IrishCentral.
CONNECTING THE GLOBAL IRISH
Mission Statement

IrishCentral's mission is to be the trusted source for information related to Ireland and the Irish - be it news, history, food & drink, travel, retail or cultural information.

IrishCentral's focus is on connecting the Irish and friends of the Irish across the globe and working to keep them informed and inspired.

Irish-ness is not something that can be defined by geographical location. It is a connection, a sense of belonging that never goes away. No matter where you are in the world, a connection to the island, the people, and its places is special.

It's our island, your Ireland, and you can be certain that if it's Irish, it's on IrishCentral.
Audience Profile

- 2 million monthly unique readers
- 5 million monthly pageviews
- 45 million monthly social impressions
- 1 million social followers
- 200k eNewsletter Subscribers
- 44% Men
- 56% Women
- 57% Married
- 26% Single
Audience Profile

**TOP INTERESTS**
Food & Drink
Travel
News & Politics
Reading
Retail
Music & Events
Green living
Film & TV
Beauty & Wellness
Sports

**EDUCATION**
65% University Degree
26% Professionally Qualified
9% Post-Grad Degree

**AGE**
- 18-24: 12%
- 25-34: 20%
- 35-44: 16%
- 45-54: 17%
- 55-64: 19%
- 65+: 16%

**DEVICE**
- 69% Mobile
- 26% Desktop
- 5% Tablet
Audience GEO

- CANADA 4%
- USA 51%
- IRELAND 19%
- MAINLAND EUROPE 5%
- UK 14%
- AUSTRALIA & NEW ZEALAND 3%
- CALIFORNIA 10%
- TEXAS 6%
- MASSACHUSETTS 5%
- PENNSYLVANIA 5%
- NEW YORK 11%

CONNECTING THE GLOBAL IRISH
IrishCentral has a proven track record in connecting brands with our highly engaged global audience driving quality traffic to your website.

Campaigns are customized per client, delivering a new dimension to your brand’s story.

The IrishCentral digital platform hosts fully-responsive advertising solutions, suited to all screens.
We invite advertisers to effectively and efficiently utilize this community through our precise audience targeting capabilities including:

- Behavioural
- Contextual
- Geographic
- Demographic
- Bespoke Audience Capture

Content Genre Strands
A Consistent Performer

IrishCentral has consistently performed in delivering results and exceeding targets for clients looking to attract the Irish Diaspora.

Proven to drive sales conversions, with **CALL TO ACTION** linked to your desired landing page

IrishCentral connects your brand to the Irish Diaspora - Associated with the lucrative largest Irish American community platform

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<thead>
<tr>
<th><strong>AIRLINE PARTNER</strong></th>
<th><strong>IRISH EMIGRATION MUSEUM</strong></th>
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<tbody>
<tr>
<td>• Ireland to US route - Exceeded CTR target on ROS display ad campaign by 400%</td>
<td>• Exceeded CTR on ROS display ad campaign by 30%</td>
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<td>• Providence - Delivered 3x the targeted traffic to website via news articles and display ads</td>
<td>• Delivered 10x the targeted page views on branded content articles</td>
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<th><strong>IRISH WHISKEY BRAND</strong></th>
<th><strong>COMPETITION PIECE</strong></th>
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<td>• Launched an online campaign to promote their video content and exceeded expected page views and video views by 372% - 70,000 page views and 93,000 video views</td>
<td>• Launched a video and trip for 2 to Ireland sweepstake competition, with partnership from airport, 2 hotels and an international airline.</td>
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**Results**
- 68,000 Entrants
- 107,000 branded article page views
- 670,000 reach on Facebook
- 92,000 plays of the promotional video
- 25,000 clicks through to the airline and airports website
What our clients said...

“IrishCentral properly owns St Patrick’s Day” – ADWEEK

“Video marketing – the most essential tool... Amplifying video through media with IrishCentral was absolutely mission critical to our success”
Colleen Kennedy, Former Board President, Milwaukee Irish Fest

“Guinness has found IrishCentral to be absolutely invaluable... Their reach is amazing right across the US....”
Ruairi Twomey, former VP of Marketing Diageo Guinness

“Magners Irish Cider wants to grow awareness of our heritage and authenticity and establish our place amongst other Irish Brands here in the US. IrishCentral has been the perfect partner in helping us to accomplish our goals, and worked with us on developing creative ways to engage the consumers we need to reach.”
Megan Skinner, Brand Manager Vermont Cider Company

“IrishCentral really understood what we had to offer and helped us to find the best ways of sharing it beyond our usual audiences, leveraging their large and committed audience.”
Susan Black, Chief Commercial Officer CIE TOURS International
Get in touch

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