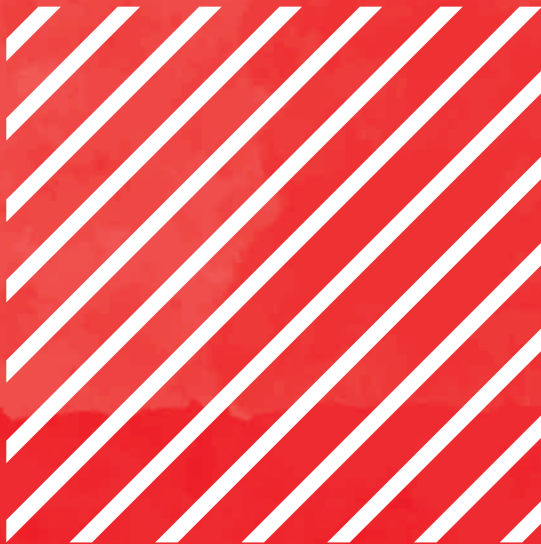




Housing Ireland magazine



2024/25



Media pack

an **eolas** publication

Digital | Events | Publications

Housing Ireland Magazine

It is a hugely exciting time for housing in Ireland – new unit delivery is gaining momentum and exceeding government targets despite significant socioeconomic headwinds. Yet enormous challenges abound, not least in social and affordable delivery.

Similarly, there is great opportunity too in the context of the forthcoming publication of further ESRI research, the first NPF revision, and The Housing Commission's reports which are expected to form the basis of significantly revised targets for delivery.

Now in its third year of implementation, sustainability permeates *Housing for All's* four pathways. A sustainable housing system for all means having a housing system which is socially, environmentally, and economically sustainable.

Indeed, in publishing the latest update to the *Housing for All* action plan, the Government acknowledges that the realisation of its targets – across all housing types – necessitates the delivery of a sustainable housing system.

Coupled with the record €5.1 billion allocated to capital investment in Budget 2024, the updated plan contains 30 priority actions to accelerate housing delivery. Allied to this is the creation of socially sustainable communities; a decades-old component of housing policy.

However, a widening viability gap in the residential construction sector must be bridged. In 2024, there will be a major focus on improving the viability of residential construction, including through modern methods of construction and enhanced construction sector capacity.

Therein lies a challenge. Often there is a disconnect between the most economically viable residential construction and what is sustainable. Therefore, to borrow a phrase from the energy sector, Ireland faces a housing 'trilemma': ensuring the delivery of housing that is at once environmentally, economically, and socially sustainable.

In this context, *Housing Ireland Magazine 2024/2025* will explore and analyse the key challenges facing Ireland's housing policymakers and senior practitioners across the sector. It will combine insightful written contributions with interviews from across the housing sector, government, and opposition.

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 decision-makers and stakeholders, including those across each facet of the housing sector, the Department of Housing, Local Government and Heritage, 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 from summer 2024 with 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, and senators;
- professionals in housing policy and delivery;
- senior management within government departments and agencies;
- those providing social welfare advice;
- senior management within approved housing bodies;
- policy/public affairs advisors;
- construction and retrofitting industries;
- senior management within local authorities;
- 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 Magazine* has a broad digital footprint which ensures that your campaign has enhanced exposure and online visibility. *Housing Ireland Magazine* 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*.



- ✓ Housing for All implementation and progress
- ✓ Report of The Housing Commission and increased housing targets
- ✓ Delivering homes on state lands
- ✓ The role of local authorities in the planning and provision of affordable homes
- ✓ European housing policy context
- ✓ Design for social and affordable housing
- ✓ Decarbonising the social housing sector
- ✓ Social housing context in the North
- ✓ Ensuring a supply of sustainable and climate-proofed housing
- ✓ Cultivating resilient communities
- ✓ Addressing vacancy and the efficient use of existing housing stock
- ✓ Overcoming challenges to residential construction
- ✓ Bridging the viability gap
- ✓ Delivering a more developed, responsive, and appropriate housing system
- ✓ First NPF revision
- ✓ MMC and innovation in construction

Advertising ratecard

Exclusive high profile opportunities*

Sponsorship of magazine	€12,995
Front cover profile	€9,995
Round table discussion	€9,995



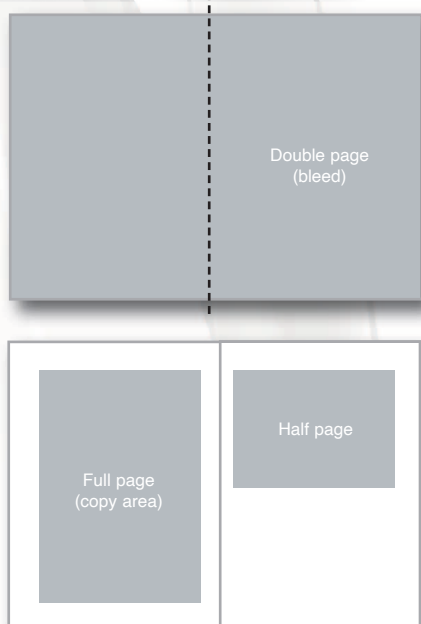
Rate card for advertorial/profile*

Four page corporate profile	€5,995
Double page spread	€2,995
Full page colour	€1,995
Special positions*	
Inside front cover	€2,695
Inside back cover	€2,695
Outside back cover	€2,995

*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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