

Bespoke print, radio and digital packages

Negotiated Rates for Tourism Businesses

THE IRISH TIMES

KNOCK HOUSE HOTEL

 NEW Bereavement Support
 Weekend
 27+28 March 2DBB with
 expert facilitator Monica
 Morley + Scasons &
 Workshops €300pp / €300
 Single

 JANUARY / FEBRUARY
 GOLDEN HOLIDAY
 3DBB €240pp / €240 Single
 4DBB or 5DBB €350pp / €350
 Single

 Bridge Holiday – February
 2026
 8 – 11 February 3DBB +
 Bridge €299pp / €299 Single

 SPIRIT & SOUL HOLIDAY –
 2-6 March 2026
 4DBB €400pp / €400 Single

 EASTER 2026 – Stay 2 nights,
 get 3rd Night B&B FREE
 29 March – 10 April – Excludes
 Sat 4th April

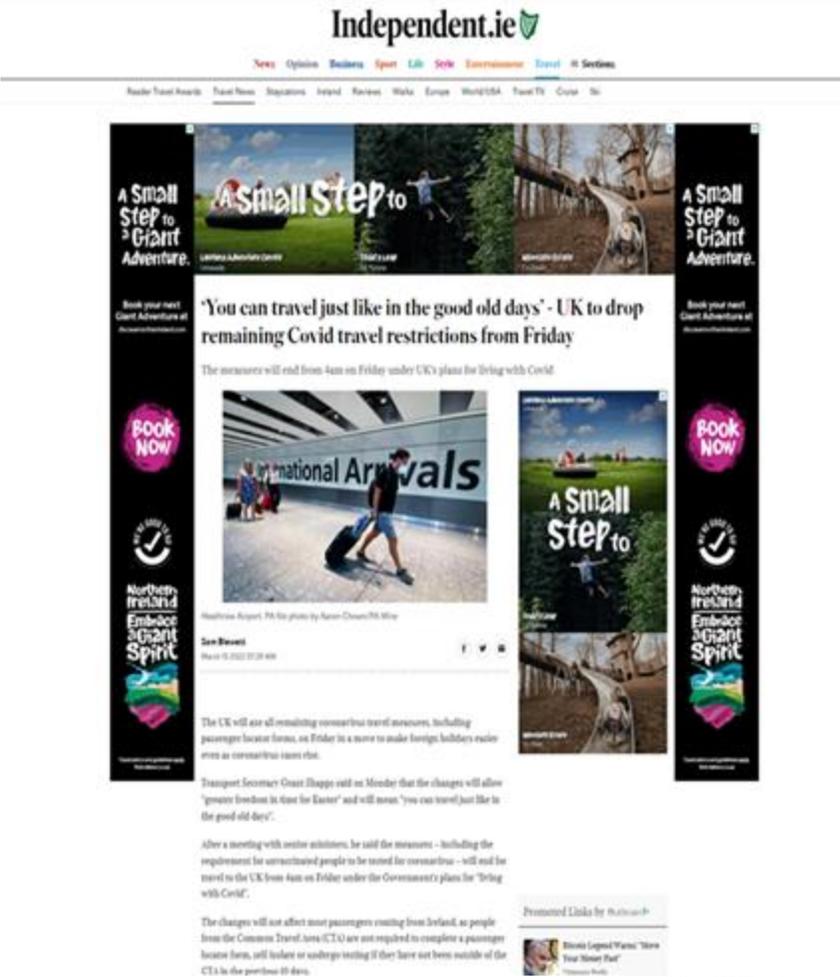
 EASTER LENTEN RETREAT
 2026 – March 2026
 22 - 26 March – €400pp / €440
 Single

 Call now to book, phone 094
 938 8088
 Or Book Online
 www.knockhousehotel.ie

10 x 1 Linage Ads Rate Card €750
 Single Booking Cost €450

10 x - 10 x 1 Lineage ads -
 Rate Card €7500.00
 Booking Cost €2700

Booking REF **TNISPRING2026**



Irish Times – Saturday Magazine Feature (Print & Digital)

Must be booked through frazier.waters@irishtimes.com
 Quote: TNI Spring 2026

PRINT & DIGITAL OFFER - IRISH TIMES SATURDAY MAGAZINE

Reach staycations audience across print and online for 1000 EUR + VAT

Key Spring Editions include:

- Sat 21st Feb - Easter Breaks
- Sat 7th Mar - St Patrick's Day Breaks
- Sat 21st Mar - Spring Breaks

Advertising Package:

Opportunity for 4 advertisers from NI
 1 x Quarter Page and 50,000 digital impressions

Print advertisement: 15 x3 Dimensions are: 150mm H x 126mm

Digital element of package includes 50,000 ad impressions targeting staycation's audience segment.



Irish Times – Classifieds (Title Corners)

Must be booked through frazer.waters@irishtimes.com
Quote: TNI Spring 2026

PRESS OFFER CLASSIFIEDS - IRISH TIMES BACK PAGE

The go-to section for travel offers.

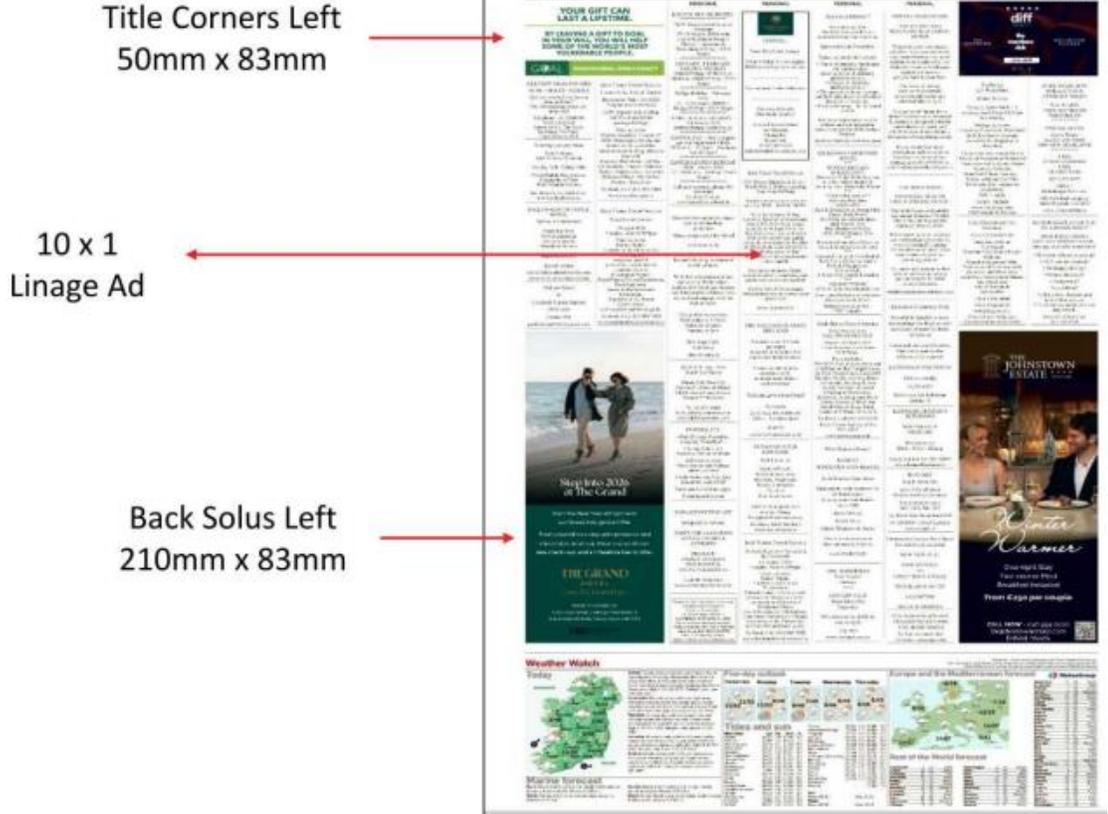
Strategically time with the county specific advertorial roll out.

Live from Sat 21st Feb – Sun 29th March.

5 x 2 Title Corner Adverts:

Single booking - Rate Card Value: 940 EUR; **exclusive industry rate: 540 EUR**

Book 3 Get 1 FREE - Rate Card Value: 3,700 EUR; **exclusive industry rate: 1,620 EUR**



THE IRISH TIMES GROUP
MEDIA SOLUTIONS

Irish Times – Classifieds (Lineage)

Must be booked through frazier.waters@irishtimes.com
Quote: TNI Spring 2026

PRESS OFFER CLASSIFIEDS - IRISH TIMES BACK PAGE

The go-to section for travel offers.

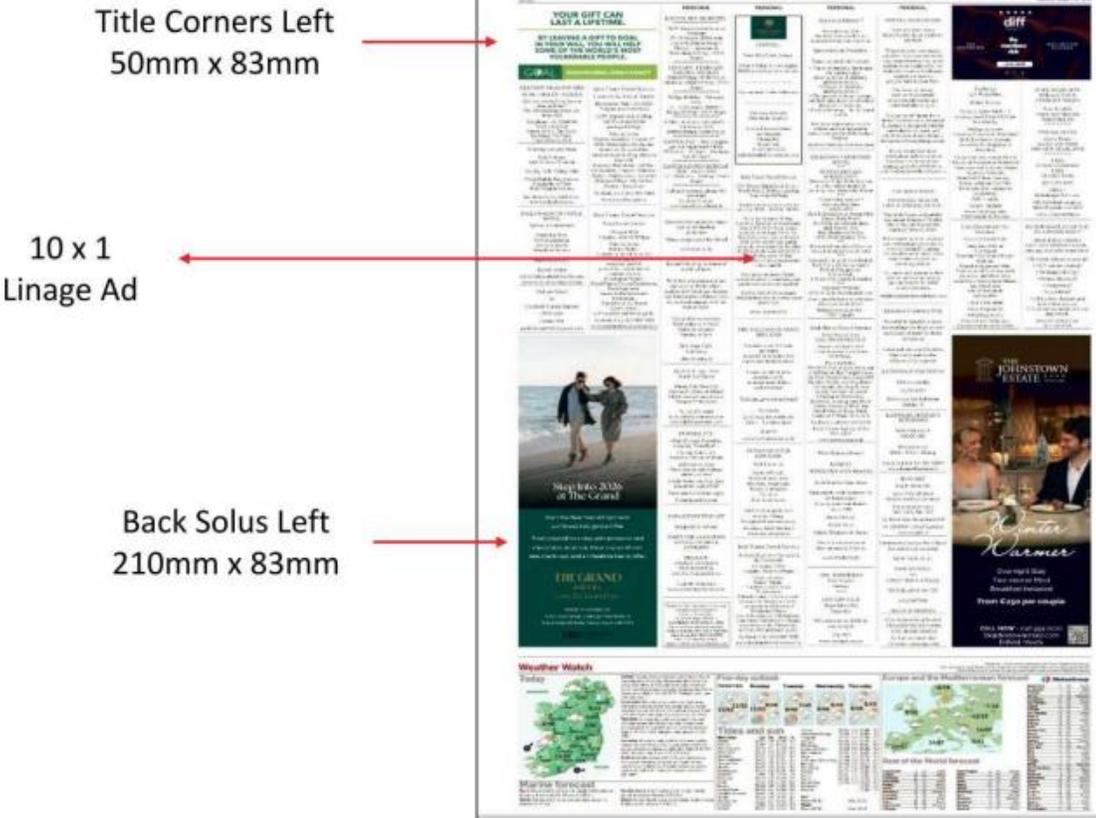
Strategically time with the county specific advertorial roll out.

Live from Sat 21st Feb – Sun 29th March.

10 x 1 Linage Ads:

Single booking - Rate Card Value: 750 EUR; **exclusive industry rate: 450 EUR**

Buy 10 - Rate Card Value: 7,500 EUR; **exclusive industry rate: 2,700 EUR**



THE IRISH TIMES GROUP
MEDIA SOLUTIONS

Irish Times – Classifieds (Back Solus Left/Right)

Must be booked through frazer.waters@irishtimes.com
Quote: TNI Spring 2026

PRESS OFFER CLASSIFIEDS - IRISH TIMES BACK PAGE

The go-to section for travel offers.

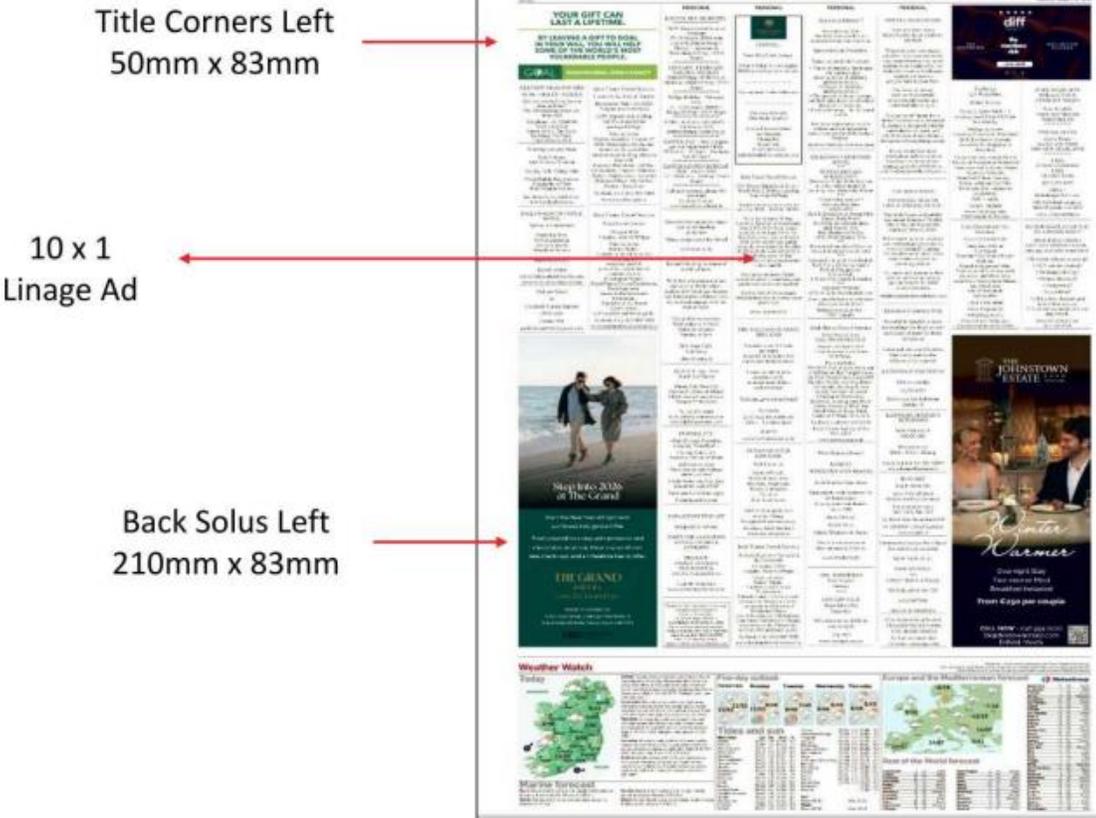
Strategically time with the county specific advertorial roll out.

Live from Sat 21st Feb – Sun 29th March.

Back Solus Right/Left (Larger Display Size):

Single booking - Rate Card Value: 3948 EUR; **exclusive industry rate: 1974 EUR**

Book 3 Get 1 FREE - **exclusive industry rate: 3,600 EUR**



Irish Independent – Print and Digital Package

Must be booked through Nicola.davis@mediahuis.co.uk
Quote: TNI Spring Deal 2026

PRINT & DIGITAL

49% of Indulgent Relaxers, 46% of Open-Minded Explorers and 45% of Active Maximisers read independent.ie every week

Quarter page in Weekend Magazine (readership of 258,000) – 121mm (h) x 153mm (w)
PLUS

100,000 Digital Display Impressions targeted at 'Travel Interested' audience, we can retarget to audience who have seen the TNI digital display ads.

Rate Card: £5,280
Industry Rate: £2,200
58% Saving



Radio Media Central Discounted Rates

TNI ENHANCED RATES- MUST BE BOOKED THROUGH ARDMORE
Reach out to Joanne.Mckendry@Ardmore.co.uk for further information on rates.

Media Central is one of the largest radio groups in Ireland.

We will be advertising on the following stations within the group:

Today FM – National - 930,000 Weekly Reach

98FM – Dublin -195,000 Weekly Reach

Spin – Dublin – 155,000 Weekly Reach

i-Radio North –East-Cavan, Louth, Meath etc and I-Radio North-West – Galway, Leitrim, Longford, Mayo and Sligo-335,000 Weekly Reach.

Exclusive rates will apply for this campaign only and are based on 30sec creative.



Dublin Airport - Aerpods

DUBLIN AIRPORT ARRIVALS

On track for 36 million passengers in 2025 average 3 million per month.

Aerpods –

Terminal 2 – 13 screens which target both arriving and departing passengers

Shared tenure amongst industry

Great opportunity to target arriving audience.

Cost: c£7,300

Terminal 1 series of 15 screens- high creative impact

Cost:c.£8,500

**TNI ENHANCED RATES-
MUST BE BOOKED THROUGH ARDMORE**

Joanne.Mckendry@Ardmore.co.uk



Thank
you