



HarmOnia

we command

ATTENTION



HarmOnia

we create

ONTENT

WE ARE HARMONIA. WE COMMAND ATTENTION.

Harmonia is Ireland's largest and most successful magazine publisher.

Our market-leading magazines engage millions of readers each year.

Harmonia's relationship with Irish women is unrivalled: Irish Tatler, U Magazine and Woman's Way are the 1,2,3 of female titles on Ireland's shelves.

Our varied portfolio of titles affords Harmonia the expert edge in the business of fashion, beauty, food, wine, travel, motoring and more.

We create custom 360° content for leading brands: delivering words, images, video, communities and industry-leading events to the most discerning national and international companies.

Harmonia Creative Communications harnesses the power of our award-winning magazines (including FOOD&WINE Magazine, Irish Tatler Man, Ireland of the Welcomes, Auto Ireland and Innovation Ireland Review) to create compelling brand conversations.

Let's get you the attention you deserve.





WE KNOW WOMEN.

IRISH TATLER

Established in 1890, Irish Tatler is Ireland's leading women's magazine. A smart edit of style, beauty, lifestyle and business, it is the go-to brand for the intelligent Irish woman. Reinforced by irishtatler.com, the Irish Tatler magazine app and a powerful social media network, we're right beside the Irish Tatler reader, wherever life takes her.

WOMAN'S WAY is Ireland's only women's weekly, selling over 1 million copies annually. Woman's Way dominates the 35-65+ demographic, delivering a bright mix of lifestyle content to a devoted audience of household decision-makers.

U MAGAZINE

speaks to the twentysomething who wants fun, fashion and frank advice. The number one selling Irish monthly magazine, U engages its readers through print, digital, events and more, making it the always-on brand for young Irish women.

WOMAN'S WAY COOKBOOK

is just one of our suite of successful spin-off titles. Published quarterly, this glossy guide to home cooking and baking is bursting with beautiful recipes, expert tips and reader-generated content.



WE KNOW YOUR NICHE.

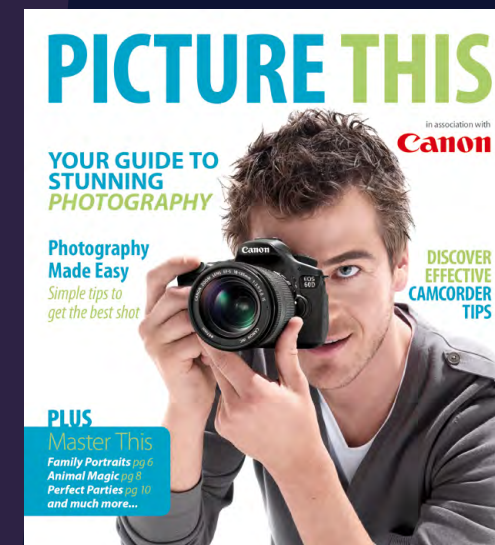
FOOD&WINE MAGAZINE is a sensory feast; each issue designed to delight and inspire. Ireland's best respected culinary title, FOOD&WINE balances high end craftsmanship from Michelin-starred chefs with achievable inspiration for the enthusiastic home cook. The FOOD&WINE Restaurant of the Year Awards, meanwhile, is the must attend-event for Ireland's epicurean elite.

AUTO IRELAND
In print and digital formats, Auto Ireland is the trusted guide to car-buying in Ireland. Published biannually, Auto Ireland reaches in excess of 1 million readers per issue.



IRISH TATLER MAN
Ireland's only magazine for men, Irish Tatler Man is made by the modern Irish man, for the modern Irish man. Featuring interview exclusives, insider style and grooming advice, plus award-winning opinion-led journalism, Irish Tatler Man was named Magazine of the Year at the 2015 Irish Magazine Awards.

IRELAND OF THE WELCOMES
Created by Harmonia in Ireland and distributed to a significant North American diaspora, Ireland of the Welcomes is a visually stunning taste of Irish culture, people and places. Partnered by a compelling digital presence, Ireland of the Welcomes connects the Irish at heart, wherever they may call home.



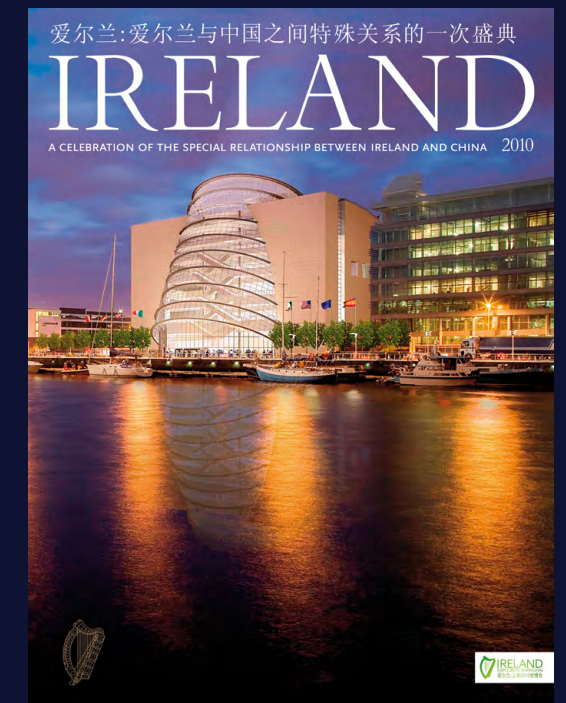
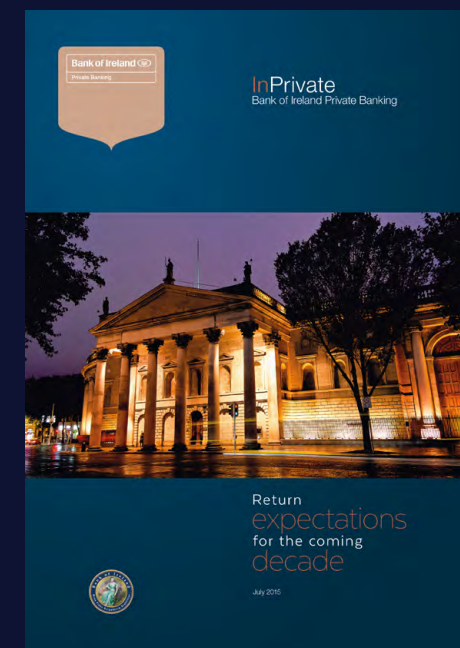
WE CREATE CUSTOM CONTENT & BESPOKE PUBLICATIONS

Harmonia's inherent ability to create reader experiences that influence and inspire is understood by our many custom content clients. For innovative retailers to leading corporates and government agencies, Harmonia's Creative Communications delivers exacting, enticing and entirely bespoke cross-platform publishing solutions.

Staffed by highly experienced editors, designers and project managers, and enriched by a curated talent pool of freelance contributors, Harmonia Creative Communications has become a natural leader in brand storytelling.

Through the right words, the right images, the right video, the right reader experience and the right reporting, we add considerable, and measurable, value to our clients' marketing and communications objectives.

We enjoy the custom content creation process – and it shows.



Partner Promotion

SS15 TREND REPORT

FANCY A NEW LOOK? FROM CHEEKY REDS AND GLAMOROUS WAVES TO GLOWING SKIN AND TWISTY 'DOS, THE SPRING/SUMMER CATWALKS HAVE PROVIDED LOTS OF INSPIRATION

make-up



32 U LOOKBOOK spring/summer 2015

METAL MAD

THE SHOWS
Julien Macdonald, Alexander Wang, Kenzo

THE LOOK
METALLIC SHIMMER, STRATEGICALLY PLACED ON EYES, BROW BONES, CHEEK BONES AND SKIN ADDS LIGHT AND A PRETTY RADIANCE.

THE DETAIL
This season introduced a modern take on metallic. From the glamorous gold and copper tone eyes on dewy skin at Julien Macdonald, to the opalescent lids and cheekbones at Alexander Wang, it's all about the finish. The key is to use creamy pigments (as opposed to dusty powders) to get a reflective, ethereal and almost modern finish, then team it with this summer's understated skin.

THE MUST HAVE
Color Riche La Palette Nude Rose - RRP €19.99
These ten super-soft shadows in warm, rosy hues make for a brilliant modern metallic kit.

THE EXPERT TIP

"Ditch your eyeliner (too retro) and instead stick to lashings of mascara to complete the look."

Val Garland



THE EXPERT TIP

"To perfect these undone cool girl waves, wrap the barrel of the tong flat and parallel to your head, steering clear of the mid-lengths and ends so that they remain straight." Syd Hayes

TOP TWIST

THE SHOWS
Preen, Thakoon, Marc by Marc Jacobs

THE LOOK
TWISTS & KNOTS ADD DETAIL AND GIVE A BIT OF AN EDGE TO ROMANTIC STYLES.

THE DETAIL
For SS15 the pros have been purposely knotting models' hair to form looks that are edgy and intricate, whimsical and cool. At Thakoon two rope-like sections were joined in a "double knot" at the back of the head, a line of tightly knotted buns created a modern Mohawk at Marc by Marc while crimping added a retro feel at Preen.

THE MUST HAVE
Studio Line Matte & Messy Shine-Free Salt Spray - RRP €5.49
Create brilliant just-back-from-the-beach texture with a salt spray.



THE EXPERT TIP

"Try playing with texture, crimping the length of the hair before knotting it for a fresh '90s finish that feels very now."

Syd Hayes



nails

RED HOT

THE SHOWS
Tom Ford, Anna Sui and Marc Jacobs

THE LOOK
CLASSIC BUT ALWAYS MODERN, THERE IS NOTHING LIKE A BOLD RED NAIL.

THE DETAIL
Hair trends come and go, but glossy red manicures never cease to appeal. At Zac Posen models were given matchings lips and tips in fire engine red.

THE MUST HAVE
Infalible Nail in Double Endure - RRP €11.99
Apply two coats of the flexi-gel-like formula for a red that pops.



THE EXPERT TIP

"Make sure cuticles are well moisturised before painting, it's easier to clean up on soft cuticles rather than dry!"

Lorraine Griffin

FINE LINES

THE SHOWS
Prabal Gurung, Tibi, Wes Gordon

THE LOOK
NAIL ART GOES GROWN UP FOR SUMMER 2015.

THE DETAIL
The nail industry's current fascination with painting graphic, minimal designs onto naked nails (otherwise known as negative space nail art) was top of-the-way news this season. It's all about water thin lines, tiny dots and a palette of whites, silver, and dirty corals and blacks. Focus on the middle and ring fingers.

THE MUST HAVE
Infalible Nail in Irresistible Bonbon - RRP €11.99
A versatile nude makes for a great base for any nail art. Stick the top coat over your final design.

L'ORÉAL PARIS

U Partner Promotion

SEE PERFECTION, NOT FOUNDATION

Fabulous coverage and a natural looking finish? The Maybelline New York make-up pros have made it easy to achieve both...

We've all been there: the seemingly endless search for a brilliant foundation, one that will give coverage but looks like skin, not like make-up. Some foundations layer on thick and look fake, while others are too thin and too sheer. It is possible to get great coverage and a natural looking finish with

Maybelline's Dream Flawless Nude! Get set to wave goodbye to foundation woes and say hello to Maybelline New York Dream Flawless Nude, Maybelline's first fluid-touch foundation. It's 12 times finer* and glides on to skin giving fabulous, undetectable coverage. With Dream Flawless Nude get a perfectly flawless complexion with 100% second-skin feel and finish.

THE MAYBELLINE MAGIC: HOW IT WORKS

1 No one will know you're wearing it. The brilliant foundation is packed with super-concentrated micro-concealing pigments for total coverage while the fine texture helps to give a flawless finish.

2 The formulation acts like a second skin, so no more caky base or heavy foundation. Just a glowing complexion. It's buildable too, so you can up the coverage with no fear of it looking heavy. Perfect coverage in Maybelline New York's finest texture ever.

3 The innovative teardrop dropper gives just the right amount of product, every time. Squeeze by precise drop, watch skin transform to the look of 100% second-skin perfection. Try it. Feel it. Believe it.

To discover Maybelline New York's pro application video and for make-up artist tips, visit maybelline.co.uk/dream



Available in seven perfect shades.
RRP €13.79

MEET THE DREAM TEAM



PORELESS PERFECTION
Ultra-blendable, Maybelline New York Dream Satin Liquid contains amino acid-treated pigments that help unify the complexion and give a poreless finish looking. Available in nine shades.



SECOND-SKIN PERFECTION
The latest addition to the Maybelline New York Dream collection, Dream Flawless Nude Foundation's fluid-touch formula delivers a perfectly made finish. Available in seven shades.



MATTE PERFECTION
Oxygen-infused and air-whipped, Maybelline New York's Dream Matte Mousse SPF15 gives a matte finish, but with an air-soft feel. Available in 15 shades.

Spring zing

A pop of colour for your new beauty look

SPRING MAKE-UP

SKIN
Prep the skin with Day Moisturiser from Olay Total Effects then buff on Skin Lumineizer Foundation using a large foundation brush. Cover up circles with MasterTouch Concealer and blend into the foundation.

EYES
Draw Excess Intensity Longwear Eyeliner in Excessive Aqua all over the lid then smudge Wild Shadow Pencil in Bold Sapphire into the lower lash line. To soften the bright blue, press Wild Shadow Pot in Sapphire Rage in the crease of the eye. Across the brow bone, sweep Wild Shadow Pot in Pale Pebble followed by Colour Expert Eyeliner in black across the upper lid and extended to the outside. Finish with a coating of Masterpiece Transform High Impact Volumizing Mascara.

CHEEKS
Use a soft dome shaped blush brush and blend Miracle Touch Creamy Blush in Soft Candy to the apples of the cheeks and towards the temples.

LIPS
Apply Colour Elair Upliner in Brown n Nude all over the lips and then top with Colour Elair Gloss in Pristine Nude to keep it soft.

Excess Intensity Longwear Eyeliner in Excessive Aqua

MasterTouch Concealer

Wild Shadow Pencil in Bold Sapphire



"Use a cream blush instead of a powder to keep the look dewy"

69.99*

MasterTouch Concealer

69.49*

Wild Shadow Pot in Sapphire Rage

67.49*

Wild Shadow Pencil in Bold Sapphire

SPRING HAIR

Colour the hair with nice'n easy no ammonia in Light Golden Red. Take a triangular section at the front of the hair and blowdry it with a large bristle brush and sweep to one side.

Lightly tong the ends of the hair to create texture without making it too curly, then backcomb the roots and spray with Aussie Miracle Dry Shampoo for an undone look.

Pin it in a half updo to create fullness at the top then bring the rest of the hair into a pony tail. Pull out some strands at the front for a very natural look.

Aussie Volume Dry Shampoo

65.99*
nice'n easy Light Golden Red

65.99*
nice'n easy Dark Warm Brown 82

620.29*
Olay Total Effects Pure Minimizer CC Cream

610.99*
CC Colour Corrector Stick

616.89*
Skin Lumineizer Foundation Pack

69.99*
Colour Elair Gloss, Pristine Nude

610.29*
Flawless Perfection Blush Classic Rose

68.99*
Giant Pen Stick in Princess Rose

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SPRING MAKE-UP

SKIN
Prep the skin with Pure Minimizing CC Cream from Olay Total Effects. Blend on Skin Lumineizer Foundation and apply the CC Colour Corrector Highlighter pen under the brow for a clean look. It also conceals, so I put a little on the inside of the nose close to the tear duct and blend with your fingers.

EYES
Draw Wild Shadow Pencil in Bold Sapphire onto the eyelid and the lower lid to create a wash of colour. Blend the edges with your fingers and to intensify the look, press Wild Shadow Pot in Vivacious Purple into the pencil using your fingers or a brush. To contour the eyes, press Passionate Plum Shadow into the outer corner from the lash line into the socket of the eye, so you are creating a triangle effect. Line the upper lid with Colour Expert Eyeliner in black. Finish with a sweep of Masterpiece Transform Mascara.

LIPS
Apply the Colour Elair Pen in Princess Rose over the entire lip, no need to line. Then add the Colour Elair Gloss in Pristine Nude just to give a high shine finish.

CHEEKS
Contour the cheeks using the Flawless Perfection Blush in Classic Rose to the apple of the cheek and then extend it along the cheekbone.

Leave it to cool for 10 minutes then tip the head upside down and shake it out gently using your fingers to break up the waves.

Finish the look with Aussie Volume - Gloss hairspray. It gives great hold but you can still get your fingers through it.

See our step-by-step online video from the shoot on our website, www.umagazine.ie

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WE CREATE EXCITEMENT. WE WOW AUDIENCES.

As part of Harmonia's publishing portfolio, Harmonia runs a series of brand extension events across Ireland. National events such as the FOOD&WINE Restaurant of the Year Awards, Irish Tatler Women of the Year Awards, Woman's Way Mum of the Year Awards, Irish Tatler Working Lunches and Woman's Way Health & Wellbeing are just some of the events Harmonia has managed and grown over the past decade.

Harmonia also hold a number of more intimate events such as reader evenings and fashion shows throughout the year. Year to year each event consistently delivers on quality, value and customer enjoyment.





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CiaranCasey
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harmonia.ie



WE WOULD LOVE TO HEAR FROM YOU

Harmonia offers clients an extremely high level of service from inception through to completion. We offer clients a bespoke service that fits their individual needs. In addition to a full in-house creative team, we have access to a large pool of freelance editors, designers, writers, digital wizards, illustrators, photographers, proof readers and writers expert in many fields.

Harmonia can also offer clients an advertising sales service. We have an in-house team of highly experienced sales people with significant industry experience.

Harmonia