

agendaNi

Digital | Events | Publications

...informing Northern Ireland's decision-makers



media pack

Informing Northern Ireland's decision-makers

agendaNi is Northern Ireland's leading multi-platform magazine focused on public policy and business. With a readership of over 10,000 key decision-makers and influencers within government and the public, private, and voluntary sectors, agendaNi provides in-depth analysis and expert coverage of critical developments shaping the region.

Covering a wide range of business, economic, social, and public sector issues, the magazine offers high-quality, sector-specific reports across areas including: Economy, Energy & Renewables, Health & Social Care, Education, Infrastructure & Construction, Digital Government, Environment & Sustainability, Housing, Public Affairs, Local Government, Transport, Criminal Justice, Learning & Skills, Governance, Regional Development, Digital Transformation, and Cyber Security.

As a respected platform for **thought leadership, expert analysis, and sectoral debate**, agendaNi is an essential resource for anyone seeking insight into the key challenges and opportunities facing Northern Ireland.

Multi-platform distribution

In addition to the printed edition, agendaNi reaches its audience through a strong and growing digital presence. This multi-platform approach ensures maximum visibility and engagement for your campaign.

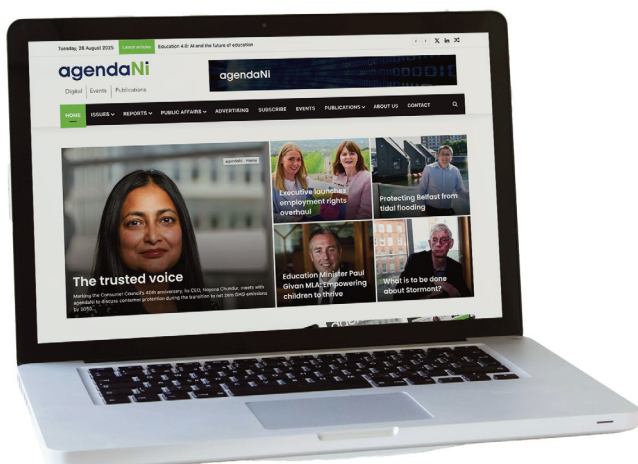
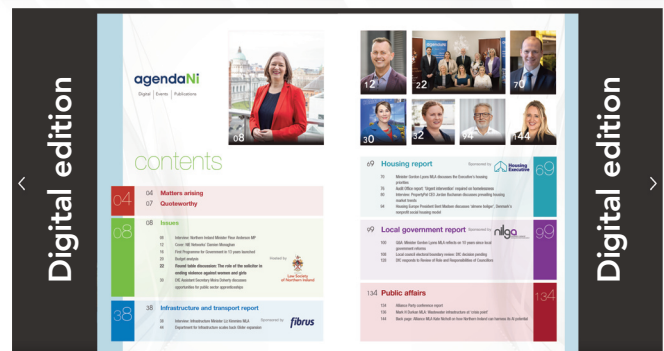
Digital distribution channels include:

- The **agendaNi website**
- **agendaNi Digital** (interactive page-turner version of the magazine)
- A regular **digital newsletter** emailed to **10,000+ recipients**
- **Targeted weekly email campaigns** for each sector-specific report
- Enhanced exposure via **LinkedIn**

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

Round table discussion

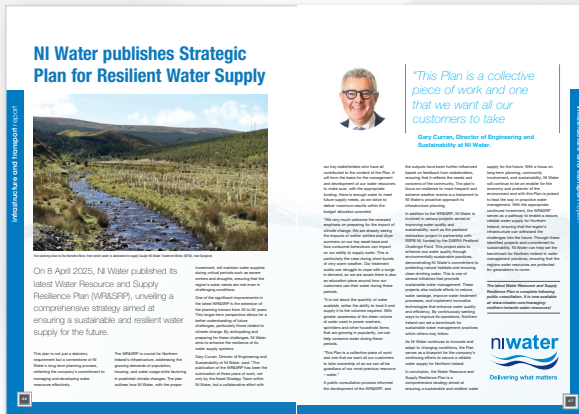


Creative marketing opportunities

Reaching a senior and influential audience requires more than just traditional advertising — it demands strategic, high-impact marketing that cuts through the noise. The **agendaNi advertising** team brings deep sector knowledge and experience to help you achieve measurable returns on your investment.

We offer a range of tailored and creative marketing options to amplify your message and position your organisation as a thought leader:

Advertorial



Readership profile

agendaNi is directly mailed and digitally delivered to a highly targeted and influential readership, including over 10,000 key decision makers.

- Government Ministers, MPs, and MLAs
- Permanent Secretaries, departmental officials, agencies, and advisors
- CEOs, Managing Directors, and senior executives in Northern Ireland's Top 100 companies
- Senior professionals in the legal, ICT, and financial sectors
- Local authority councillors and senior officials
- Directors and senior managers in health, education, and justice organisations
- Sector leaders across energy, housing, transport, environment, and more
- Senior management figures in the social enterprise and third sector

- **Front cover feature**
Position your organisation with a prestigious front cover feature, delivering unparalleled visibility and brand recognition to Northern Ireland's most influential decision-makers.
- **Report sponsorship**
Maximise exposure through a combination of branding, editorial content, and advertising aligned with a sector-specific report. Ideal for organisations seeking long-term visibility and influence.
- **Round table discussions**
Host a themed discussion featuring your organisation and five invited senior professionals or stakeholders from other key bodies. These sessions foster meaningful dialogue and position your brand at the centre of sectoral issues, arranged and facilitated by agendaNi.
- **Advertorials**
Branded, editorial-style articles that allow you to tell your story in your voice — while benefitting from the credibility of the agendaNi platform.
- **Display adverts**
High-visibility placements throughout the magazine (print and digital) to drive awareness and brand recognition.
- **Traditional advertisements**
A range of formats and placements to suit your campaign goals, available across both print and digital editions.

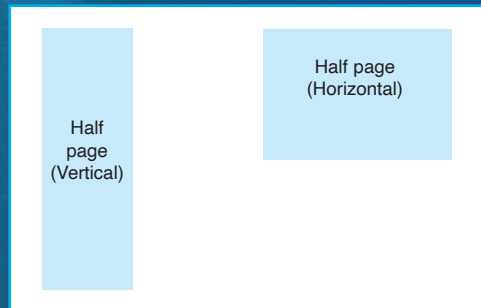
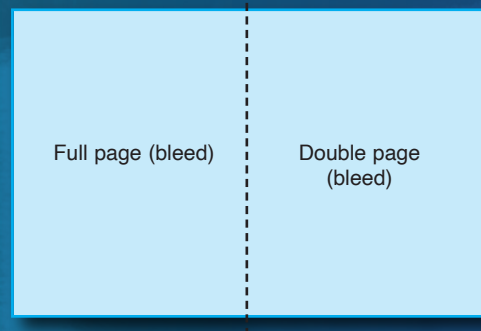
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General

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	£7,995
Roundtable feature	£7,995
Report sponsorship	£5,995
Think tank	£10,995
4 page corporate profile	£4,995

Rate card for advertisement

Double page spread	£2,395
Full page colour	£1,595
Half page colour	£995

Special positions

Inside front cover	£1,895
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

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