



# A radio ad has to be heard at least four times for it to sink in.

When you're limited to an audio message with no visual support it takes multiple exposures for an ad to be effective. Press is the one medium that never fails to actively engage its audience, so for a brand looking for consideration and appraisal it's an ideal context. Make sure you advertise in the right place.

**If it's not in the newspaper,  
it's not in the news.**



Irish Independent • Irish Examiner • The Irish Times • Irish Daily Star • Irish Daily Mirror • The Irish Sun • Irish Daily Mail • Evening Herald • Sunday Independent • Sunday World • The Sunday Business Post • The Sunday Tribune • Irish Mail on Sunday • Irish Daily Star Sunday • Irish News of the World • Irish Sunday Mirror • The Sunday Times • Irish Farmers Journal

