

MUSIC

I R E L A N D

Ireland now has its own music magazine.

MUSIC IRELAND was launched in Belfast on 5 December by Vernon Handley, Artistic Director and Principal Conductor of the Ulster Orchestra. It appears ten times yearly - monthly except for August and January - and contains up-to-date information on concerts, and a full What's On guide to musical events throughout the 32 counties.

With all the stories from the world of music, information about festivals and major events, developments concerning music in education, coverage of jazz and traditional music and much more, **MUSIC IRELAND** keeps track of our international artists and monitors the amazing blossoming of young talent in Ireland.

Each month its content ranges from interviews, personality profiles and features, to reviews of concerts, books and records. And there are also regular reports on developments in hi-fi and audio. The next issue, published at the end of March, will include a major feature to celebrate the Ulster Orchestra's first European Tour, which takes place from 20-26 April.

MUSIC IRELAND, the essential and complete magazine for music lovers in Ireland, costs 95p for a single copy and is available on post-free annual subscription at £9.50.

Amadeus Publications Ltd.

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Music Ireland - the background.

MUSIC IRELAND offers music and concert advertisers direct access to their most relevant and receptive audience. 3,500 copies of the launch issue were circulated free of charge to a carefully researched potential subscriber list, chosen from the mailing lists of the Ulster Orchestra, Opera Northern Ireland, Belfast Musical Society, the Wexford Opera Festival, the RTE Symphony Orchestra, the Festival in Great Irish Houses, the National Concert Hall, the New Irish Chamber Orchestra, and all previous *Soundpost* subscribers.

Amadeus Publications Ltd, publisher of **MUSIC IRELAND**, is a new company formed to provide the commercial input essential to the success of the magazine. Carefully targeted free mailings of each issue of **MUSIC IRELAND** form the basis of a vigorous campaign to promote subscriptions and ensure that the magazine will be seen by the largest possible number of opera and concert goers, and music lovers in general. **MUSIC IRELAND** is also distributed in Northern Ireland through Wholesale Newspaper Services, and in the Republic through Easons and News Brothers.

Advertising Potential

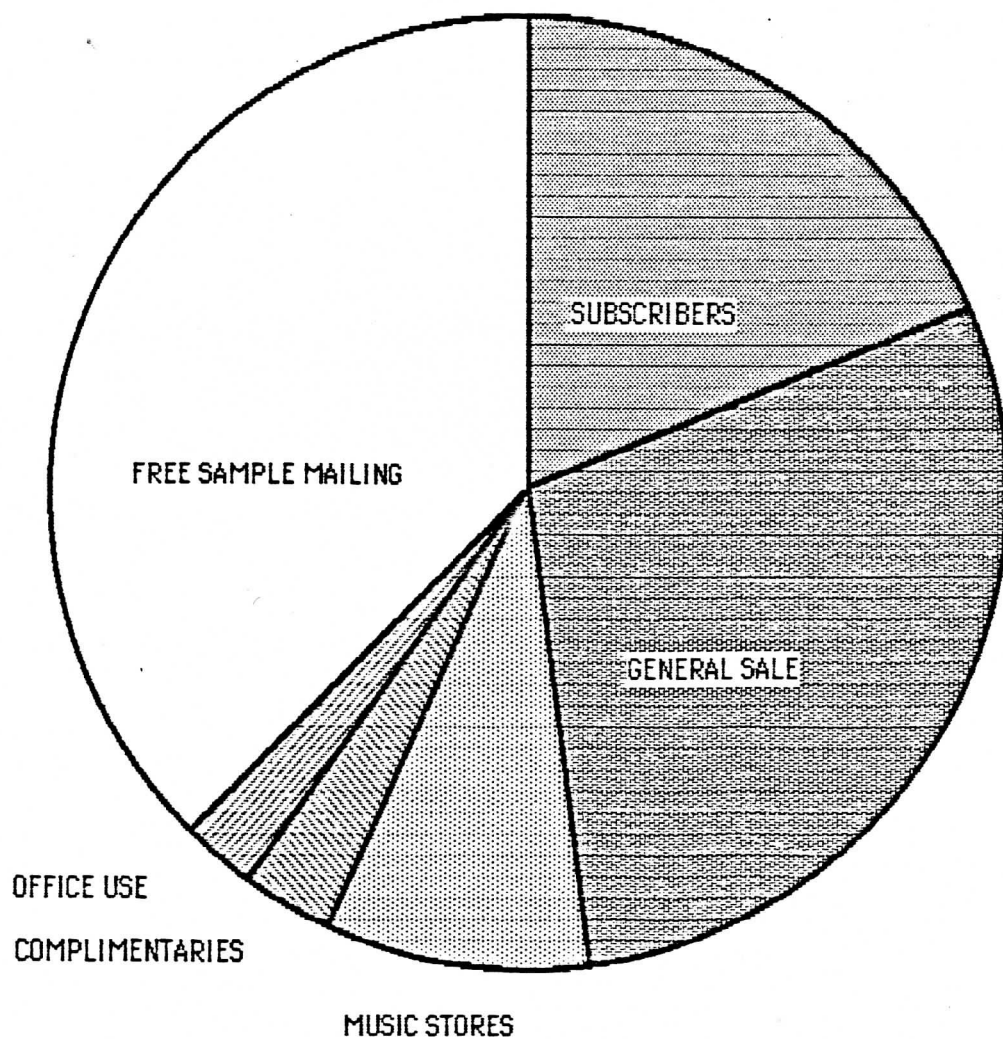
Specialist advertising for musical events in the national press necessarily involves a high degree of 'wasted readership'. **MUSIC IRELAND's** well-defined circulation avoids this costly waste and delivers a direct route to concert and opera audiences, lovers of the fine arts, professional and amateur musicians, and music lovers in general. Most of these discerning readers have a high level of disposable income, using upmarket hi-fi equipment and purchasing records and tapes on a regular basis.

In short, **MUSIC IRELAND**, the essential and complete magazine for music lovers, is undoubtedly the single most effective advertising platform to reach this discerning audience. No other Irish magazine offers advertisers this direct access. With its circulation of 3,000 copies per issue it represents excellent advertising value, which you won't want to miss.

Designed by one of Ireland's top graphic artists, **MUSIC IRELAND** will also be a sophisticated medium in which to publicise commercial arts sponsorship. The magazine is grant aided by The Arts Council of Northern Ireland and The Arts Council (an Chomhairle Ealaíon).

For all the details, contact Advertising Manager Clare Craven on 0001-689658 (paging number 0001-967011, unit 909), or Marketing Director Frank Quinn at 0001-901228.

MUSIC IRELAND Circulation Breakdown



Advertising Rates

| | <u>B & W</u> | <u>Colour</u> |
|--------------|------------------|---------------|
| | IRE | IRE |
| Full page | 350 | 450 |
| Half Page | 195 | 250 |
| Third Page | 150 | 195 |
| Quarter Page | 110 | |
| Sixth Page | 80 | |
| Eighth Page | 60 | |

Special Positions:

| | |
|----------------------------|-----|
| Outside Back Cover: | 550 |
| Inside Front & Back Covers | 500 |

Inserts: By arrangement

Print run: 3,000

Technical data: Trimmed size: 297mm deep x 210mm wide/Type area:
285mm deep x 195mm wide/Film: litho positives, right reading emulsion
side down/Screens: Colour: 133, Black & White: 100.

MUSIC IRELAND is published by
Amadeus Publications Ltd.
Techna House
82 Terenure Road East
Dublin 6
Telephone 0001-901228.

MUSIC IRELAND - the people

Michael Dervan, Editor

One of Ireland's leading music critics, Michael Dervan reports on Irish musical life for a number of international publications. In Ireland his reviews have appeared in *The Irish Times*, and *The Sunday Tribune*. He contributes a regular column to *In Dublin* magazine and has broadcast for the BBC and for RTE.

David Byers, Northern Editor

The Belfast-born composer David Byers is currently Senior Music Producer with the BBC in his native city. His works have been widely performed in Europe and America. As well as writing and broadcasting regularly on music, he has edited numerous 18th- and 19th-century works for performance.

Clare Craven, Advertising Manager

Clare Craven has worked in publishing for a number of years. Her experience ranges from managing the typesetting firm Gifford & Craven to advertising management for a number of arts-oriented publications.

Frank Quinn, Marketing Director

Frank Quinn's publishing experience includes senior management positions with *The Sunday Tribune* and *Success* magazine. He is currently publisher of *ComputerScope*, a controlled-circulation computer magazine.