

ANGLOCELTIC

ENGLAND • IRELAND • SCOTLAND • WALES • CELTIC NATIONS • ENGLAND • IRELAND • SCOTLAND • WALES • CELTIC NATIONS

MEDIA PACK

Australia's only British and Irish publication
And it's FREE!



QUALITY MONTHLY ONLINE MAGAZINE
AFFORDABLE ADVERTISING RATES
SUPPORTS LOCAL EVENTS
COMPREHENSIVE GIG GUIDE
POPULAR SOCIAL MEDIA CHANNELS
INDEPENDENT AND MADE IN AUSTRALIA
IRISH EDITOR WITH 20 YEARS' MEDIA EXPERIENCE

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Content

What can you expect to find in each edition?



Positive stories from the British and Celtic communities and celebrity interviews.

Festivals and lots of them, including Irish festivals, Highland Gatherings, Celtic festivals, folk festivals and medieval fairs.

Gigs & Reels - a comprehensive three-page national gig guide listing artists on tour, festivals and gigs. This is an interactive section linking back to stories on our website.

Monthly event guides published separately for each state.

Top-notch design. And, most importantly, a sense of humour!



Festivals

SCOTS IN THE BUSH
Seals and Celtic festival with pipe bands, live music, dancers, stalls.
16-20 AUG
Hunter Valley, VIC

CRAIK FEST '23
Festival of Irish music of the Galena Hotel, Seals, Murphy's Pigs, Master Buds, Tarron Steamers.
Brisbane QLD
2 SEP

IRISH AND CELTIC MUSIC FESTIVAL
Irish and Celtic music, poetry, dance, Celtic markets.
Yass NSW
16-17 SEP

BOHY MOUNTAIN FOLK FESTIVAL
The Irish Festival in the bush with music, poetry, pipe bands.
Upper Wharfedale QLD
15-17 SEP

CELTIC FEST WARWICK
Dancing, pipe bands, traditional games, food and fun.
Warwick QLD
30 SEP - 1 OCT

GIGS & REELS

Events and entertainment around Australia in August - by www.angloandceltic.com

AUGUST 2023

English & Welsh artists/events/venues Scottish artists/events/venues Irish artists/events/venues Other events

10 AUG Brisbane QLD
11 AUG Sydney NSW
12 AUG Melbourne VIC
13 AUG Perth WA
17 AUG Adelaide SA
18 AUG Perth WA
19 AUG Perth WA

19 AUG Brisbane QLD
20 AUG Sydney NSW
21 AUG Melbourne VIC
22 AUG Perth WA
23 AUG Adelaide SA
24 AUG Sydney NSW
25 AUG Melbourne VIC

About the editor

Brisbane-based Mary Allen comes from Cork in Ireland, where she worked for a decade as senior sub-editor for the Irish Examiner. She has also worked for other national titles, including the Irish Echo. Mary has lived in England and Scotland and travelled extensively throughout the UK, so she understands her audience.

Mary is an editor, journalist and graphic designer, with more than 20 years' experience working in media. Mary is well-known in the Australian Irish community. She set up Irish Queensland magazine in 2012 and it continues to be a success online. She is the public relations officer for Queensland Irish Association.



Adverts

Why would you choose to advertise with Anglo&Celtic?

Anglo&Celtic magazine is the **only** national magazine produced **here in Australia** for the combined British and Celtic community. And it's **FREE!**

More than **eight million** Australians, or one third of the population, identify as **English**. Almost **four and a half million** or one in ten Australians identify as **Irish**. More than **two million** Australians claim **Scottish** ancestry (Census 2021).

The British and Irish are Australia's **best paid** migrant groups (ABS).

We keep production costs low, meaning we can pass those savings onto our customers by offering great **value** advertising rates.

We publish monthly, meaning **timely** promotion for your events.

We will promote your business through our **popular social media** channels (both those of Anglo&Celtic and Irish Queenslander).

We guarantee **quality** content. Our Irish editor has **local** knowledge.

We **help** community groups. Among those Anglo&Celtic has helped/sponsored are Clans on the Coast NSW, Irish & Celtic Festival Yass, Radio 4EB, Stand Up To Cancer Fundraiser.

Our sister publication Irish Queenslander has sponsored IBO Super Welterweight World Champion Dennis Hogan, Gold Coast Gaels, Emeralds Camogie Club, Brisbane Irish Festival, The Heartstring Quartet, and helped The Lansdowne Club Australia, Queensland Irish Association, Queensland Gaelic Football and Hurling Association, Irish Australian Support Association Queensland, Darling Downs Irish Club, RSPCA, Sean Sean The Superhero and countless others.



Australian Celtic Festival, Glen Innes (volunteer)



Easts Celts Golf Day (sponsor)



Women's World Cup supporters' party (organiser)



Clive Palmer at St Pat's Day Lunch (organiser/sponsor)



Dennis Hogan boxing match (sponsor/tshirt designer)

Advertising costs

The advertising costs below apply to formatted advertisements.
Ask about our fees for graphic design.

EIGHTH PAGE AD Dimensions W90mm x H68mm

One edition: \$100+GST. Two editions: \$190+GST. Six editions: \$500+GST. Twelve editions: \$900+GST.

QUARTER PAGE AD Dimensions H135mm x W90mm

One edition: \$200+GST. Two editions: \$350+GST. Six editions: \$1000+GST. Twelve editions: \$1800+GST.

HALF PAGE AD Dimensions: H148.5mm x W185mm

One edition: \$400+GST. Two editions: \$700+GST. Six editions: \$2000+GST. Twelve editions: \$3600+GST.

FULL PAGE AD Dimensions H297mm x W210mm

One edition: \$800+GST. Two editions: \$1500+GST. Six editions: \$4000+GST. Twelve editions: \$7200+GST.

BUDGET OPTIONS Classified with link: \$30+GST - maximum 30 words. Business listing with link: \$20+GST per edition. Gig listing with link: \$20+GST per edition

STATE GIG GUIDES Small ads on our statewide gig guides with link (60mmx20mm): \$50+GST per edition.

Pay on our website, by bank transfer or Paypal. Email us at editor@angloandceltic.com to make an ad booking.

We are flexible on ad sizes, budgets, design (advertorials etc). Just reach out, we want to help.

Advertisers in Anglo&Celtic magazine who book a half page or over get five free gig listings for that month plus links. Regular advertisers get priority for highlighted listings and features. It is preferred that advertisements are supplied electronically (preferably in PDF format). Advertisers must pay in advance. Anglo&Celtic reserves the right to refuse publication of any advertisement.

ANGLO&CELTIC

Sponsorship packages

Would you like to show your support for Australia's British and Irish communities?

You could take advantage of one of our annual sponsorship packages, ensuring you have a presence in Anglo&Celtic and your business is associated with this high-quality publication.

Choose from these options (or tailor your own package, just ask):

Diamond \$20,000

Twelve pages of features on your business spread over 12 editions. Your logo on the front page, and on our website, listed as a diamond sponsor. Full-page ad for 12 editions, 10 free gig listings per issue, and business listing. Online promotion of your business through our website and social media pages. Your logo on our banner at events. Small ad on our state gig guide with link.

Platinum \$10,000

Six pages of features on your business spread over 12 editions. Your logo on page 3 of magazine, listed as a platinum sponsor. Full-page ad for 12 editions, 10 free gig listings per issue, and business listing. Online promotion of your business through our website and social media pages. Your logo on our banner at events. Small ad on our state gig guide with link.

Gold \$7,500

Two-page feature on your business. Your logo on page 3 of magazine, listed as a gold sponsor. Full-page ad for 12 editions, 10 free gig listings per issue, and business listing. Online promotion of your business through our website and social media pages. Your logo on our banner at events. Small ad on our state gig guide with link.

Silver \$5,000

Full-page feature on your business. Your logo on page 3 of magazine, listed as a silver sponsor. Half-page ad for 12 editions, 5 free gig listings per issue, and business listing. Online promotion of your business through our website and social media pages. Your logo on our banner at events. Small ad on our state gig guide with link.

Bronze \$2,500

Half-page feature on your business. Your logo on page 3 of magazine, listed as a bronze sponsor. Quarter-page ad for 12 editions, 5 free gig listings per issue. Online promotion of your business through our website and social media pages. Your logo on our banner at events. Small ad on our state gig guide with link.



Radio 4EB interview



British & Irish Lions



Brisbane St Patrick's Day Parade



Sky News International



Speech in front of 2,500 at Brisbane City Hall

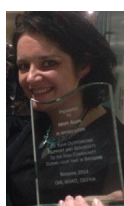


Publications that have featured Mary's story: Local Community Times, Sunshine Coast, Qld; Queensland Times, Toowoomba Chronicle, Tintean magazine, Melbourne; Gold Coast Bulletin; Evening Echo, Cork, Ireland; Broad-sheet.ie Ireland; Sligo Today Ireland. TV: 9 News Australia, Sky News International. Radio: 4EB, 96FM, Red FM, 96.5 Family Radio.

Awards and honours



Anglo&Celtic chosen as FIFA Women's World Cup 2023 Community Champion



Philanthropy award given to editor Mary by Queensland Irish community's three biggest organisations.



Mary and team received Print Excellence Award for Inside Cork.



Queensland winner Taxback.com Best Sports Photograph



Mary is the Public Relations Officer for Queensland Irish Association. Mary served on the committee of Brisbane Irish Festival. Mary served on the committee of the Lansdowne Club.



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We are on X as [@Anglo&Celtic](https://twitter.com/Anglo&Celtic)

Thank you