



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**.





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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

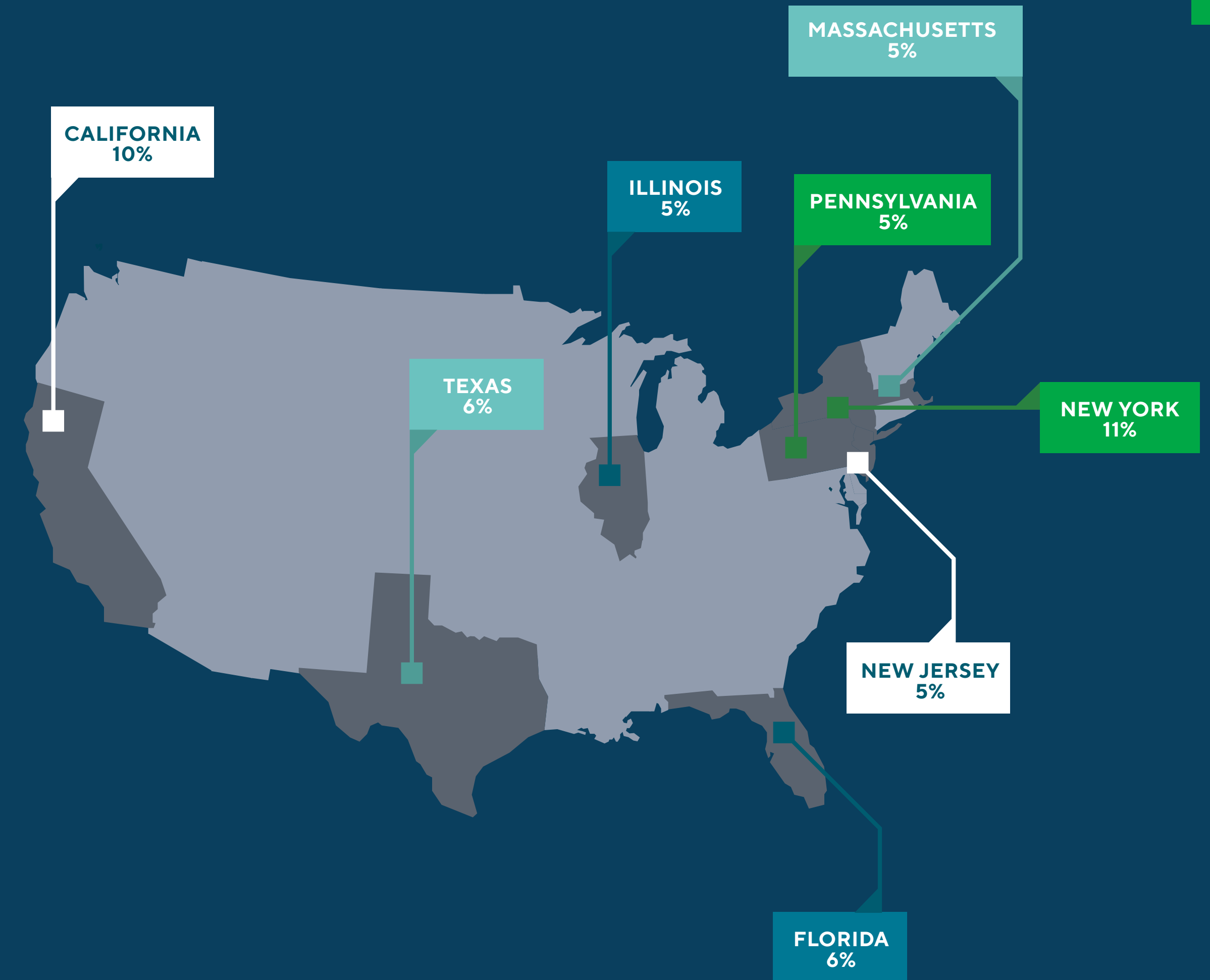
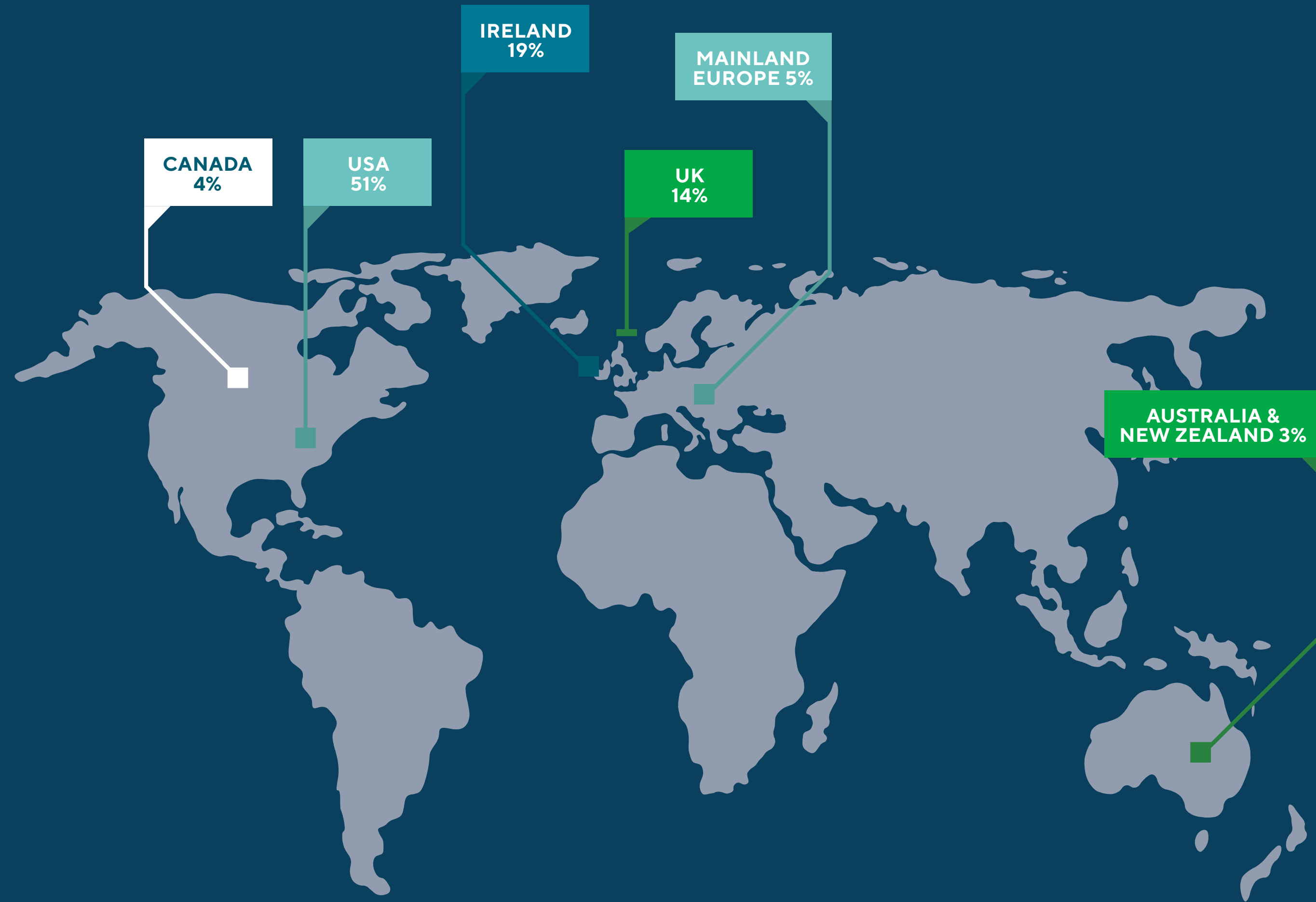
69%	Mobile
26%	Desktop
5%	Tablet

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Audience GEO

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Connecting the brand

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.

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We invite advertisers to
effectively and efficiently utilize
this community through our
precise audience targeting
capabilities including:

Behavioural

Contextual

Geographic

Demographic

Content
Genre
Strands

Bespoke
Audience
Capture





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

AIRLINE PARTNER

- Ireland to US route - Exceeded CTR target on ROS display ad campaign by 400%
- Providence - Delivered 3x the targeted traffic to website via news articles and display ads

IRISH WHISKEY BRAND

- 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 videoviews

IRISH EMIGRATION MUSEUM

- Exceeded CTR on ROS display ad campaign by 30%
- Delivered 10x the targeted page views on branded content articles

COMPETITION PIECE

- Launched a video and trip for 2 to Ireland sweepstake competition, with partnership from airport, 2 hotels and an international airline.

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

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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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