

THE IRISH TIMES

PRINT RATECARD 2026

ROP - Main Paper

Colour – SCC	€103
Mono – SCC	€85
Full Page - Colour	€40,150
Full Page - Mono	€32,780
Half Page - Colour	€20,515
Half Page - Mono	€16,720
Front Page Solus (21cm x 3 Col or 8cm x 8 Col)	€9,235
Back Page Solus - Colour (10 x 8 Col or 20 x 4 Col)	€10,395
Back Page Solus - Mono (10 x 8 Col or 20 x 4 Col)	€8,360
Back Page Solus - Colour (25cm x 4 Col)	€12,925
Back Page Solus - Mono (25cm x 4 Col)	€10,588

Recruitment

Colour – SCC	€113
Mono – SCC	€97
Full Page - Colour	€43,700
Full Page - Mono	€37,950
Half Page - Colour	€22,425
Half Page - Mono	€19,205
Quarter Page (27cm x 4 Col) Colour	€11,443
Quarter Page (27cm x 4 Col) Mono	€9,890
Semi-Display	€70
Lineage	€12

Business

Colour – SCC	€107
Mono – SCC	€91
Full Page - Colour	€41,580
Full Page - Mono	€35,200
Half Page - Colour	€21,230
Half Page - Mono	€18,150

Property

Colour – SCC	€87.40
Mono – SCC	€69.80
Full Page - Colour	€34,000
Full Page - Mono	€27,190
Half Page - Colour	€17,370
Half Page - Mono	€13,910
Lineage	€9.90
Planning Applications	€15.45
Regional Display	€53
Regional Lineage	€6.95
Fine Arts & Antiques Display	€66.90

Saturday Magazine

Full Page	€10,000
Half Page	€6,500
Outside Back	€12,750
First Right Hand	€11,000
DPS	€19,500
Qtr Page	€4,025
Eight Page	€2,570

Magazine - A4 Size

Full Page	€10,000
Half Page	€6,500

Inserts

Full Nationwide run	€84 cpt
Leinster run	€90 cpt
Dublin only run	€99 cpt

Insert Delivery Address

The Irish Times Print Facility CityWest Business Campus
4080 Kingswood Road Dublin 24

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Personal Column

Semi-Solus - Colour (21x2)	€5,530
Semi-Solus - Mono (21x2)	€4,620
Title Corners - Colour (5x2)	€1,153
Title Corners - Mono (5x2)	€989
Back Page - Text	€87
Back Page - Text with Logo	€103
Lineage (minimum 2 lines)	€32
TV Strip - Colour (5x8)	€4,037
TV Strip - Mono (5x8)	€3,542
Bulletin Page - Colour (2x6)	€1,213
Bulletin Page - Mono (2x6)	€1,063
Markets Page - Colour (6x2)	€1,294
Markets Page - Mono (6x2)	€1,149
Deaths - per line	€12
Acknowledgements - Lineage	€14

Notices

Colour - SCC	€96.14
Mono - SCC	€76.78
Legal - Mono	€84.32

Classified

Colour - SCC	€96.14
Mono - SCC	€76.78
Full Page - Colour	€37,400
Full Page - Mono	€29,909
Half Page - Colour	€19,107
Half Page - Mono	€15,301
Social & Personal	€17.16
Lineage (Trade)	€10.89
Lineage (Private)	€7.65

PRINT ADVERTISING FORMATS

Full Page



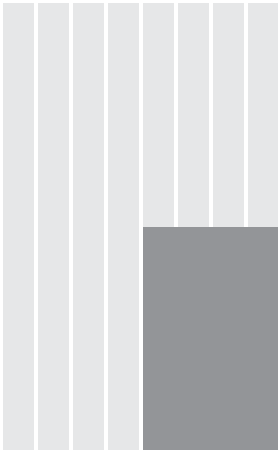
H540mm x W341mm

Half Page



H270mm x W341mm

Quarter Page



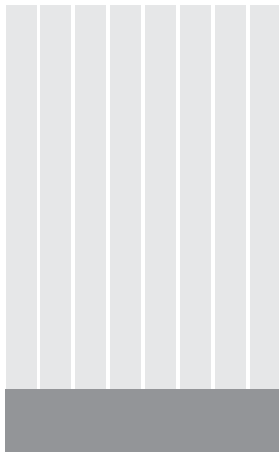
H270mm x W169mm

Solus Front



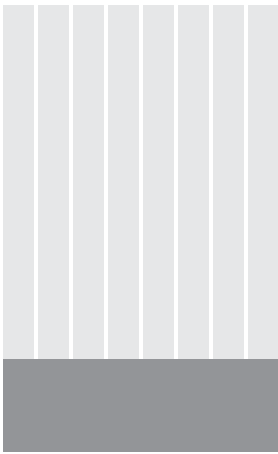
H210mm x W126mm

Solus Front



H80mm x W341mm

Solus Back



H100mm x W341mm

Solus Back



H200mm x W169mm

DIGITAL RATECARD 2026

Format	Rate
Blended Rate – Multi Formats	€ 25.00
MPU	€ 24.00
Billboard	€ 21.50
Leaderboard	€ 19.00
Halfpage	€ 29.00
Outstream Video	€ 29.00
InStream Video (Skippable)	€ 29.00

Takeovers (Homepage & Section)	Rate
Homepage Takeover (24 hours)	€ 5,000
Section Takeovers	POA

Please note: Rates above cover media only. Additional charges apply for advanced measurement or enhanced creative requiring third-party services. Our Media Solutions team can provide quotations upon request.

AUDIENCE SOLUTIONS RATES

Supercharge your display campaigns with trusted first party audience insights that deliver precision and performance. From **Business Decision Makers** to **Luxury Lovers** and **Family & Parenting Cohorts**, we'll connect your brand with the audiences that matter most to you.

Our **Key Audiences** include an **8% CPM surcharge**, while select premium, **high value segments** carry a **25% surcharge**. Ready to make your campaigns land with real impact? Contact our team today.

SPONSORED CONTENT

Sponsored Content	Fixed Cost
Premium Article	€7,500
Ad Feature, content supplied by client	€2,500



Rate Card effective from January 1st, 2026

All Rates Exclusive of 23% VAT.

Here is a [link](#) to our production information.

The Irish Times supports the Coalition for [Better Ads](#), whose aim is to improve consumers' experience with online advertising. Here is a [link](#) to our Digital Booking Terms & Conditions.

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