



REVEILLE

Telling Ireland's Military Story

The 72 page quarterly Reveille – telling Ireland's military story and the annual 140 page Ireland's Military Story special, are your first hand guide to Ireland's military history. Ireland's military story spans the centuries. The publications give an insight into the Irish Defence Forces, Irish involvement with the United Nations, participation during the First and Second World Wars, the struggle for independence, the monumental role played during the American Civil War and the Napoleonic Wars, the Williamite Wars, the Flight of the Earls, the Normans, the Vikings, the Gaelic tribes, and more.

Reveille

Reveille is a military term used throughout the world for rising in the morning. It also symbolises coming together. The logo encompasses the Irish harp which is also a generic symbol used by Irish military units throughout the world.

Reveille-telling Ireland's military story

Reveille magazine is a glossy 72 page quarterly print and digital publication commemorating Ireland's military story. Designed and written in Ireland the publication tells Ireland's military story by interviewing Ireland's military veterans, profiling Ireland's military heritage sites and travelling back in time with Ireland's leading living history groups. Reveille tells Ireland's military story in a non-biased and professional manner.

Each issue of Reveille features eyewitness accounts from Ireland's military veterans and their families. These accounts take you around the world where Ireland's men and women have served throughout the centuries including: United Nations peacekeeping, the Gulf Wars, Vietnam, Korea, and the First and Second World War.

Each issue showcases Ireland's military heritage like never before taking readers on a military trail that spans the globe. In each issue Reveille visits Ireland's military heritage sites such as battlefields where Ireland's men and women fought and died and museums where Ireland's military story is preserved as far back as the Iron Age. Bringing alive Ireland's military heritage are the various branches of the serving military and preservation groups who together magnificently restore and bring back to life the very aircraft, weapons and vehicles that Ireland's soldiers used or came up against over the centuries.

Readership

The publications appeal to the military veteran, serving military personnel, military families, military enthusiasts, military historians, students, and to members of the public who are currently looking back through their family and local history. The magazine is proving very popular with families researching their military

connections and the Irish Diaspora abroad.

Distribution

The print editions are distributed throughout the Republic of Ireland and Northern Ireland and are available in all leading retail outlets including Easons, WHSmiths, Tescos, selected bookstores and newsagents. The magazine is also on sale in all international airports and selected museums. All publications are available via subscription on www.reveille.ie. Global sales are made via the website and via Amazon.co.uk and Amazon.com.

Complementing print retail sales and subscriptions the magazine is also sold at all leading history/military history/living history shows in Ireland and the United Kingdom. The three day Back To Our Past in the RDS Dublin for example has some 5,000 visitors, while the War and Peace Show in Kent have a public attendance of over 50,000.

Both print and digital magazines are given complementary to members of government, the diplomatic corps, Irish Defence Forces Archives and General Staff. After one year in publication readership has exceeded 20,000.

As of November 2015 the digital version will be distributed globally via Clonermagazine. Both publications will be available on the following platforms: Amazon; iTunes; Google Play; Pocketmags; Newstand; and Sainsbury's online store.





REVEILLE

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Advertising

Advertising rates in the quarterly and annual special:

Back cover	€2,500/€5,000
Inside back cover x 2	€2,000/€4,500
Inside front cover x 2	€2,000/€4,500
Full page (inside magazine)	€1,500/€3,000
1/2 page	€1,000
1/3 page	€750
1/4 page	€500
1/8 page	€250
1/16 page	€150

All prices exclude VAT at 23%

Technical Data

Advertising Sizes

Full page	213mm Wide x 276mm High with 3mm bleed all round
DPS	426mm Wide 276mm High with 3mm bleed all round
1/2 Page vertical	90mm wide by 251mm High
1/2 Page horizontal	188mm wide by 122mm High
Quarter page	90mm wide by 122mm High

Reveille Website Advertising

Top banner advert (slider):

Per week:	€150
Per month:	€300

Size: 295 x 200 pixels landscape

Display advert (left or right corner):

Per week:	€100
Per month:	€250

Size: 295 x 200 pixels landscape

To advertise with us please contact Wesley Bourke

advertising@reveille.ie or

+353 86 8321137

20% discounts are available for multiple adverts and to veterans associations and charities.

Adverts may be combined with feature articles within the editorial.

Flash Ads: Flash ads are available on all digital platforms. Rates: €2,500 per year.

Advert Format Details:

All files must be supplied in High Resolution 300dpi PDF/JPEG format advertising@reveille.ie

If you do not have an advert made we can design one for you. Please contact us for a quote.