




# The Fáilte Ireland Discover Ireland Special Offers Campaign 2013

## Brochure, Web & Apps - Rate Card

Booking Deadline (if in Spring Campaign): Tuesday, January 22, 2013



### 7 Million and 9 Reasons why you should participate

- Offers will Drive Business in 2013:** During 2013, as discretionary spend tightens a little more, holiday value offers will become even more important. Discover Ireland special value offers are a proven business stimulant.
- Trusted & Responsible:** The Discover Ireland Special Offers Campaign promotes great value holiday experiences... not 'how low can you go' pricing which can impact both the consumer experience & business viability.
- A Special Year for Get-Togethers:** 2013, the year of The Gathering, will be a special year. The 2013 campaign will include the opportunity for you to promote multi-room 'Get-Together Breaks' and 'Value Extras'. 
- 7 Million Opportunities:** The Special Offer Brochures have the widest reach of any tourist publication circulating within Ireland. EACH seasonal edition will reach over 1.4 million consumers. Book the 3 brochure editions and your offers will have over 4 million opportunities to be seen. PLUS, the Discover Ireland website receives over 2.8 million visits per annum and the new Discover Ireland phone app extends our special offers reach even further.
- Powerful Reach:** Each brochure edition will move into RAPID distribution through the Sunday Independent and the Irish Times. They will also be PRIORITY brochures in all Tourist Information Offices and will be used at major consumer shows e.g. the Dublin Horse Show, Bloom and many other events.
- Best Value:** Based on cost-per-thousand reached, there is no greater value. And, the more editions you book, the less it costs relative to audience reached. Booking and pre-paying for 3 editions at the same time costs €235 LESS than if you book one at a time during the year. PLUS your offers feature FREE on the DiscoverIreland.ie website and the phone apps for the season booked. You also have the option of opting for the 'web/app' only combination.
- Offers that work for YOU:** Because the brochures are seasonal, you can price and submit offers appropriate to the general prevailing business environment - offers that you believe will work both for you and the consumer.
- Seasonal Themes:** Each brochure edition will have a novel dimension to it, and be themed appropriate to the season. For example, the Spring Edition will allow you (optionally) to add in an 'extra value extra' treat into your offer and/or a multi-room 'Get Together' Discount during the year of 'The Gathering 2013'.
- Backed by Major Campaigns:** Each season is backed by a major Discover Ireland promotional campaign including National advertising and PR.

### 2013 Discover Ireland Brochure - Rate Card (Spring, Summer and Autumn/Winter brochures)

Number of Seasonal Brochures	* Rate	VAT@23%	Total
Any 1 Edition (1.4 million readers) plus Free web + Free app	€95	€90.85	€185.85
Any 2 Editions (2.8 million readers) plus Free web + Free app	€95	€159.85	€254.85
All 3 Editions (4.2 million readers) plus Free web + Free app	€95	€218.50	€313.50

**Best Value:** Participate in any brochure and up to 4 special offers can be included FREE on the DiscoverIreland.ie website and the iPhone/Android app

\*30% small business discount applies to B&B's, self-catering and caravan & camping providers

### 2013 Discover Ireland Web/App - Rate Card (Spring, Summer, Autumn, Festive/New Year)

Seasons	* Rate	VAT@23%	Total
Rate Per Season (4 seasons in year)	€110 per season	€25.30	€135.30

**Note:** Participate in any seasonal brochure and you can feature up to 4 special offers on the DiscoverIreland.ie website and the iPhone/Android app for FREE

\*30% small business discount applies to B&B's, self-catering and caravan & camping providers

**BEST VALUE TIP:** If your budget permits, the best deal is to participate in multiple brochure editions (with your offers then FREE on both web and phone apps). For instance, booking and pre-paying for space in all three seasonal brochures (Spring, Summer and Autumn) **COSTS €235 LESS** than if you book and pay for 3 editions at different times during the year. It also saves on admin work too. **PLUS** when you book the brochures you get to feature up to 4 offers FREE on DiscoverIreland.ie and on the new Discover Ireland phones apps for the brochure seasons booked. **PLUS** you will be able to submit 'Occasion Breaks' to the website FREE for Valentines, Easter, Halloween and more.

**RESEARCH FACTS:** The seasonal guides are in their fifth year. Consumers are 'tuned in' to them and know they contain seasonal offers and holiday information. Independent research undertaken in 2012 shows that more than 1 in 4 adults are aware of the brochures (almost 1 in 3 if aged 55+); 43% of those aware of them use and retain them for later reference. 76% of these said that it made them more likely to take a holiday break around Ireland.



**Book NOW at [www.DiscoverIrelandOffers.com](http://www.DiscoverIrelandOffers.com)**



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## Brochure, Web & Apps

**Booking Deadline (if in Spring Campaign): Tuesday, January 22, 2013**

Spring Brochure + Summer Brochure + Autumn/Winter Brochure + DiscoverIreland.ie Offers Website (Spring | Summer | Autumn. Festive is Pay.) + New Discover Ireland Phone Apps

**↑ The Value Bundle: Provides over 7 Million Opportunities for your offers to be seen within the Domestic Market — the market which delivers the dominant share of guest nights, year-round, to most tourism businesses. Rate Card Overleaf.**

## Seasonal Campaigns 2013

Below is a summary of each seasonal campaign

<p><b>Spring</b> Campaign covers early March to end of June 2013</p>	<p><b>Brochure   Web   App:</b> Close to 1 in every 3 short breaks are taken during Spring and 1 in 5 longer-stay breaks. St. Patrick's Day, Easter (schools holidays), Mother's Day and Father's Day all occur during the lifetime of the Spring Breaks brochure. This campaign is suited to all tourism accommodation providers! The focus will be on general value leisure breaks with an option to provide 'Treats' and 'Get Together' Multi-Room Deals (during the year of 'The Gathering').</p>
<p><b>Summer</b> Campaign covers July/August 2013 - with an option for you to provide June &amp; September Offers too</p>	<p><b>Brochure   Web   App:</b> Peak domestic season and schools are off. Most family breaks and 68% of longer-stay breaks are taken during this campaign period. Plus 30% of short breaks are taken during this time. Suited to all tourism accommodation providers, and particularly suited to self-catering and activity providers. Note, that this edition moves into distribution early (during late May) to allow consumers to pre-plan and pre-book. So you can also quote June and/or September rates if you wish. The focus will be on family breaks with an option to provide 'Family Specials' and 'Get Together' Multi-Room Deals (during the year of 'The Gathering').</p>
<p><b>Autumn/Winter</b> <b>Brochure:</b> October 2013 though to February 2014 <b>Web/app:</b> September to November 2013</p>	<p><b>Brochure   Web   App:</b> The <b>brochure</b> covers an extended period and a time which is hugely popular for short breaks (circa 40% of short breaks are taken during this time). A great time to chill out and perfect for couples. The brochure covers the October Holiday, Halloween, Christmas, New Years through to Valentine's Day. Suited to all tourism accommodation providers, particularly those providing luxury, comfort, pampering and Spa packages. It will include an option to offer 'Treats' and 'Get Together' Multi-Room Deals (during the year of 'The Gathering'). <b>Note:</b> The website/app will cover Autumn only (incl. September). Winter is covered by Festive/New Year.</p>
<p><b>Festive/New Year</b> November 2013 to February 2014</p>	<p><b>Web   App ONLY:</b> The Festive/New Year Campaign promotional opportunity is via web/app only. This will also be an opportunity to promote Festive and New Year Breaks and more... all the way through to Romantic Breaks for February. Suited to all tourism accommodation providers!. It will include an opportunity to promote 'Gift Vouchers' and 'Get Together' Multi-Room Deals (as the year of The Gathering 2013 closes out).</p>

**BOOK NOW!**

You can **Book NOW** via [www.DiscoverIrelandOffers.com](http://www.DiscoverIrelandOffers.com). For queries email [John@DiscoverIrelandOffers.com](mailto:John@DiscoverIrelandOffers.com) or Tel 065 689 3843 or 087 120 8588.