

# MUSIC

I R E L A N D

**LAUNCH ISSUE**  
**NOVEMBER 28**

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# I R E L A N D

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In short, *Music Ireland* will be the essential and complete magazine for music lovers in Ireland. To be sure of your copy of the first issue, and regular copies thereafter, why not avail of the special pre-publication subscription offer below.

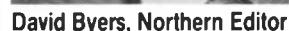
**Michael Dervan,  
Editor**

■ Music Ireland is grant aided by  
The Arts Council and The Arts Council of Northern Ireland

**David Byers, (**  
**Northern Editor**



One of Ireland's leading music critics, Michael Dervan writes a trenchant weekly column for *The Sunday Tribune* and contributes regularly to *In Dublin* magazine. He has broadcast for RTE and the BBC and reports on Irish musical life for a number of international publications. He also edited *Soundpost* from 1981 to 1984.



The Belfast-born composer David Byers is currently Senior Music Producer with the BBC in Belfast. 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. David Byers was Northern Editor of *Soundpost*.

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## I R E L A N D

### **Excellent reaction to Ireland's new music magazine!**

Please accept, with our compliments, a copy of the first issue of Music IRELAND, the comprehensive new magazine dealing with all aspects of classical, jazz and folk music in Ireland, with regular coverage of developments in hi-fi and audio.

MUSIC IRELAND will appear ten times yearly - monthly except for August and January - and will contain a comprehensive concert diary, with a full What's On guide to musical events throughout the 32 counties. The first issue has been mailed free to a total of 3,000 potential subscribers, using lists compiled from the National Concert Hall, RTE, the New Irish Chamber Orchestra, musical societies throughout the country, and more. Music Ireland is also on sale in music shops and selected newsagents countrywide.

As a result of this highly successful trial mailing of the launch issue, our subscriber base already totals over 500. We intend to repeat this 'sampling' exercise each month in a continuing drive to maximise coverage of the magazine among its target audience.

In short, MUSIC IRELAND is the essential and complete magazine for music lovers in Ireland, and the only effective advertising medium reaching this discerning readership.

We have included your name on our complimentary circulation list. In the meantime please do not hesitate to call Advertising Manager Clare Craven or myself at any time on 901228 - rates are attached.

Yours sincerely,



**Frank Quinn**  
**Marketing Director.**