

# agendaNi

Digital | Events | Publications

...informing Northern Ireland's decision-makers



media pack



# Informing Northern Ireland's decision-makers

agendaNi is Northern Ireland's leading multiplatform public policy and business magazine, informing over 10,000 key decision makers and influencers within government and across the public, private and voluntary sectors. With analysis and in-depth coverage of key policy developments and public affairs covering all aspects of business, economic, social and public sector developments.

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

The magazine serves as a platform for thought leadership, discussions, and debates, making it a highly valuable resource for anyone seeking a deeper understanding of the issues impacting Northern Ireland.

## Distribution

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

- the agendaNi website;
- a digital 'page-turner' or agendaNi Digital;
- a digital newsletter;
- weekly targeted email campaigns for each sector specific report; and
- with LinkedIn and Twitter providing further enhancement.

## Front cover profile interview



## Report sponsorship



# SPECIAL IN-DEPTH FEATURES AND REPORTS 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, agendaNi is directly mailed to over 10,000 key decision makers across Northern Ireland including:

- government ministers, MPs and MLAs;
- permanent secretaries, government departments, agencies and advisors;
- Northern Ireland's top 100 businesses, CEOs, managing directors and senior executives;
- senior managers in the business, legal, ICT and financial sectors;
- local authority councillors and officials;
- senior managers and directors in health, education and justice organisations;
- leaders in specific sectors: energy, education, environment, justice, housing, health, and transport sectors; and
- voluntary and community sector management.

## Creative marketing opportunities

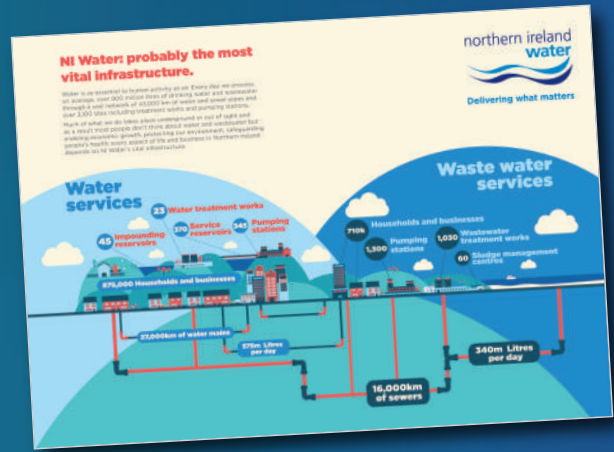
Choice of marketing is key when communicating a message to an influential audience and the agendaNi advertising team has the experience and knowledge to assist you in establishing the most effective return on your investment. Creative marketing activities include:

- 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



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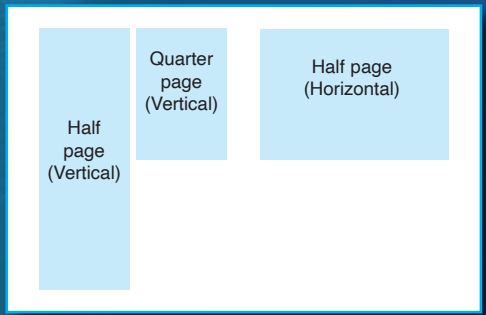
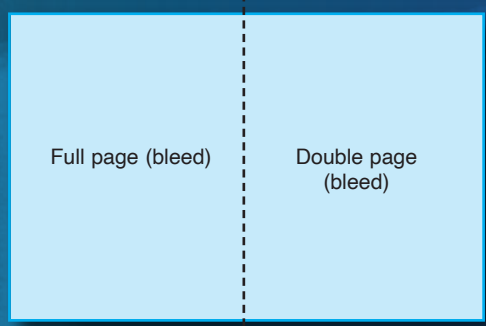


## General

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).

Special executions	
Front cover profile interview	£6,995
Roundtable feature	£5,995
Report sponsorship	£5,995
Think tank	£9,995
4 page corporate profile	£4,995
Rate card for advertisement	
Double page spread	£2,395
Full page colour	£1,595
Half page colour	£995
Quarter page colour	£695
Special positions	
Inside front cover	£1,895
First right hand page	£1,695
Outside back cover	£1,995

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



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