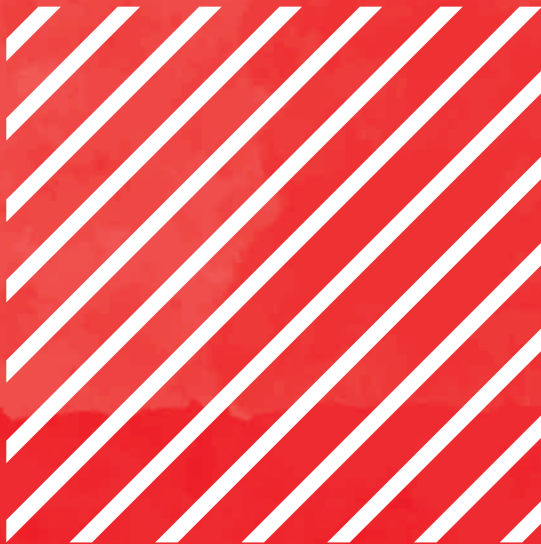




Housing Ireland magazine



2025/26



Media pack

an **eolas** publication

Digital | Events | Publications

Housing Ireland Magazine

Delivering 303,000 new homes by 2030

In November 2024, ahead of the general election, the outgoing Government approved a revised delivery target of 303,000 new homes across the State by 2030.

Outlining a pathway to deliver an average of 50,500 homes per annum, rising to 60,000 in 2030 and subsequent years, the then-government described it as a crucial step towards meeting:

1. growing housing need, as per population increases; and
2. existing and ongoing demand for housing.

Now, recognising the housing crisis as “a major social and economic challenge that touches every generation”, the new government has committed to “prioritise a radical step change in housing supply”.

Housing for All is set to be replaced by “a new fully funded, radical and realistic housing plan”, seeking to accelerate the delivery of more than 300,000 new homes by the end of 2030.

Meanwhile, the *Report of The Housing Commission*, published in mid-2024 – as agreed in Programme for Government 2020 – advocates for a “radical strategic reset of housing policy”.

However, familiar challenges remain. According to CSO figures, new unit completions in 2024 decreased by 6.7 per cent when compared with 2023, falling well short of the previous Government’s annual target. Likewise, it appears that the social housing delivery target has also been missed for a third consecutive year, while homelessness has increased yet again, with a record 15,378 people living in emergency accommodation in February 2025.

In this context, *Housing Ireland Magazine* 2025 will explore and analyse the key challenges facing Ireland’s housing policymakers and senior practitioners across the sector as they seek to deliver 303,000 new homes by 2030.

The annual publication will combine insightful written contributions with interviews from across the housing sector, government, and opposition.

Furthermore, the *Housing Ireland Magazine* will include an 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 2025 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* 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
- ✓ Accelerating **housing supply**
- ✓ New **2030 housing target**
- ✓ **Innovation** in housing delivery
- ✓ **European housing policy perspective**
- ✓ What the **Planning and Development Act 2024** means for residential construction
- ✓ **Environmentally sustainable housing**
- ✓ Delivering **social and affordable housing** at scale
- ✓ The **role of local authorities** in delivering housing
- ✓ Increasing the proportion of **social and cost rental housing**
- ✓ Delivering social and affordable housing **at pace**
- ✓ **Childcare provision** in new housing
- ✓ **Housing conditions** and integrated care for **older people**
- ✓ **Innovative methods** to scale residential construction
- ✓ The **Report of The Housing Commission** one year on

Advertising ratecard

Exclusive high profile

Sponsorship of magazine	€15,995
Front cover profile	€12,995
Round table discussion	€12,995



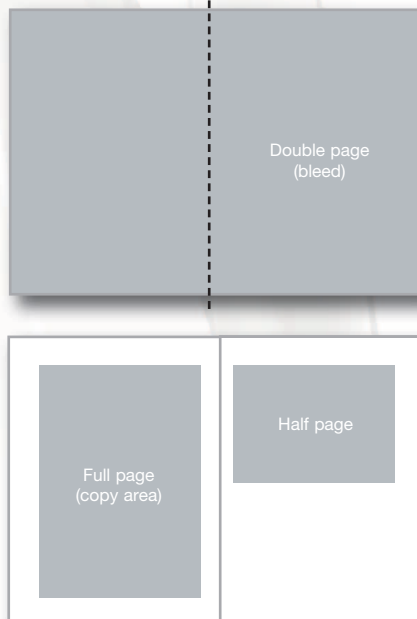
Rate card for advertorial/profile*

Four page corporate profile	€6,995
Double page spread	€2,995
Full page colour	€1,995
Special positions*	
Inside front cover	€2,995
Inside back cover	€2,995
Outside back cover	€3,995

*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:

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