

FACE UP MAGAZINE

LOW-COST ADVERTISING OPPORTUNITIES TO TAP INTO THE TEEN MARKET



FACE UP, published by Redemptorist Communications, is a truly unique monthly magazine aimed at the 14-17 age range.

Face Up is primarily sold through schools, and since its launch in 2001, the magazine has built a reputation as an invaluable aid to a range of subjects, including CSPE, SPHE, citizenship, religion and English.

Each issue of Face Up informs and entertains on personal development, social awareness,

spirituality and justice issues. The magazine also contains many of the normal ingredients of teen magazines including features on current trends, fashion and media personalities. With a strong input from young people themselves, Face Up is not preachy or patronizing but conversational and engaging, in a language

teenage readers understand and can relate to.

To date, Face Up has been 'ad-free'. Now, for the first time we are offering advertising opportunities in the magazine. The number of ads in each issue will be strictly limited, which will help ensure the product or service you are promoting will have maximum exposure.

DO NOT MISS THIS OPPORTUNITY!



WHY ADVERTISE IN FACE UP?

✓ Students and teachers love the magazine!

“What I love about Face Up is that it treats us like we are mature people who are interested in serious issues.”

5th year student

“I've been using Face Up for over three years now, and I find it wonderful for classroom discussion.”

Teacher

✓ You have the opportunity to market to teenagers in their own space using a resource which students and teachers trust and value.

✓ Face Up is not 'just another' teenage magazine. Face Up's niche ensures that it is different to all other teenage publications.

✓ Face Up employs the highest quality design and editorial standards.

✓ Face Up offers you a low-cost opportunity to reach over 50,000 14-17 year olds each month.

ADVERTISING OPPORTUNITIES

We are offering this opportunity to only a small number of advertisers.

We would welcome:

- full-page or half-page ads
- sponsorship of regular features
- competition prizes

FACE UP FACTS & FIGURES

● 10 issues each year; published monthly during the school calendar year.

● Current monthly circulation: 7,500.

● Estimated readership in excess of 50,000.*

● Majority of sales (84%) are through post-primary schools in Ireland. Most schools subscribe to a 'class set' (of 20 copies or more) each month. 'Class sets' are shared by teachers in the same school to help teach a range of subjects to students aged 14 to 17 years old. Once used, copies of Face Up are regularly left in school libraries as a general reading resource for students.

● Face Up is also distributed to youth centres, church organisations and individual subscribers.

● Face Up customers are spread throughout Ireland (sales split: 95% ROI; 4% NI). There are also a small number of subscribers in the UK.

* Readership figure is based on (1) feedback from schools; and (2) estimated readership by other subscribers.

COST

Advertising rates are:

	1 issue	5 issues	10 issues
full-page	€600	€500	€400
half-page	€300	€250	€200

We can offer other advertising opportunities. Please contact us regarding costs for sponsorships, inserts or advertising on our website (www.faceup.ie).

FURTHER INFORMATION

For more information, please contact:

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