



travel²ireland

Part of the ITTN Group

MEDIA PACK

www.Travel2Ireland.ie



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ABOUT US

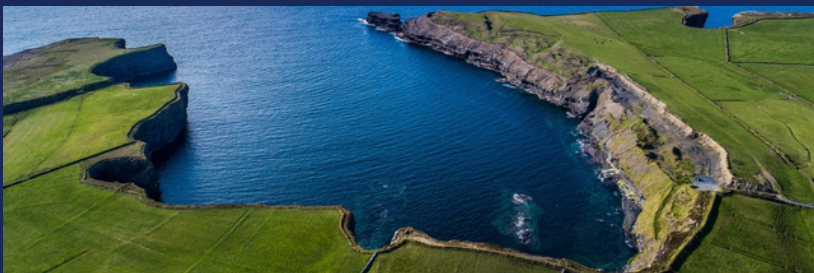
Travel2Ireland is part of the ITTN group which is comprised of numerous travel websites and platforms. Travel2Ireland.ie is focussed on showcasing the best of Ireland's 32 counties to prospective visitors and is a one-stop shop for multiple markets – including USA, Australia and UK, not to mention domestic tourists.

Readers and followers of Travel2Ireland can enjoy articles and features on the best places to stay, where to eat and activities to book, which is perfect for the independent traveller. It also features suggested itineraries for private and guided group tours, from some of Ireland's best tour companies for those who want to gain local knowledge.

Travel2Ireland is edited by award-winning journalist Geoff Percival, and a team of young and enthusiastic journalists and social media experts. Resident videographer and content editor, Shane Cullen, can also help bring your business to life with professional HD videos and interviews.



www.Travel2Ireland.ie



OUR BRANDS



Travel2Ireland

(Inbound & Domestic)

Consumer focused website targeting inbound travellers to the island of Ireland

Fast-growing network of social media platforms for maximum reach and exposure including Facebook, Instagram, TikTok, Twitter and Youtube

Fortnightly newsletter, delivered to over 16k subscribers around the world

Travel Times

(B2C)

Consumer focused website and social channels.

Delivering the best content directly to the Irish consumer with a multitude of holiday offers, blog posts, destination updates, competitions, trends and lots of inspiration!

Contact us for Media Pack

ITTN

(B2B)

www.ITTN.ie is the Irish travel trade's one-stop-shop for all the latest industry news, reviews & interviews!

Daily newsletter delivered to entire Irish travel trade network at 4pm

Ever-growing social media platforms to elevate your brand

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OUR ONLINE REACH

Social Media Reach
Monthly 1 million +



Monthly Reach: 150k+

Newsletter Reach
Monthly 50k+



Followers: 20k
Monthly Reach 250k+

Website Reach
Monthly 8k+



Followers: 14.1k
Monthly Views: 956k+

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TRAVEL2IRELAND

BANNER ADVERTS & SOLUS EDMS

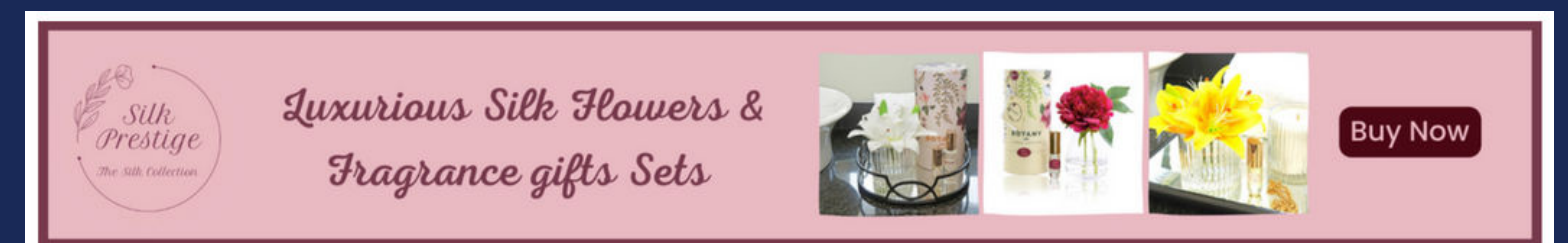
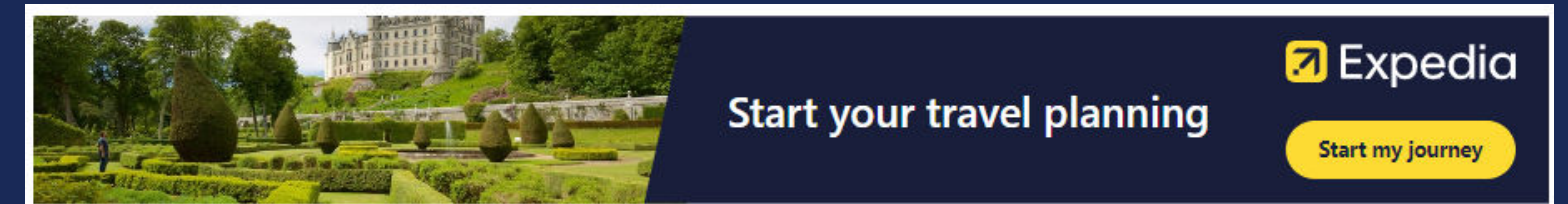
Banner Adverts – www.Travel2Ireland.ie website

- Header Banner - 1190px x 180px €800/mo
- Sidebar Banner - 300px x 250px €500/mo
- Middle Banners – 1190px x 180px €400/mo

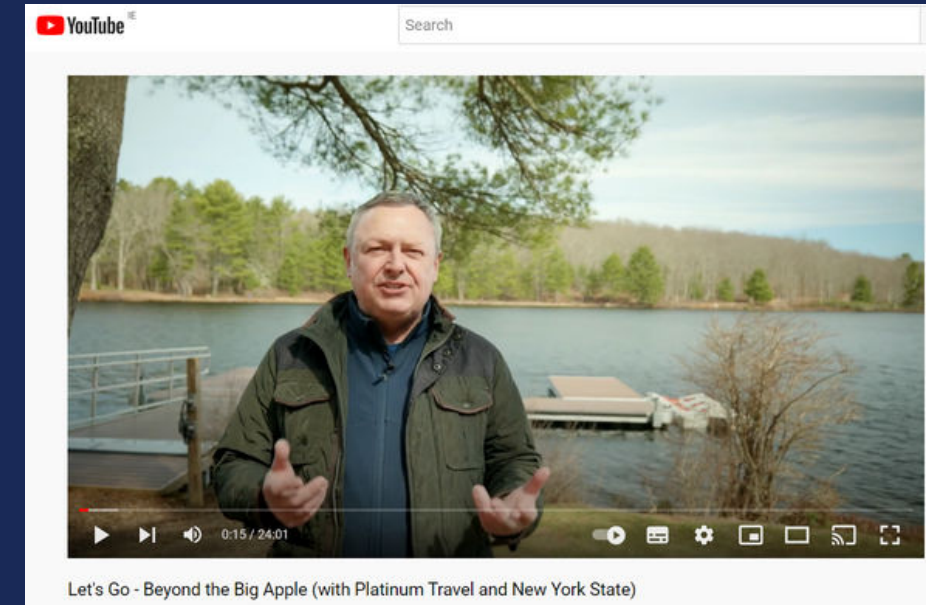
Banner on Fortnightly Newsletter (500px x 90px) €500/mo

Solus eDM

- Sent to 16.6k subscribers (Open rate of 22%) €1,000
 - Subscriber locations include USA, Ireland, UK, Canada, Hong Kong



VIDEO PRODUCTION



Coffee Break Video (5 mins)

€1,000

Short and informative interview-style video, intercut with lots of inspiring footage of your business. A great option to bring your business to life for potential customers.

Includes:

- Professional production of video
- Included on website & shared on socials
- Delivery of HD Video for your own use

Short Film Production (10-15 mins)

1 Day Filming

€1,500

3 Days Filming

€3,000

5 Days Filming

€6,000

Includes:

- Writing, presenting & filming (with interviews if required)
- All pre & post production costs
- Drone filming and 4k filming available (where permitted)
- All editing, voice overs, music & sound editing
- Published across all Travel2Ireland platforms
- Delivery of HD Video for your own use



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