eolas

Digital | Events | Publications

...informing Ireland's decision-makers

media pack

Informing Ireland's decision makers

eolas Magazine is Ireland's leading multiplatform public policy and business magazine, reaching Ireland's key decision makers and influencers within government and across the public, private and voluntary sectors.

Each issue of eolas provides in-depth coverage of regular features which include public services; healthcare; education; environment; energy; infrastructure; business and economy; voluntary and community sector developments; and public affairs.

In addition, eolas features comprehensive sector-specific reports on health, education, infrastructure, digital government, energy, environment and sustainability, housing, business, the economy, construction, public affairs, local government, transport, criminal justice, learning and skills, governance, and regional focus reporting.

Front cover profile interview

Report sponsorship

Distribution

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

- the eolas Magazine website;
- a digital 'page-turner' or eolas Digital;
- a digital newsletter; and
- weekly targeted email campaigns for each sector specific report.

Special in-depth features are scheduled during the year and include topics such as:

- Health
- Education & skills
- Environment
- Energy
- Technology & innovation
- Transport
- Climate & sustainability
- Housing
- Infrastructure & construction
- Justice
- Digital government
- Future of work
- Water
- Data protection
- Regional focus
- Waste
- Economy
- Learning & skills
- Cyber security
- Local government
- Connectivity
- Food & agriculture
- Tourism
- Diversity & inclusion
- FinTech
- Procurement
- Planning
- Public affairs

Roundtable discussion

Advertorial

Readership

In addition to the digital platforms, eolas Magazine is directly mailed to 10,000 key decision makers across Ireland including:

- Ireland's top 200 businesses, CEOs, managing directors and senior executives;
- senior managers in the business, legal, ICT and financial sectors;
- senior management within government departments;
- local authority councillors and officials;
- senior managers and directors in health and education organisations;
- government ministers, TDs, senators;
- Houses of the Oireachtas staff;
- leaders in specific sectors: energy, environment, housing, and transport sectors; and
- voluntary and 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

eolas

Digital | Events | Publications

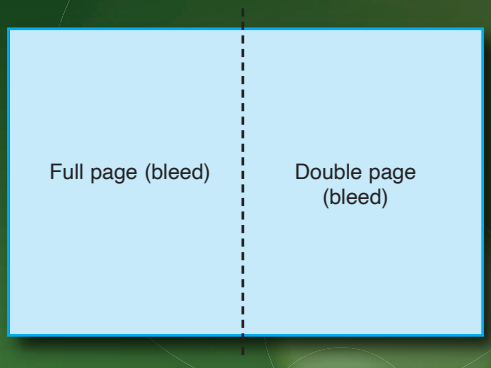
Special executions	
Front cover profile interview	€12,995
Roundtable feature	€12,995
Report sponsorship	€7,995
Working lunch	€15,995
4 page corporate profile	€7,995
Rate card for advertisement	
Double page spread	€2,995
Full page colour	€1,995
Half page colour	€1,295
Rate card for advertisement	
Inside front cover	€2,995
First right hand page	€2,395
Outside back cover	€2,995

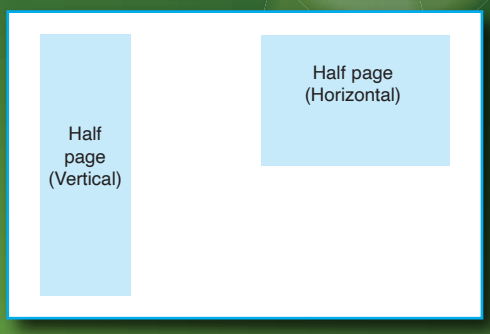
*Series discount rates available • All prices are exclusive of vat

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).





bmf business services, Clifton House, Lower Fitzwilliam Street, Dublin 2

Tel: 01 661 3755 Email: sam.tobin@eolasmagazine.ie Web: www.eolasmagazine.ie