

Animal News Ireland - Advertorial Rate Card 2026

Property: www.animalnewsireland.com

Description: Animal News Ireland (ANI) is an independent news site reporting on animal-related stories from Ireland. ANI provides daily coverage of what is happening to domestic, farm, wild, and captive animals and birds in Ireland.

Audience: Viewers interested in animal-related news. Supporting animal-focused businesses and services. Viewing animal-focused online content. Supporting animal welfare/rights organisations and charities.

Demographics: Irish residents.

Interests: Animal welfare. Animal rights. Conservation. Companion animals. Product and services
Animal-focused online content relevant to animals. Animal charity organisations supporting.

Website Traffic: Monthly Unique Visitors: [On application]
Page Views: [On application]

Available: Advertorial Blog Post

| What is an Advertorial Blog Post?

An advertorial, short for "advertisement" and "editorial," is a type of advertisement designed to resemble editorial content.

Placement:

Blog Posts Home Page- An excerpt from your article.
 Blog Page-One post page with your content.

Displayed: One year from publication date.

Specifications:

Topic: Animal related.

Word Count: 500 to 1,000 words.

Style: Professional standard of writing. No offensive language or inaccurate claims/statements.

Format: Word document

Style: Font-Arial

Font Size: 14

Images: 2

Format: JPEG. WebP.

Dimensions: 1200 x 630px

Size: 150KB

Direction: Landscape

Caption: Required for each image.

Submission: E-mail attachment.

Cost: **€50.00**

Payment:

PayPal

Invoice issued via PayPal. A PayPal account is not required to make payment. We cannot facilitate debit/credit card payment over the telephone.

Bank Transfer:

Bank transfers must be labelled with your **Invoice Number** in order to identify the payment on our records. Bank transfer is not available to customers outside of the EU. All charges for bank transfers must be paid in euros by the payee and not passed onto animalnewsireland.com

To request bank account details: editor@animalnewsireland.com

Payment: All invoices are due once your advertorial article goes live on our website.

Terms & Conditions:

All website display/advertorial space availability and rental prices are subject to change.

Contact Information:

Email: **editor@animalnewsireland.com**

Website: www.animalnewsireland.com/advertise

Display Advertising/Advertorial Acceptance Policy:

Animal News Ireland reserves the right to accept or decline any advertisement or sponsorship that does not align with the aims and message of our website. We will decline to accept advertising we know or believe to be misleading, inaccurate, fraudulent or illegal, or that fails to comply with standards of decency, taste or dignity. For the avoidance of doubt, advertisements relating to the adult industry, cryptocurrency, financial investment products or services, meat and dairy industries and gambling are expressly prohibited.

Rate Card effective from 1st June 2026

All rates are total cost price.



Advertorial Blog Post – Layout/Formatting Guidelines

Font: Arial
Size: 14
Words: 500 - 1000

Blog Title: Title should contain a relevant keyword for your content.

Image + Caption:

Body Text:
Create short paragraphs for easy reading and understanding. Use headings to introduce paragraphs.

Image+Caption

Body Text:
Create short paragraphs for easy reading and understanding. Use headings to introduce paragraphs.

End
