



# Housing Ireland magazine

## Media pack

an **eolas** publication

Digital | Events | Print

# Housing Ireland Magazine

Experience of the Covid-19 pandemic has evidenced the need to deliver decent, adequate, affordable, and sustainable housing for all by 2030, as per the UN Sustainable Development Goals.

In this context, the fact that not everyone has access to a safe, secure, and affordable home or is enabled to live, work, learn, and socialise in a vibrant and cohesive community has been transparently exposed. Consequently, housing policy will remain firmly on the agenda of governments beyond this decade.

Improved affordable housing outcomes can simultaneously address ongoing climate action obligations and ambitions, while stimulating socioeconomic recovery required in the wake of the pandemic.

Published in September 2021, the Government's Housing for All plan has been heralded as a radical departure from Rebuilding Ireland and the "largest State building programme in our history".

Underpinned by an average annual investment exceeding €4 billion, the Government believes that the new housing plan for Ireland can embed environmental, economic, and social sustainability into the housing system.

With a promise to deliver 300,000 homes by 2030, including 90,000 social homes, 36,000 affordable homes, 18,000 cost rental homes, and 156,000 homes from the private market, Housing for All contains four pathways:

1. Pathway to supporting home ownership and increasing affordability;
2. Pathway to eradicating homelessness, increasing social housing delivery, and supporting social inclusion;
3. Pathway to increasing new housing supply; and
4. Pathway to addressing vacancy and efficient use of housing stock.

Specific commitments include: increasing overall supply; delivering more social housing; the delivery of three schemes to increase affordability; implementation of greater protections for renters; support for those experiencing homelessness; planning changes to reduce delays in consolidating supply; addressing vacancy; and long-term measures to ensure sustainability.

In this context, the Housing Ireland Magazine 2022 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 Ireland 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, the Housing Ireland Magazine is widely distributed among decisionmakers and stakeholders, including those within the housing sector, the Department, and local government, as well as to policy, financing, and advisory organisations. In addition, the Housing Ireland Magazine is also available online and in digital format. The magazine will be circulated in summer 2022 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 Ireland 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



## Roundtable discussion



## Advertorial



## Distribution

Distributed on a multiplatform basis, alongside the hardcopy magazine, Housing Ireland has a broad digital footprint which ensures that your campaign has enhanced exposure and online visibility. Housing Ireland Magazine's content is distributed via several digital platforms including:

- the Housing Ireland Magazine website;
- a digital 'page-turner' or Housing Ireland Digital;
- a digital newsletter; and
- targeted email campaigns for Housing Ireland.



## Planned content

- ✓ Housing for All implementation and progress
- ✓ Addressing the housing demand and supply imbalance
- ✓ Eliminating the existing housing stock deficit
- ✓ Supporting increased affordability
- ✓ Creating a large-scale affordable cost-rental sector in Ireland
- ✓ Maintenance and management of existing housing stock
- ✓ Enabling a more sustainable housing system
- ✓ The holistic role of AHBs
- ✓ Creating sustainable communities
- ✓ The role of the LDA in developing cost rental housing
- ✓ Enhancing local authority capacity
- ✓ Incentivising the refurbishment of vacant properties
- ✓ Challenges of housing delivery
- ✓ Reducing the cost of construction
- ✓ Changes to planning and development in Ireland
- ✓ Eradicating homelessness
- ✓ The role of social housing sector in the European Platform on Combating Homelessness
- ✓ International collaboration to eradicate homelessness
- ✓ #Housing2030: Effective policies for affordable housing in the UNECE region
- ✓ '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



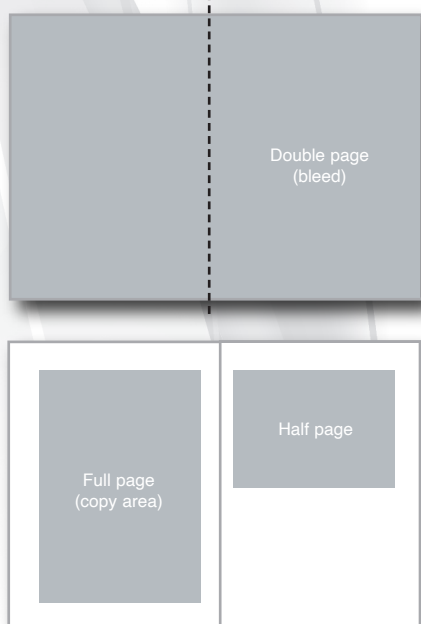
## Rate card for advertorial/profile\*

Four page corporate profile	€4,995
Double page spread	€2,995
Full page colour	€1,995
<b>Special positions*</b>	
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:

Sam Tobin on +353 (0) 1 661 3755 [sam.tobin@eolasmagazine.ie](mailto:sam.tobin@eolasmagazine.ie)