Moving 2
Ireland
2019 Media Kit

Ireland has seen a return to net migration for the first time since 2009.

It’s estimated that 500 Irish Citizens return to live in Ireland every week.

Sources: Central Statistics Office and The Irish Times, 10 March 2018.

About Us

Our Start

Moving2Ireland is the latest community to be added to the Moving2 network. Starting as Moving2Canada in 2011, we already help millions of people successfully plan, move to, and settle in Canada.

Our Mission

We want to enable our community with the best education, tools and advice for their move to Ireland.

Our Value

Our readers count on us for recommendations and advice on their immigration and settlement needs.

Our Partners

Moving2Ireland's sister company Moving2Canada already works with local and global household names.

Ireland is the fastest-growing economy in the European Union for the fourth consecutive year.

Source: Central Statistics Office

The Reverse Brain Drain

More people are ***coming to*** Ireland than leaving for the first time since 2009, with returning Irish bringing their skills, education and business connections home.

90k

Immigrants to Ireland to April 2018

31%

Are returning Irish

54%

Are third-level educated

69%

Are new Irish

MORE FLIGHTS

Daily from DUB to N. America in 2018, up 14% year-on-year.

+

GLOBAL REACH

Ireland saw new routes to Philadelphia, Seattle Montreal, Hong Kong and Beijing in 2018.

+

TECH INDUSTRY

The global tech Industry is choosing to call Ireland home in Europe.

+

GDP GROWTH

3.5% v 1.9% 2018 GDP growth Ireland v euro zone.

Sources: See next page

The Reverse Brain Drain

69%

of Immigrants to Ireland are new Irish

OF WHICH COME FROM:

22%	17.8%	8.4%	6.4%	45%
UK	OLD EU	AUS	USA	OTHER

Sources: The Irish Times, 28 August 2018 and 1 September 2018. Tech Life Ireland 26 April 2016, Dublin Airport Press Releases Thursday 12 April 2018 and Tuesday 12 June 2018. The 2018 Foreign Direct Investment (FDI) Confidence Index from consulting firm A T Kearney.

The Newcomer Journey

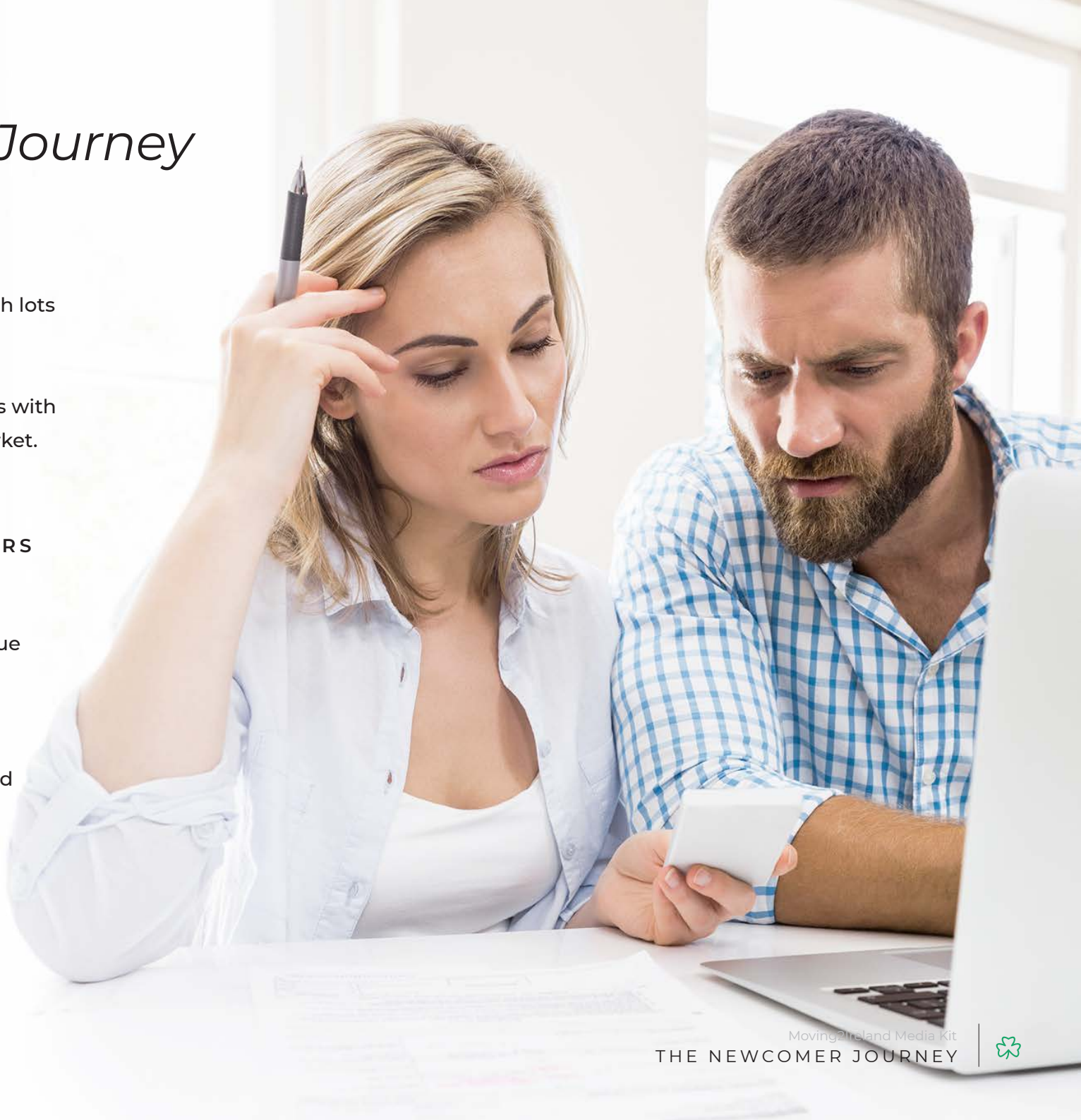
Moving to a new country can be an overwhelming and stressful process, with lots to think about, plan and organize.

Newcomers often make hasty descisions with little realistic knowledge of the Irish market. This is why, and where, we step in.

CONVERT YOUR NEW CUSTOMERS BEFORE THEY ARRIVE.

Moving2Ireland gives advertisers a unique opportunity to engage the pre-arrival audience.

We create a relevance for brands, to build awareness and convert customers even before they've stepped off the plane.



The Newcomer Journey

PRE-ARRIVAL
MARKETING OPPORTUNITIES:

POST-ARRIVAL
MARKETING OPPORTUNITIES:

1 → 2 → 3 → 4

Explore

Those who want to come to Ireland but don't know how.

Plan

Those who have already been granted a visa, now preparing for their move.

Land

Fresh arrivals finding their feet, seeking accommodation & jobs.

Settle

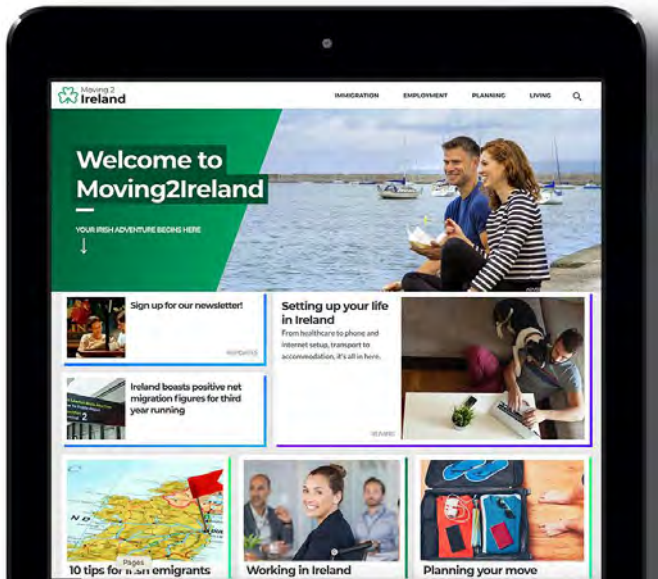
Settled newcomers, researching visa extensions and putting down permanent roots.

What We Offer

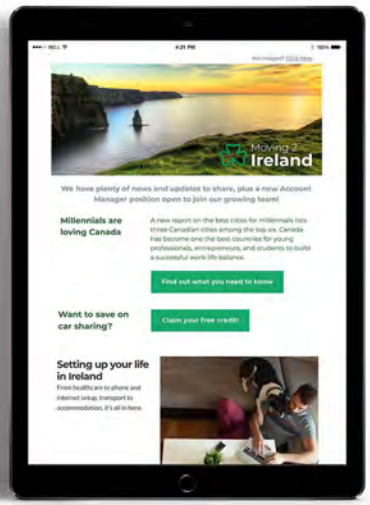
NEWCOMER MARKETING SERVICES WITH WORLDWIDE COMPLIANCE.

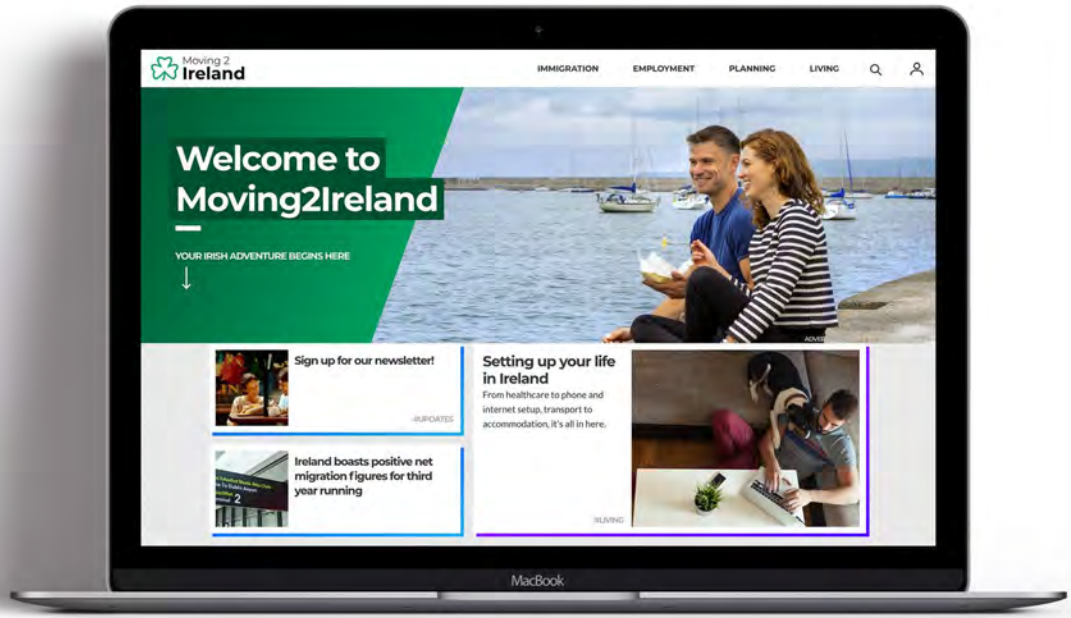
We are experts in overseas marketing to the newcomer segment.

We offer out-of-the-box marketing services at all stages of the pre-arrival and post-arrival journeys. With enhanced segmentation capabilities, we can ensure your message reaches only the most relevant audiences.



What We Offer





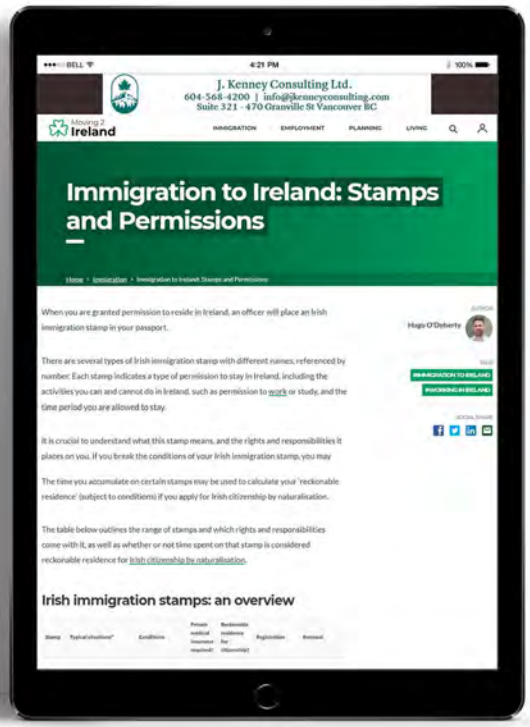
Email Marketing

We know the arrival dates of our subscribers which means you get the opportunity to directly target them with the right message, at the right time.

Geo-Targeted Display

We offer unique display opportunities across our website, with geographical segmentation leaveraging the industry's best ad serving platform.
Home page and entrance page takeovers are also available.

What We Offer



Custom Content

We create the perfect environment to get your product or service to our audience with credibility.

Social Media

We're proud of our active Facebook community which has a growing reach of over 180,000.

Targeted & Compliant

OUR STATEMENT ON GDPR

Our community's trust is central to our success.

We are fully compliant with GDPR (European General Data protection Regulation) and aim to provide all community members with simple convenient ways to interact with our services and retain control over the information they choose to share with us.

Ensuring the responsible handling of member data has always been part of the 'social contract' we have with the Moving2Canada community.

BEST PARTNERS, BEST SECURITY

We only use world-leading digital marketing platforms like:

DoubleClick for Publishers

Campaign Monitor

WP engine

salesforce

Our community relies on Moving2Ireland and the support of our trusted partners to help make their move easier.

Our Mission & Values

We are community minded.

We too were newcomers to another country. We have walked the path before. We understand every stage of the newcomer journey and build trust with our community through timely, accurate and impartial content.

We are open to possibilites.

It's in the DNA of all newcomers – a willingness to be open minded and the courage to embrace the new and different. It has helped us grow over the years, building trusting relationships and evolving to meet new opportunities along the way.

We are tenacious.

Sometimes the journey doesn't go to plan and you meet with detours and obstacles. It happens, but we don't give up. We are resourceful, we adapt to challenges and bring our focus back to the 'destination' – there's always another path.

Let's Connect

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