

Ireland's Housing magazine



an **eolas** publication

Media pack

Ireland's Housing Magazine

Ireland's housing sector is at crisis point with over 135,000 people on the waiting list for social housing. *Rebuilding Ireland, An Action Plan for Housing and Homelessness* was published in July 2016. The plan, with an investment of around €5.5 billion, aims to accelerate all types of housing supply and provide 47,000 new social houses over the next six years as well as targeting an annual overall build of 25,000 units per year by 2020.

Nearly a year on, the magazine will look at the progress of implementing the *Rebuilding Ireland* plan. It will also examine a number of other key issues as well as featuring thought leadership articles and interviews with leading figures from across Ireland's housing sector. The magazine will also feature a comprehensive 'who's who' guide to housing in Ireland as well as listings of all relevant policy makers and other housing organisations.

The annual Housing Magazine will be published in association with *eolas* magazine and distributed extensively to key stakeholders and decision-makers within the housing sector including central and local government, policy, financing and advisory organisations. The magazine will be circulated with the Autumn issue of *eolas*. It will receive extra exposure by being distributed at the annual *eolas* Housing Conference and major public service and local government conferences throughout the year.

New magazine!

This new exclusive magazine provides an excellent platform for organisations within the housing sector to profile services and to highlight areas of expertise. Profile opportunities include:

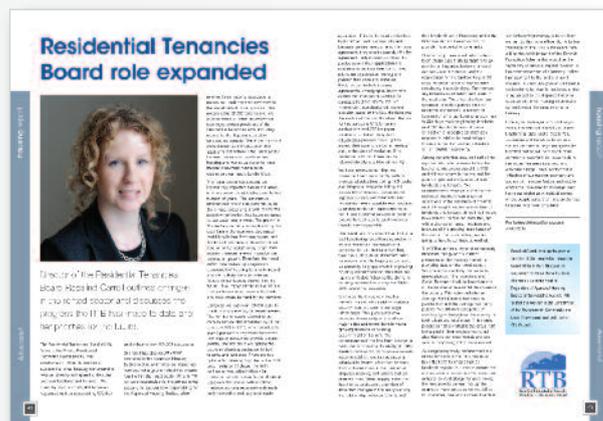
- Display advertising
- Branded-style advertorial articles
- Front cover profile
- Sponsorship of the magazine
- Round table features



Readership

The magazine will be read by all stakeholders involved in aspects of housing, funding and management including senior managers in the public, private and third sectors within Ireland:

- Government Ministers, TDs, Senators;
- Professionals in housing policy and delivery;
- Senior management within Government departments and agencies;
- Those providing benefits advice;
- Senior management within Housing Associations;
- Policy/public affairs advisors;
- The construction industry;
- Senior management within Local Government;
- Project funders;
- Legal advisers;
- Housing and planning consultants;
- The community/voluntary sector/NGOs.



Profile opportunities available

- Sponsorship of the magazine:** Includes organisation's logo on the front cover and an opportunity to provide a written 'foreword' to the magazine, along with a two page advertorial style article (contributed by the organisation) and a single page display advertisement within the content of the publication.
- Front cover profile:** Includes front cover photography and 3-4 page article within the magazine. Provides an excellent profile opportunity for an organisation to highlight key issues and ensures a high level of exposure to the key stakeholders who will read the magazine.
- Round table feature:** Hosted by a sponsor organisation with a number of other key stakeholder representatives (maximum 5). The event would be written up and photographed over 5-6 pages in the magazine (we will look after all organisational elements of the round table).
- Advertorials / branded style articles:** Organisations have the opportunity to provide content for the publication through the provision of advertorial/thought-leadership pieces. Each advertorial will include text and images and can be designed by us to the client's requirements.
- Display advertising:** For those organisations with 'camera-ready' style display advertisements, a range of sizes are available. Options include high-profile positions such as outside and inside covers.

Space will be limited - book early to secure prime positions!



Planned content

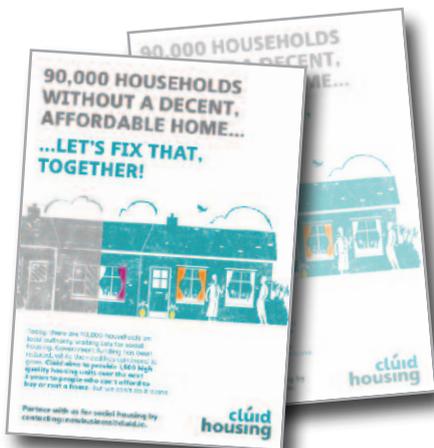
- ✓ Interview with Simon Coveney, TD;
- ✓ Update on *Rebuilding Ireland* plan;
- ✓ Who's who in Irish housing;
- ✓ Delivering innovative housing solutions;
- ✓ Improving Ireland's private rental sector;
- ✓ Social Housing PPP programme;
- ✓ How do we accelerate the development of social housing?
- ✓ Taking a new approach to homelessness;
- ✓ Local authorities and social housing;
- ✓ Effective planning for housing;
- ✓ Design for Mental Health Plan: Integrating health and housing;
- ✓ Utilising existing stock: The challenge of housing obsolescence;
- ✓ Developing housing projects in difficult times;
- ✓ Future funding models;
- ✓ Engaging residents in training and employment opportunities;
- ✓ Directory of organisations in Ireland's housing sector.



Advertising ratecard

Exclusive high profile opportunities*

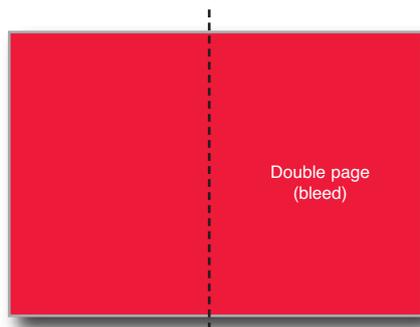
Sponsorship of magazine	€7,995
Front cover profile	€5,995
Round table discussion	€5,995



Rate card for advertorial/profile*

Four page corporate profile	€4,995
Double page spread	€2,995
Full page colour	€1,995
Special positions*	
Inside front cover	€2,495
Inside back cover	€2,395
Outside back cover	€2,695

*All prices are subject to VAT



Mechanical data

- Double page spread
Bleed - 426mm x 303mm
Trim - 420mm x 297mm
- Full page
Copy area - 170 mm x 246mm
Bleed - 303mm x 216mm
Trim - (A4) - 297mm x 210mm
- Half page horizontal
Copy area - 122mm x 170mm
- Half page vertical - 246mm x 81mm

General

1. All artwork should be supplied in digital format.
2. All fonts, scanned images and graphics should be included on the disk or email (even though they may also be embedded into the artwork).
3. All fonts should be Postscript format.
4. All artwork, scanned images and embedded graphics must be CMYK ink separated for printing.
5. Scanned images and graphics should be saved as 'eps' files (filename.eps) or 'tif' files (filename.tif). Photographic files may also be saved as 'jpeg' (filename.jpg).

For more information or if you would like to book space, please contact:

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