

# eolas

magazine

...informing Ireland's decision-makers



media pack



## Working lunch

**Future digital disruption: What the panel think**

- 5G connectivity
- AR/VR
- Building Information Modelling (BIM)
- Virtual reality (VR) and Augmented Reality (AR)
- Blockchain
- Digital twins and smart
- Edge computing
- Wearables

**Working lunch in quotes...**

**Paul O'Connell**  
"There's a huge push from the IT side to get into the building sector..."

**David Green**  
"There's a huge push from the IT side to get into the building sector..."

**Thomas Griffin**  
"There's a huge push from the IT side to get into the building sector..."

**Emma Linnane**  
"There's a huge push from the IT side to get into the building sector..."

**Paul Murphy**  
"There's a huge push from the IT side to get into the building sector..."

## Advertorial examples

### Inspiring innovative government

There is a growing expectation among citizens that government provide similar technology solutions to those provided by private enterprises. This has created new challenges for the public sector, along with a corresponding need for more customer-centric transformation strategies.

**A tailored automation for government**

Automation in action

*"Today, as citizens we expect to deal with government the way we deal with every other part of our life."*

**Practical change management is critical**

### eProcurement: delivering the benefits

eProcurement is achieving world-class patient safety and efficiency at St. James's Hospital by taking paper and cost out of the system. Vincent O'Brien and Simon Moores discuss its success.

**Usability success**

**Future development**

### AIB's agri-food DNA

"Agriculture has always been a key sector for AIB. We have been a leading bank to the sector over many decades and remain committed to supporting the future development of Irish agriculture."

AIB's history is rooted in the agri-food sector. With over 40 years' experience in the sector the Bank has seen industry cycles and has partnered with customers through the many changes and challenges.

**AIB**

## Readership

eolas takes a modern approach when covering in-depth analysis of major policy issues that impact upon the business and public sectors in Ireland and readership includes:

- Managing Directors and Chief Executives of the Top 150 companies
- Chief Executives within the financial sector including banks, stockbrokers and financial advisory firms
- Government Ministers, Dáil and Seanad members and committees
- Ministerial special advisors
- Senior management in the Technology sector
- Managing Partners of the top Irish law firms
- Government departments and agencies
- Senior managers and directors in the health sector and education boards and trusts
- Managers in public transport bodies
- County Managers and heads of departments in Local Government
- Leaders in business and industry
- Managers in agriculture and food
- Voluntary & community sector management

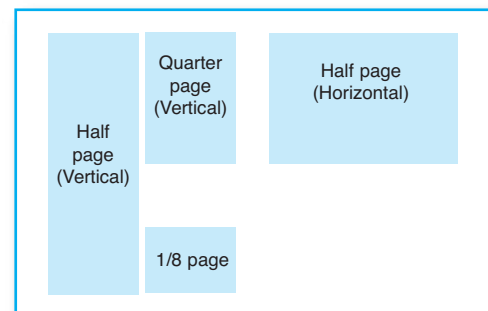
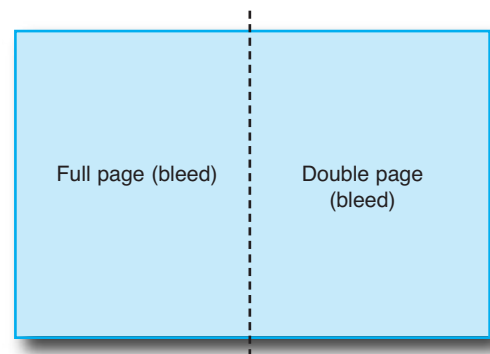
## Creative marketing opportunities

Choice of marketing is key when communicating a message to an influential audience and the eolas advertising team has the experience and knowledge to assist you in establishing the most effective return on your investment. Creative marketing activities include:

- Report sponsorship – guarantee maximum exposure with combination of branding, editorial and advertising
- Round table discussion – hosted by organisation and including four leading professionals/stakeholders from other organisations
- Working lunch events – presented by senior member of the organisation to three/four invited clients/stakeholders
- Advertorials – branded editorial-style articles
- Display advert
- Advertisements

| Special executions   |        |
|--|--------|
| Front cover profile interview                                      | €7,995 |
| Roundtable feature   | €7,995 |
| Report sponsorship   | €5,995 |
| Working lunch  | €9,995 |
| 4 page corporate profile   | €4,995 |
| Rate card for advertisement  |        |
| Double page spread   | €2,995 |
| Full page colour   | €1,995 |
| Half page colour   | €1,295 |
| Quarter page colour  | €795   |
| Rate card for advertisement  |        |
| Inside front cover   | €2,495 |
| First right hand page  | €2,395 |
| Outside back cover   | €2,695 |
| *Series discount rates available • All prices are exclusive of vat |        |

Full Page is **STANDARD A4**  
with 3mm bleed all around



## 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).