

agendaNi

magazine

...informing Northern Ireland's decision-makers



media pack

Informing Northern Ireland's decision-makers

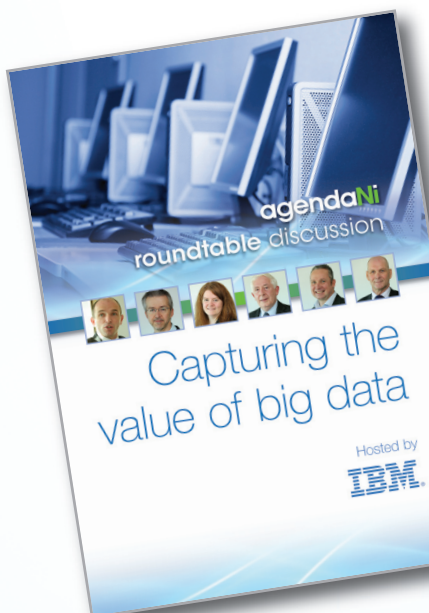
agendaNi is Northern Ireland's leading business and public policy magazine which reaches over 7,000 decision-makers and influencers in government, business and the voluntary and community sector.

agendaNi's in-house journalists research and produce comprehensive and informative articles on public policy, interviews with influential figures, and analysis of key business developments and sectors covering all aspects of business and politics. Each edition provides an excellent platform to profile your company to a captive, unique decision-making audience of public and private sector professionals.



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

- business and finance
- health
- education
- agriculture
- energy
- infrastructure
- exports
- the economy
- technology
- environment & sustainability
- housing
- construction
- public affairs
- local government
- transport
- criminal justice
- learning and skills



Pinsent Masons
The way ahead in energy



Richard Murphy analyses the European and all-island policy proposals that will affect the future of local energy markets.

Meeting demand
The 2019 Commission proposal...
Rights
The 2019 Commission proposal...
What changes would we see?
The 2019 Commission proposal...
What to find out next?
The 2019 Commission proposal...

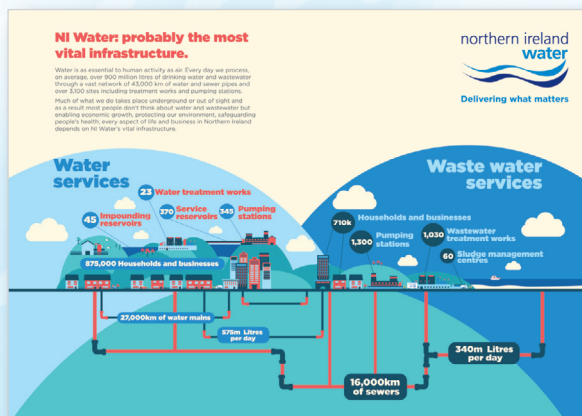
Home sweet home



LIFE IS BETTER LIVED TOGETHER

THE ALL-NEW VOLVO V70...
CREDS OF ACHIEVEMENT...
WARRANTY...

The Red Cross' unique role
The Red Cross is...
Life beyond the world
The Red Cross...
What changes would we see?
The Red Cross...
What to find out next?
The Red Cross...



cover story



Powering decarbonisation

As a significant contributor to the Northern Ireland economy, NI Networks is embedded in every home, business and farm. Finance and Regulation Director, Gavin Walsh, talks to David Whelan about the key role the organisation is playing in actively supporting the decarbonisation transition.

"Our network can't stand still. We're actively looking at how our network can be adapted to respond to future requirements, while analysing how this can best be done at the least cost to the consumer."

cover story

Readership

Each edition of agendaNi reaches over 7,000 decision-makers in the public, private and voluntary sectors including:

- Government ministers, MPs, MLAs, permanent secretaries, government departments, agencies and advisors
- Senior managers/directors in all sectors including health, education and justice
- Private sector CEOs and managing directors
- Leaders in business and industry
- Voluntary and community sector management

Distribution

- Posted directly to decision-makers' desks
- On sale in select news-trade e.g. Easons
- Distributed to business travellers at George Best Belfast City Airport and Belfast International Airport
- Distribution to senior delegates at key conferences throughout Northern Ireland
- Circulated to additional senior audiences as a result of media partnerships

Creative marketing opportunities

Choice of marketing is key when communicating a message to an influential audience and agendaNi's 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
- Advertisements

Rate card for advertisement

Double page spread	£2395
Full page colour	£1595
Half page colour	£995
Quarter page colour	£695
Special positions	
Inside front cover	£1895
First right hand page	£1695
Outside back cover	£1995
*Series discount rates available • All prices are exclusive of vat	

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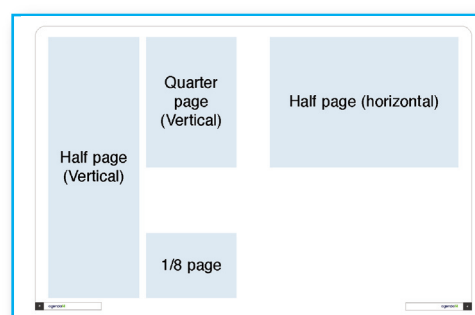
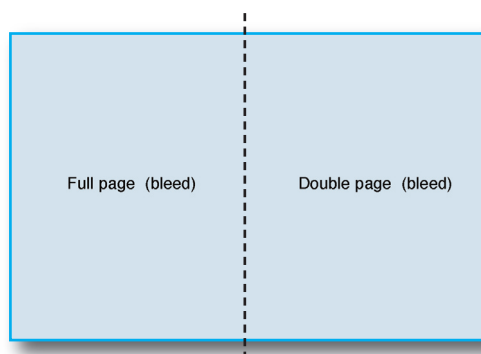
**Full Page is STANDARD A4
with 3mm bleed all around**

Rate card for advertorial

2 Pages	£2395
4 Pages	£3595
6 Pages	£4595
8 Pages	£5395

Creative marketing opportunities

Creative marketing activities include:
advertisements, advertorials (editorial style
branded pages), front cover profiles, sponsorship
of special reports, roundtable events.



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).