



REVEILLE

IRELAND'S MILITARY STORY

Welcome to Ireland's Military Story – Ireland's leading military history magazine. Designed and published in Ireland by Reveille Publications the publications bring to life Ireland's colourful and rich military past. The quarterly Ireland's Military Story and the annual Ireland's Military Story in Focus specialise in bringing our readers the human and personal side of military history. By interviewing Ireland's military veterans and talking to family members about their military ancestors our readers are introduced to the men and women – Ireland's unsung heroes - who served or were involved in the military /conflicts both at home and abroad.

Ireland's Military Story

Ireland's Military Story magazine is a glossy 72 page quarterly print and digital publication. The publication tells Ireland's military story by interviewing and highlighting Ireland's military veterans, profiling Ireland's military heritage sites and travelling back in time with Ireland's leading living history groups.

Each issue features eyewitness accounts from Ireland's military veterans or stories from family descendants. These accounts take readers 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.

The further we go back there are less and less veterans alive to recall their experiences. In these cases we have to rely on the research of family members and historians. These family history articles are allowing us to share with reader's photographs, letters, documents and memorabilia that in many cases have not been seen by anyone in decades. These accounts are an excellent resource for anyone researching their family's military connections or a genealogy study.

Regular articles showcase Ireland's military heritage like never

before with readers being brought on a military trail that spans the globe and dates back to Cú Chulainn. Visits to heritage sites such as battlefields, museums, castles, and interpret centres can give an insight into where Ireland's soldiers and ancient warriors fought, what equipment they used, what they wrote and what they looked like. The National Museum for example has remarkable collections and exhibits spanning the full length of Irish history the ancient and mythical Fianna to the 1916 Rebellion. John's Castle in Limerick on the other hand is one of the few standing examples in Ireland of a medieval fortress. While walking around its walls you get to meet the various knights, soldiers and tradesmen that lived and worked there.



Bringing to life Ireland's military past are the military historical sections and civilian vintage preservation groups who 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. Complementing the restoration projects, living history groups recreate and relive Ireland's military past through living history displays and re-enactments. Allowing us behind the scenes these groups give us the opportunity to record their work in Ireland's Military Story. It is not very often you get to meet an Irish Kern alongside an Irish man depicting an American GI during World War II.



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Ireland's Military Story in Focus - Easter 1916

Ireland's Military Story in Focus is our annual 148 page special concentrating on a different aspect of Ireland's military history. The first in this series will look at the events around the rebellion of Easter 1916. The Easter 1916 special features articles from some of Ireland's leading historians covering all aspects of the rebellion. These articles include: the various contingents of the rebel forces (The Irish Republican Brotherhood; Irish Volunteers, Irish Citizen Army and Hibernian Rifles), the battle in Dublin and the rebellion that took place around the country (including Ashbourne, Laois, Louth, Galway, Enniscorthy and Cork), family histories, and profiles on organisations such as St. John Ambulance and Dublin Fire Brigade.

This commemorative edition has been cited by historians around the country as the guide to the events that took place in Ireland 100 years ago. Covering all aspects of the rebellion in easy to read glossy articles this 144 page edition is a perfect resource for the general reader, history students, teachers and lecturers.

We are currently working on the next instalment titled: The Irish in the American Civil War.

Readership

The publications appeal to the military veteran, serving military personnel, military families, military and history enthusiasts, military historians, university lecturers and students, local history groups, history teachers and school students, genealogists, tourists, the Irish Diaspora, and to members of the public who are currently looking back through their family and local history. The publications are proving very popular with families and schools researching their family or local past especially in relation to the centenary anniversaries, and Irish studies university students in Great Britain, North America, Australia and New Zealand.

Readership Demographics

Regular sections in the magazine drive readership in different age brackets/interests/localities and regions

- **Readership:** 50,000 – 75,000.
- **Heritage Trail:** each issue features a museum, battlefield, heritage site or exhibition relating to Ireland's military story. Features have ranged from the National Museum of Ireland Collins Barracks, Dublin to King John's Castle in Limerick, the Gallipoli Battlefield in Turkey to the Battle of Ridgeway along the US/Canadian border, and HMS Caroline in Belfast to the Irish at the Battle of Franklin in Tennessee. Aimed at tourists, schools and those with a general interest.
- **Eyewitness and Veteran's Corner:** interviewing veterans is essential to recording first hand accounts of those that were there. Aimed at retired veterans, history students and those with a general interest.
- **Through the lens:** a section dedicated to photographic history. Aimed at history students, interest in photography, and those with general interest.
- **Family History and Local History:** features research carried out by family members researching their ancestors or local historians/local schools researching a local character or historical event/building. Explores how to use archives and records, where to start, how to piece together an ancestors or local persons story. Aimed at families, genealogists, history students, schools, and those with general interest.
- **Take a Step Back, Living History and Quartermasters Store:** Looks at those who bring history alive. Groups at home and abroad research down to the button what Irish soldiers used looked like, wore and what equipment they used. Features vary from an ancient Irish warrior to a soldier on the Somme, naval and aviation equipment to armour. Aimed at schools, history students, living historians/re-enactors, military enthusiasts, toy soldier model makers, and those with general interest.
- **Remembering Our Past:** This features takes a detailed look at a specific event in Irish military history. These features are written by some of Ireland's leading historians. Aimed at historians, university and secondary school history students, and those with general interest.



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North America

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www.newsstand.co.uk

www.amazon.co.uk

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United Kingdom

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Digital

Digital readership is growing rapidly. In North America alone digital readership has reached over 70% of sales.

The digital formats are distributed globally and made available for subscription by Magazine Cloner and Amazon. These leading digital distributors promote and market our publications. Ireland's Military Story app allows readers around the world to read current and back issues of the magazine on Android, Apple, Kindle, and Windows 8 platforms.

The digital formats and app are listed and available for subscription on:

- Pocketmags.com (the world's leading digital magazine store)
- Sainsburys.co.uk
- Google Newsstand
- Apple Newsstand
- Amazon.com and Amazon.co.uk

Kindle Store

Complementing the digital distribution the publications are also promoted and made available on Amazon Newsstand where the publications are uploaded to the Kindle Store each issue.

Print Distribution

The print editions are distributed throughout the Republic of Ireland and Northern Ireland by Warners Group Publications. They are available in all leading retail outlets (including: **Easons, WHSmiths, Tescos, Super Value** and selected; bookstores, museums, newsagents, international airports, hospitals; antique shops, and university book shops.

Global Reach

Subscriptions

All publications are available in both print and digital formats. Through our social media readers are encouraged to subscribe via our website: www.irelandsmilitarystory.ie.

The magazine is distributed worldwide to individuals, history groups, schools, universities, local and public libraries.

Online Newsstands

To reach a global audience our publications are listed on the world's leading online newsstands where the publications are available for subscription.



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Further Reach

Trade Shows

Complementing print distribution and subscriptions the publications are sold at trade stands at all leading history/genealogy, military history/living history and public shows in Ireland and the United Kingdom. These include the Irish Game and Country Fair (Birr and Antrim), Back to Our Past in the RDS, Military Odyssey in Kent, and the various militaria and vintage shows around the country.

Overseas Stores

As of Autumn 2017 we are now available in Irish shops and selected museums in the United Kingdom, North America and Australia.

Complementary

At Ireland's Military Story we are proud of our nation and what its honourable military veterans at home and abroad have done for us, so we like to give back and share their story and Ireland's rich military history.

Both print and digital formats are given complementary to members of government, veterans groups in Ireland (including veterans groups organised for former members of the American, British and Irish militaries), the diplomatic corps, Irish Defence Forces Archives and library and the General Staff, and foreign militaries with Irish connections such as the Irish Guards in the United Kingdom and the South African Irish Regiment.

ADVERTISE WITH US

Print

- We secure shelf space to ensure Ireland's Military Story is on shelves for a three month period. That means your advert is visible in shops for that length of time.
- By advertising in our annual In Focus your advert is visible on shelves for a full year.
- For readers accessing the publications via the various global online platforms previews of the magazine are made available.

Digital

- Our digital formats are available for download at anytime by subscribers or new readers from the various digital platforms and our app. This means your advert is available globally for eternity.

App

- You can also advertise via our app. As well as those who download the app in order to access the publications others simply download the app in order to keep up to date with what's happening with Ireland's Military Story. Your advert can pop up on their screen even though they have not purchased the publication.

Sponsor a Section

- By sponsoring one of the several sections in the magazine such as the Heritage Trail, your logo will appear on selected pages of that section or a larger advert. This sponsorship can be put in place for the year or per issue. This is a great way to complement an existing advert. *Please contact us to discuss rate.





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