ABOUT US

HOUSING IRELAND IS THE JOURNAL FOR IRISH HOUSING PROFESSIONALS WORKING ACROSS ALL TENURES. THE JOURNAL AIMS TO SUPPORT HOUSING PROFESSIONALS IN THEIR WORK AND TO INFORM AND INFLUENCE HOUSING POLICY.

Now, more than ever, the housing industry needs to engage with politicians and policy makers. Housing professionals are grappling with some big challenges at the moment, including how they can deliver on the government’s housing plans and how they can improve standards in the private rented sector. Housing Ireland provides an insight into this policy landscape. It provides a biannual overview of the major policy issues, legislative change, government thinking and a focus on what housing organisations are doing at the local level – all to keep housing professionals up to date on the latest developments and best practice in the sector.

Housing Ireland covers a diverse range of topics from economic outlook; to challenges in increasing housing supply across all tenures; to how to improve conditions of existing homes and improve tenants’ quality of life.

The first edition of the publication was unveiled by Minister Jan O’Sullivan at the National Library of Ireland in April 2012. Minister O’Sullivan said:

“We are moving to a new and rapidly evolving housing environment in this country. This requires vision, imagination and bold actions. I think this vision will be informed in no small part by the activities of the Chartered Institute of Housing and the magazine, which we have pleasure in launching here today.”

Over 400 housing industry readers who receive the print edition

Over 130 directors and chief executives

Over 1,800 readers and counting who receive the digital edition
WHO READS HOUSING IRELAND?

Thanks to its print distribution to over 400 housing industry readers, Housing Ireland gives advertisers the opportunity to place your organisation under the spotlight before a readership in decision-making authority and influencing positions, which includes over 130 directors and chief executives.

Housing Ireland’s readership includes CIH members; TDs and senators; government bodies; academic and research institutions; leaders of housing and housing professionals in local authorities; housing associations and other third-sector housing organisations and networks; professional bodies and the private rented sector throughout Ireland.

Primarily read by an Irish audience, it also covers developments in the UK. The digital version of the journal is sent to 1,800 contacts and counting, CIH’s 400 members in Northern Ireland, and is made available to CIH’s wider membership of 18,000 in Great Britain and internationally.
BENEFITS OF ADVERTISING WITH US

Advertising in Housing Ireland works well with your marketing budget by taking your message to key professionals right across the housing industry. Advertising with us allows your organisation to enhance its brand image, promote case studies, and communicate with its existing customer base while providing a platform to expand its operations. Housing Ireland means:

- a broad and unique distribution across sectors
- extensive opportunities to enhance your business and image
- in-house editing by housing professionals with extensive knowledge and experience of the industry
- free in-house editorial support where necessary
- an unrivalled audience
- value-for-money advertising packages tailored to your needs and budget
- an unparalleled opportunity to raise or maintain your profile in the sector
- an ideal launch pad for a new product or service.
2017 RATE CARD

We have a number of advertising opportunities to give your organisation a chance to gain further exposure to the market, at an extremely competitive rate.

ADVERTISING RATES
• Outside back cover: €585. A4.
• Inside cover: €520. A4.
• Double page spread: €520. A3.
• Half page: €255. A5.

We can accommodate advertorials.

TECHNICAL REQUIREMENTS
• RESOLUTION: 300dpi
• COLOUR: CMYK
• PHOTOGRAPHY: 300dpi, preferable size of over 1000px

If you want to take advantage of any advertising opportunities, please contact:
Justin Cartwright, policy and public affairs manager,
on +44 28 9077 8222 or email justin.cartwright@cih.org

SPONSORSHIP OPPORTUNITIES
We have a range of great sponsorship opportunities available starting from €1,000. When aiming to secure awareness and interest through advertising, you want the impact of your message to be fully recognised. CIH is the ideal platform to catalyse the transformation of your marketing budgets into measurable return. Sponsorship is the perfect means to maximise that transformation. Talk to Justin Cartwright about our range of options and find the right solution that gives you the best return for your money.

How could we maximise your opportunities?
• Front and back pages
• Two internal pages for you to place anywhere
• Your logo on the web page
• Your branding on the CIH distribution email
• Social media coverage and promotion

SUBSCRIPTION
Receiving a complimentary copy of Housing Ireland is just one of the many great benefits of being a member of CIH Ireland. We also offer those who are not members, or those who require additional copies for their organisations, the chance to subscribe to the magazine to ensure they never miss out on any of the key stories on the issues facing the industry again.

If you would like to be added to our distribution list please contact:
Justin Cartwright on +44 28 9077 8222 or at justin.cartwright@cih.org