

We are...

IrishCentral.

CONNECTING THE GLOBAL IRISH



What we do...

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.

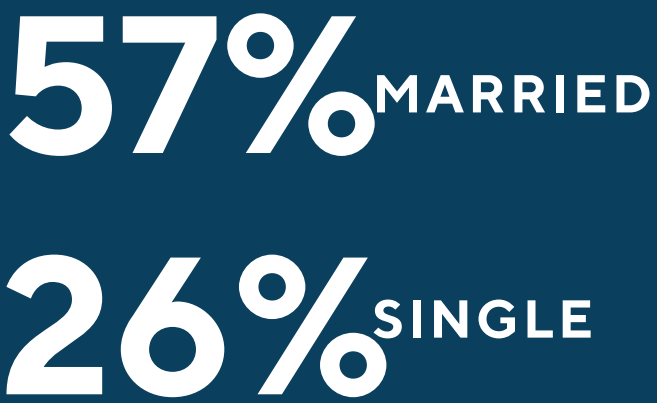
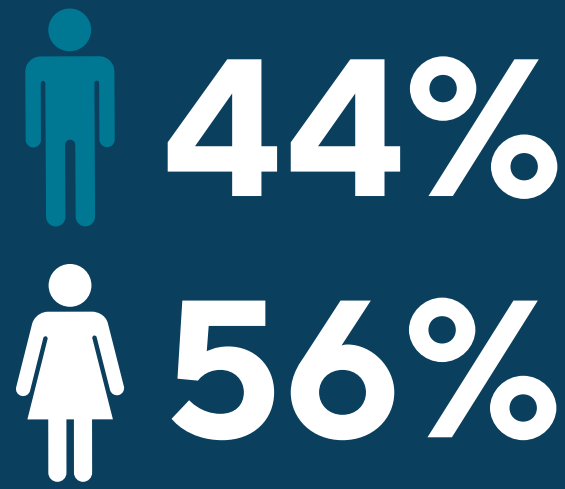
Irish-ness is not something that can be defined by geographical location. It is a connection, a sense of belonging that never goes away. No matter where you are in the world, a connection to the island, the people, and its places is special.

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

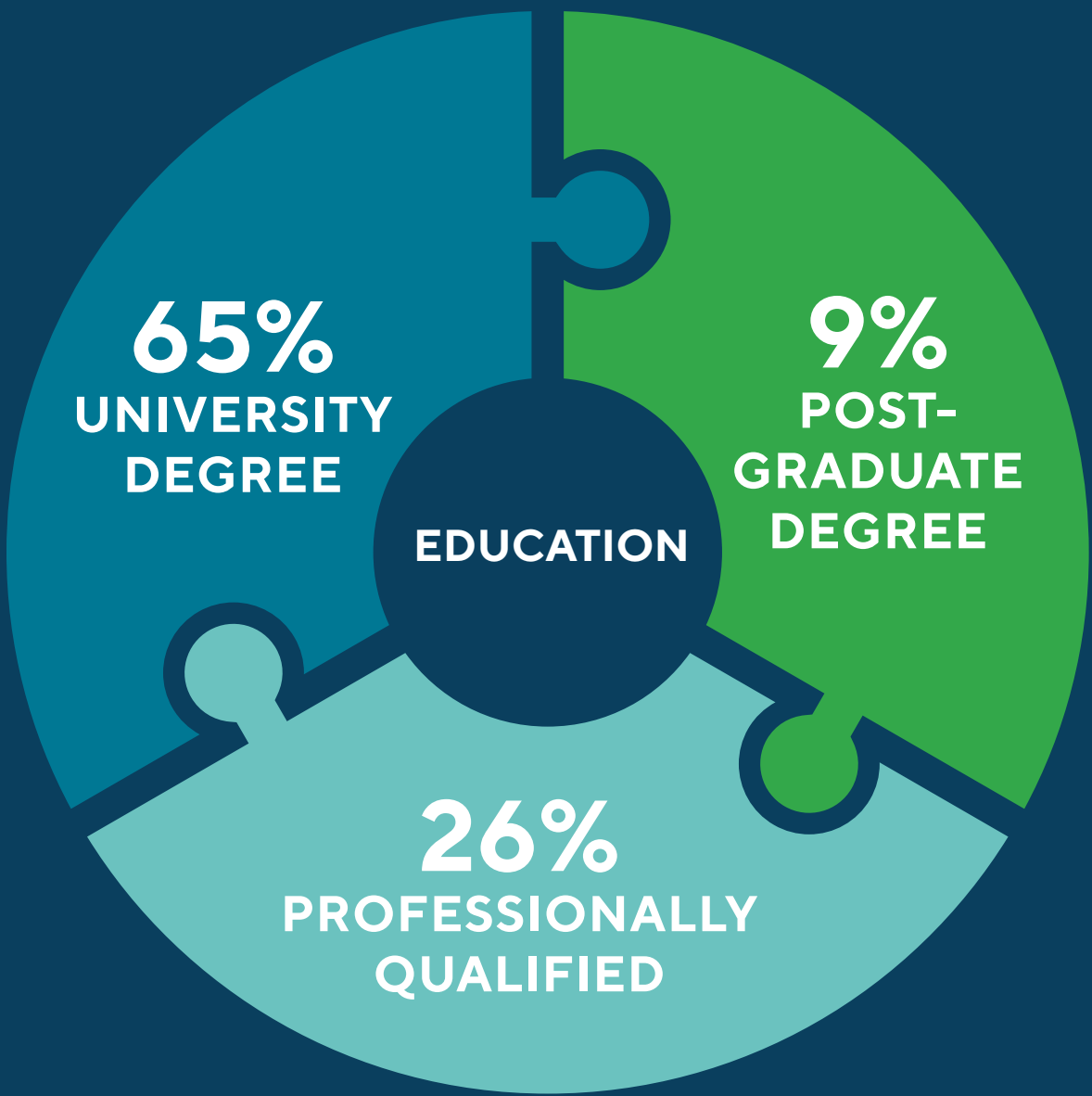
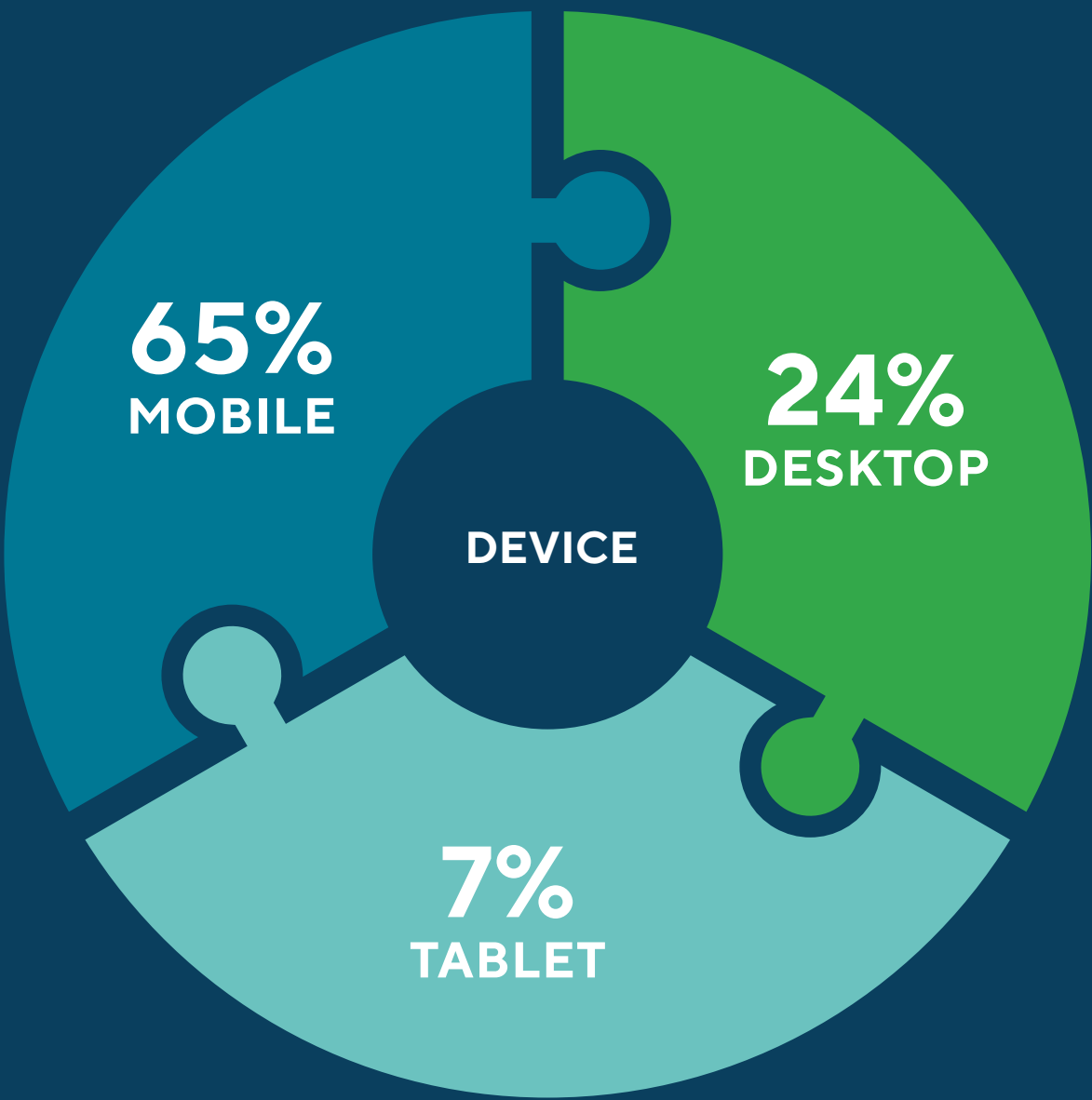
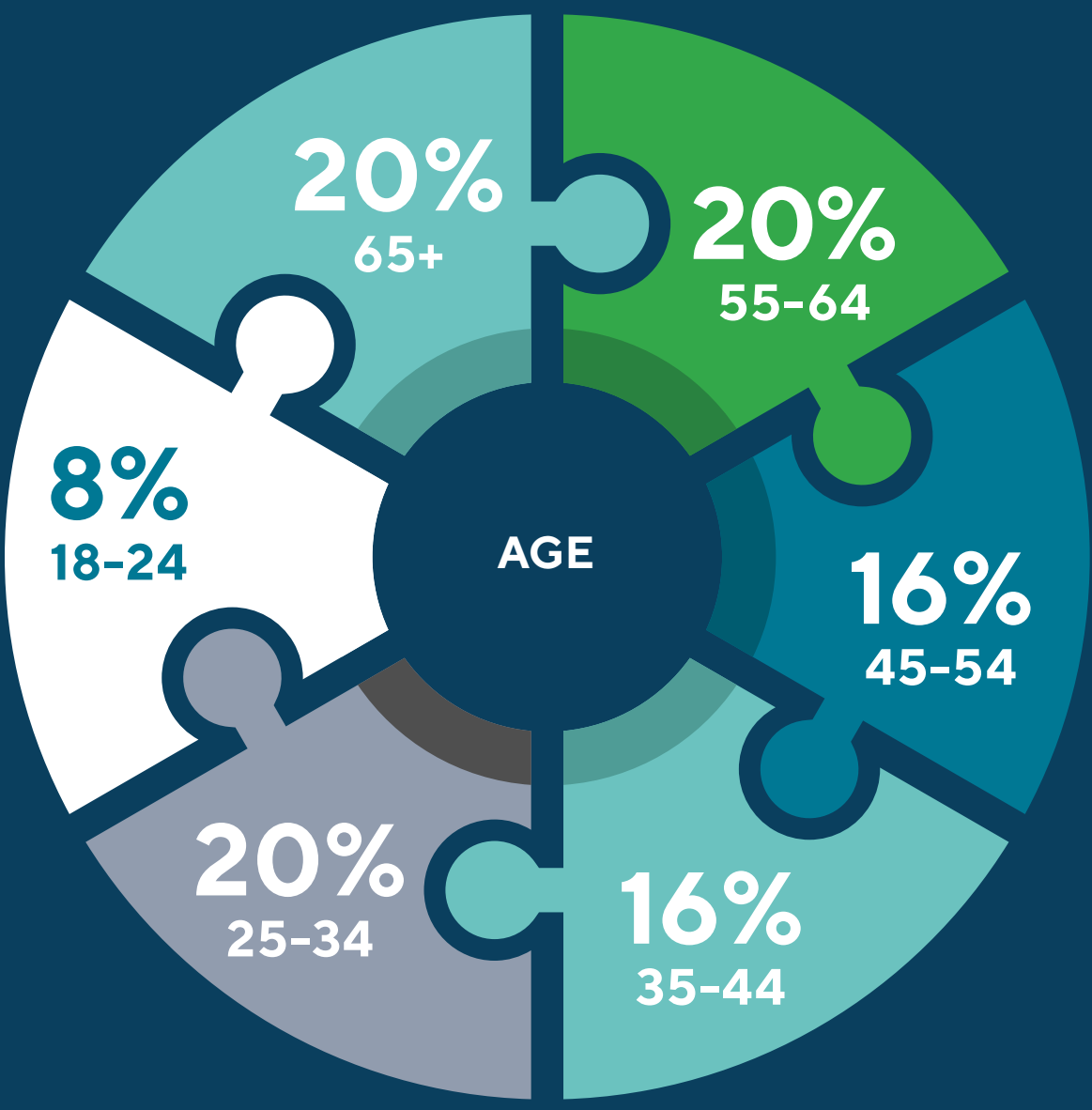
“We bring Ireland to you”



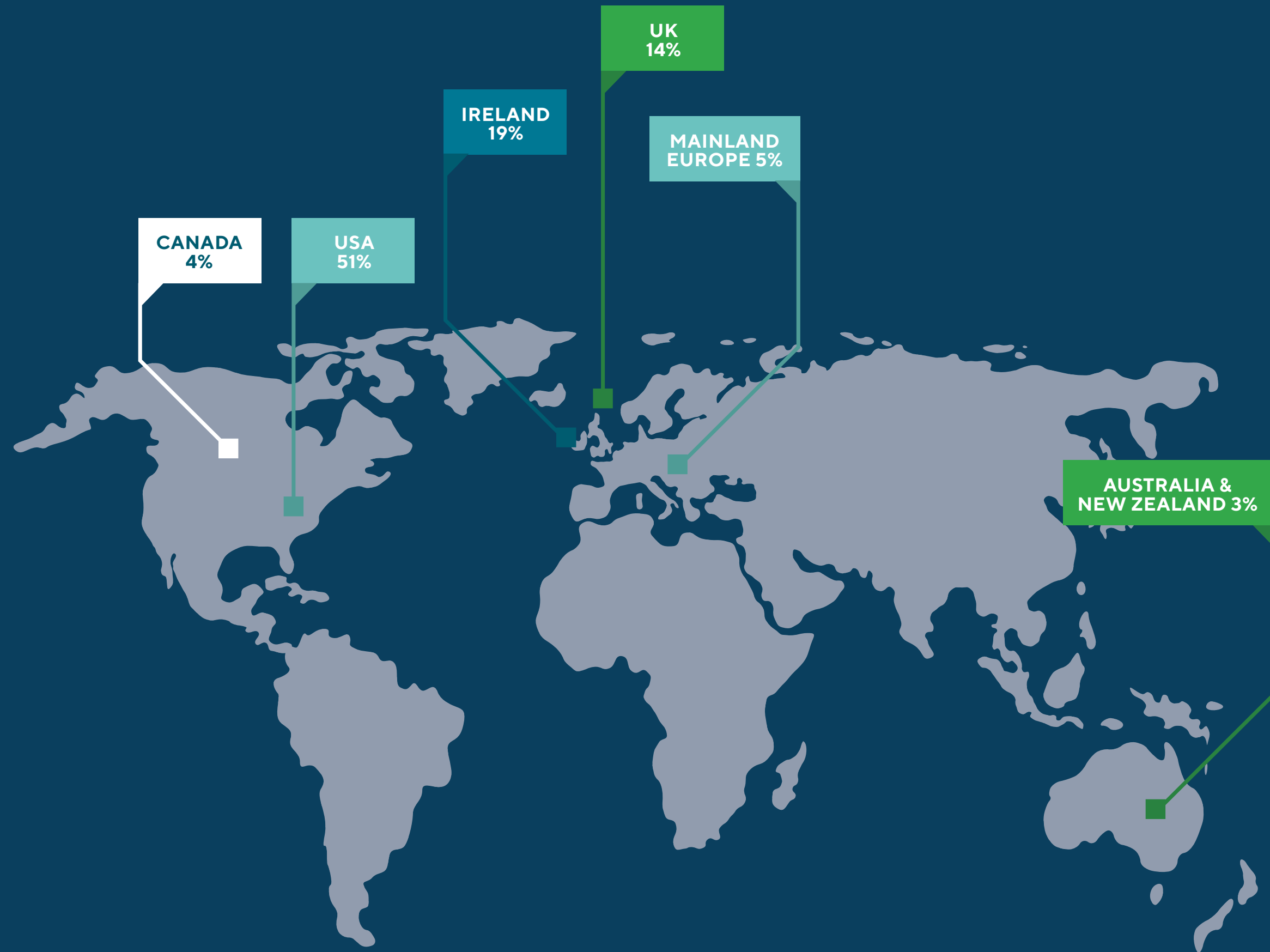
Audience Profile



TOP INTERESTS



Audience GEO



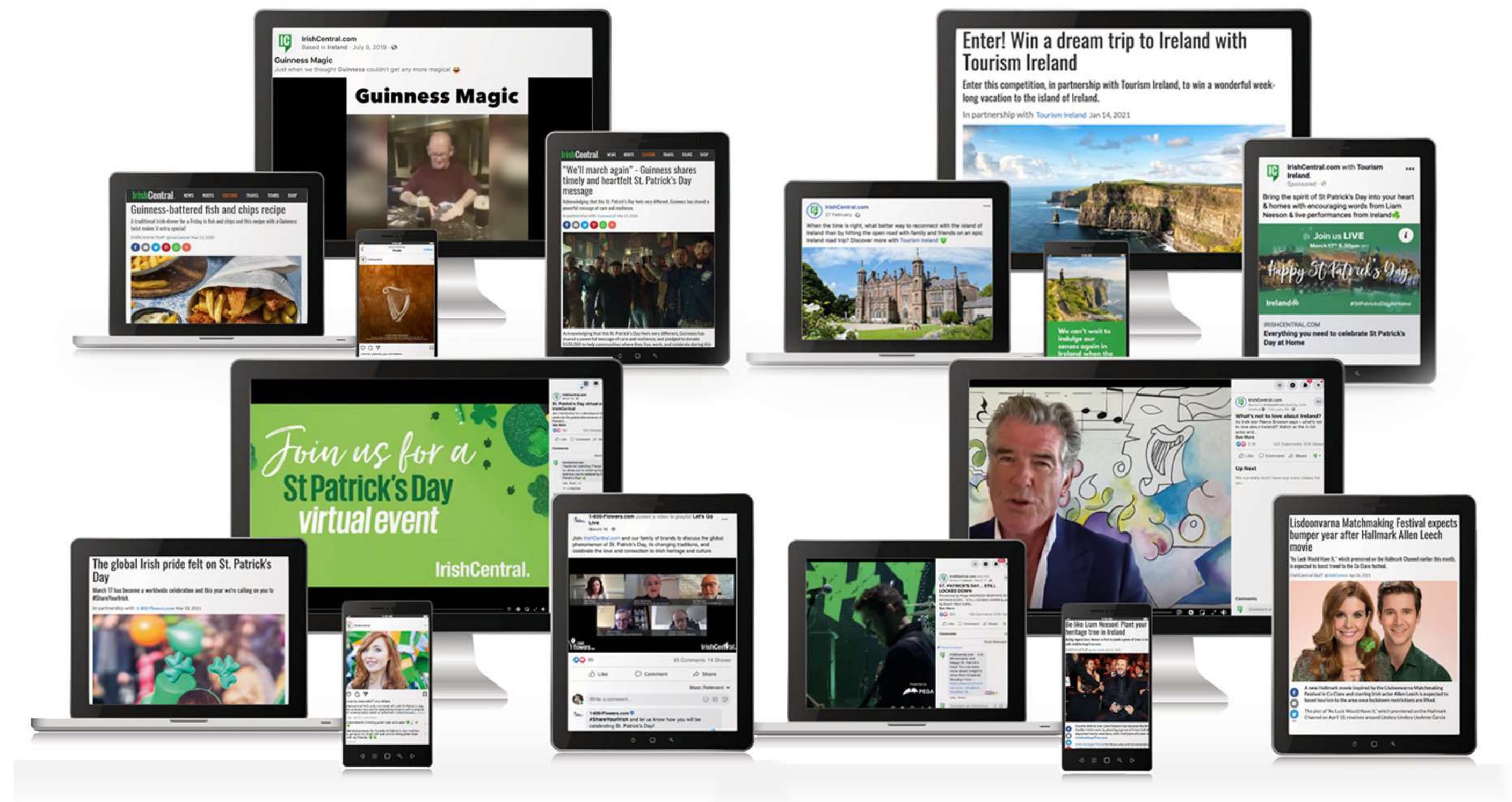
Connecting Your Brand



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.

IrishCentral works on a daily basis to deliver results and exceed our customers expectations across industries including travel, food & drink, politics, finance, property, Irish products & gifts, genealogy, entertainment & events technology, education and more.



Partnership Opportunities



BRANDED CONTENT

- Curate branded content in the style and tone of editorial
- Premium positioning on site
- Video embed option
- Social amplification
- e-Newsletter inclusion
- Geo targeting option

VIDEO

- Branded video content production
- Amplify partner video content
- Embed option

DISPLAY ADVERTISING

- Run of site display ad campaign
- Homepage takeover
- Background takeover
- Sitewide takeover
- Section takeover
- Article takeover
- e-Newsletter display advertising
- Geo-targeting option
- Platform targeting option

EMAIL MARKETING

- Promote content in the IrishCentral daily e-Newsletter to a targeted group of subscribers
- Feature online display advertising
- Dedicated e-Newsletter option

SOCIAL AMPLIFY

- Branded social ad campaigns
- Instagram takeovers
- Banner takeovers across Facebook & Twitter
- Event live streams
- Video promotion
- Giveaways/Competitions

EVENTS

- Bespoke partner reader events
- Headline sponsorship opportunities
- Category sponsorship opportunities

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

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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“We bring Ireland to you”

