

Independent.ie is Ireland's leading news publishing site with over 4.4 million Irish Users monthly\*. Our content is anchored in Ireland's pivotal cultural moments and movements, making it the go-to destination for Irish people to get to the heart of what's happening in society. From breaking news, to innovative products across audio and social, Independent.ie engages a relevant pool of readers with your brand story.

\*(Source: Google Oct 2018)



## Verticals

News  
Business  
Sport

Life  
Style  
Entertainment

Travel  
Farm Ireland  
The Vow

Podcasts  
Opinion  
Videos

## Advertising Solutions



Programmatic



Display  
Formats



Multi Screen  
Takeovers



Bespoke  
Display Design



Sponsored  
Content



Sponsorship  
Opportunities



Native  
Advertising



Video  
Creation



VOD  
Advertising



Competitions



Social  
Campaigns



Polls



DMP Audience  
Targeting



Podcast  
Campaigns



Audience  
Research

## Audience



(Source: Google Oct 2018)

### Audience by Vertical - Web

(Source: Google Oct 2018)



### Audience by Vertical - App

(Source: Google Oct 2018)



Looking for specific audience figures? Email us at [advertise@inmsales.ie](mailto:advertise@inmsales.ie)

