
roshini.bains@markallengroup.com
+ 44 (0)7805 959841

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