



Advertising with the Irish Psychologist

The Irish Psychologist, published by the Psychological Society of Ireland (PSI), is Ireland's monthly publication for professional psychologists. Each issue is sent to our approximately 2,700 members and, with 20 percent of our readers passing on their copy to colleagues, the monthly readership is around **3,000**.

We also have non-member subscribers to the magazine including the vast majority of student libraries in the country and a strong number of GPs and other health professionals.

Happily, with the recently developed student specific area within the PSI in the form of the Student Affairs Group (SAG) our student readership is ever-increasing.

An advertisement in **The Irish Psychologist** will reach a specific target market of individuals with a personal and/or professional interest in the field of psychology. Please feel free to contact the PSI offices if you require further information on placing an advertisement in the Irish Psychologist. Thank you for your interest in The Irish Psychologist and the Psychological Society of Ireland.

Cumann Síceolaithe Éireann

2nd floor, Grantham House, Grantham Street, Dublin 2, Ireland T +353 1 472 0105 E info@psihq.ie W www.psihq.ie

Company Directors: Dr Paul D'Alton (President); Dr Margaret O'Rourke (Past President); Dr Melrona Kirrane (Honorary Secretary); Dr Michele Coyle (Honorary Treasurer)

Company registration number: 110772 Charity number: CHY 7481

Psychological Society of Ireland Advertising Policy

At PSI, part of our mission is to provide our members with information that is relevant and supportive of their professional careers. We accept advertising in our Society publications and website which support this mission. This advertising policy has been established in order to govern advertisements placed with us, including PSI's acceptance of advertisements and how advertisements are displayed.

The publications (including website) of the PSI are published for, and on behalf of, the membership to advance psychology as a science, as a profession, and as a means of promoting human welfare. The society reserves the right to, unilaterally, REJECT, OMIT or CANCEL advertising which it deems to be not in the best interest of PSI, the objectives set forth above, or which by its tone, content, or appearance is not in keeping with the essentially scientific, scholarly, and professional nature of its publications. Conditions, printed or otherwise, which conflict with this policy will not be binding on the publisher.

An elaboration of the above general policy is contained in the following specific statements about the kind and content of advertisements that are not acceptable for publication in PSI publications or on the PSI Website. The statements are intended to establish guidelines for PSI personnel responsible for administering the policy and also for advertisers in submitting advertisements for publication and Web posting.

1. The PSI has sole discretion to determine the types of advertising that will be accepted for inclusion in its publications and website. The PSI does not review or endorse any products or services that are advertised under its banner. In no event will the PSI's acceptance of any advertisement be considered an endorsement of the product or service advertised or of the company that produces, distributes or promotes such product or service.

2. Advertisements must conform to **The Advertising Standards Authority for Ireland** and must accurately reflect the product and or service being advertised.

3. The PSI will not accept advertising that, in its opinion, is not factually accurate. In addition, advertising must not contain false or misleading claims or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of gender, sexual orientation, disability, religion, race, ethnicity, age, national origin, party politics, social standing or class.

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4. Advertisements are subject to the publisher's approval and must always be recognisable as such and not resemble Editorial matter.

5. All claims made in an advertisement must be capable of being supported by appropriate evidence which must be made available to the publisher upon request.

6. Advertisements for job vacancies should adhere to the Equality Acts 1998 and 2004 and to The Commission for Public Service Appointments Codes of Practice. Advertisements should also be in the spirit of the PSI's stated position on the Recruitment of Psychologists.



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ADVERTISEMENT RATES FOR THE IRISH PSYCHOLOGIST

DISPLAY

Advertisements are printed upright on A4 size pages. Please note that the magazine has default borders for each type of advert and hence we would be grateful if you supply your advert without a border.

Size and cost details are below:

Full page:

(190mm width x 252mm height)

€1,155

Half page:

Single column (half page vertical) 90mm width x 252mm height; or
Double column (half page horizontal) 190 mm width x 123mm height

€680

Quarter page:

(90mm width x 123mm height)

€340

Eighth of page:

(90mm width x 61.5mm height)

€170

Website

€60 per week payable in advance

10% discount is allowed for repeat of an advertisement in the following issue; 20% discount for all further repeats.

Inserts

Component	Cost
Printing	At cost
Insertion	€300
Postage	€0.20 per member. Currently 2800 members therefore €560

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PSYCHOLOGICAL SOCIETY OF IRELAND RECRUITMENT POLICY

The Psychological Society of Ireland (PSI), the Learned Society and Professional Body for psychology in Ireland, advocates the provision of comprehensive psychological services as an integral part of services to people in health, social and educational settings. As such the Society has endorsed guidelines on the recruitment of psychologists. These guidelines are outlined in the following statement <http://www.psihq.ie/page/art/238/0> and can essentially be covered by the following points:

- *No candidate should be excluded from applying solely on the basis of their named professional qualification in psychology.*
- *When considering psychologists for employment, applications should be invited on the basis of demonstrable competence, proficiency and accredited education and training.*

PSI hopes that potential employers who wish to advertise in the Irish Psychologist or on the PSI website will respect the Society's guidelines on recruitment and not invite applications from Professional Psychologists solely on the basis of a named designation, e.g. Counselling, Clinical, Educational, Health Psychologist, etc. as this may have the unfortunate effect of limiting the range of specialist psychologists who may choose to apply, or may inadvertently exclude psychologists other than the named designation who have a raft of relevant skills and extensive experience suitable to the position.

To avoid this unsatisfactory situation the Society respectfully suggests that potential employers word their recruitment advertisements accordingly:

- Analyse the skills, experience and competencies required for the advertised role
- Advertise the position under the generalist title of 'Psychologist', open to applicants with an accredited postgraduate psychology qualification who also possess the required competencies, experience and skills.

However, the Society will respect the decisions of employers and will still advertise roles which are not in line with its guidelines but, in such instances, it reserves the right to advise readers that using a designated title when inviting initial applications is not in keeping with the PSI's guidelines or in accordance with what it considers to be best practise.

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