

MEDIACOM

NEWS

Schweppes backs new culture magazine by TheJournal.ie

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01 DEC 2017

Journal Media is launching a new weekly Culture Magazine in partnership with the Coca Cola-owned mixer brand, Schweppes, and in collaboration with MediaCom Ireland.

This article was originally published on Adworld.ie on Friday December 1st. [Visit Adworld.ie.](#)

Published every Thursday the editorial coverage will range from insider guides to Irish cities, to the best 'wow' photo moments on social media, to the intricate and fascinating stories behind the doors of shops and pubs around the country. Content will include articles, videos, and photo features. Each issue will also include hand-picked event listings for the

weekend ahead.

Eimhear Daly, brand manager for Schweppes in Ireland said:

“As the leading mixer range in the country, we know that when it comes to the weekend our drinkers love to get out and have a good time – whether that means going to a gig, checking-out new movies, or seeing the latest exhibition or show. They also love to travel both inside Ireland and beyond and to tell their friends and families about their adventures on social media.

“These moments are just as an important part of their lives as the enjoyment they get from our great-tasting drinks. Schweppes is therefore delighted to partner with TheJournal.ie to bring them this new weekly culture magazine. It will make it easier for readers to find-out what’s going on in their area and to explore new and exciting places.

According to Aidan O’Dwyer, sales & marketing director at Journal Media:

“Culture content has always resonated with our readers and working with Schweppes to launch a new weekly magazine has been a hugely exciting project. Over the next year, we look forward to putting Schweppes – and our readers – at that heart of those everyday moments that should be savoured.

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