



Ireland's Housing magazine

Media pack

an **eolas** publication

Ireland's Housing Magazine

After a dramatic year, housing in Ireland continues to face three major challenges: delivering a sufficient supply of housing stock; addressing affordability; and ensuring the sustainability of individual units and communities.

One year on since General Election 2020 and the subsequent onset of the Covid-19 crisis, construction has been delayed and emergency legislation necessitated. Now, Housing Minister Darragh O'Brien TD has outlined plans to build 33,000 units per annum. As such, alongside the Affordable Housing Bill and the Land Development Agency Bill, the Government is set to publish a new Housing for All plan in 2021.

Meanwhile, in January 2021, the Department of Housing, Local Government and Heritage recorded an almost 20 per cent decrease in people accessing local authority managed emergency accommodation, down to 8,313 adults and dependents compared with 10,271 in January 2020. However, this significant decrease is tempered by the fact that Dublin Region Homeless Executive (DRHE) recorded 79 deaths of homeless people in the capital last year; a 61 per cent increase on 2019.

While the pandemic has forced a rethink of homes and communities, post-Covid, increased sustainability will also become a recurring theme of economic recovery. This is underpinned by Ireland's National Home Retrofit Scheme and the European Commission's Renovation Wave Strategy to enhance the energy efficiency of buildings as a component of the European Green Deal.

As the Government approaches its first full year in office, Ireland's Housing Magazine 2021 will analyse emerging housing policy and initiatives. It will combine insightful written contributions with interviews from across the housing sector, government and local government. Furthermore, the Housing Magazine includes an annually updated 'who's who' guide to housing in Ireland, alongside listings for all relevant housing organisations and policymakers.

Published in collaboration with eolas Magazine, Ireland's Housing Magazine is widely distributed among decisionmakers and stakeholders, including those within the sector, government and local government, as well as to policy, financing and advisory organisations. In addition, the Housing Magazine is also available online and in digital format. The magazine will be circulated in summer 2021 and additional exposure secured via distribution to delegates at eolas Magazine's major conferences throughout the coming year.

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; and
- the community/voluntary sector/NGOs



The annual Housing 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



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!



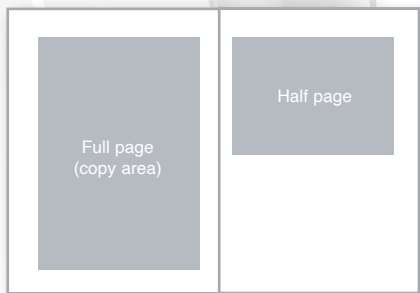
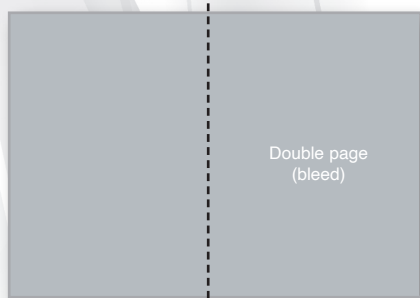
Planned content

- ✓ Interview with Minister for Housing, Local Government and Heritage Darragh O'Brien TD
- ✓ Interviews with Opposition housing spokespersons
- ✓ Housing priorities for 2021
- ✓ Housing for All
- ✓ Affordable Housing Bill 2020
- ✓ Land Development Agency Bill 2021
- ✓ Delivering affordable housing
- ✓ Affordable housing: Lessons from Europe
- ✓ Homelessness after Covid-19
- ✓ Irish property market overview
- ✓ Innovations in the AHB sector
- ✓ The holistic role of AHBs in delivering affordable housing
- ✓ Future funding models
- ✓ Creating sustainable communities
- ✓ Community investment and social regeneration
- ✓ National Home Retrofit Scheme
- ✓ Preventing homelessness
- ✓ Local authority social housing delivery
- ✓ Local government sustainable housing initiatives
- ✓ European exemplars sustainable housing design
- ✓ The value of social housing
- ✓ Cost rental in Ireland
- ✓ Sustainable financing of social housing
- ✓ 'Who's who' in Irish housing
- ✓ Directory of organisations in Ireland's housing sector

Advertising ratecard

Exclusive high profile opportunities*

Sponsorship of magazine	€9,995
Front cover profile	€7,995
Round table discussion	€7,995



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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