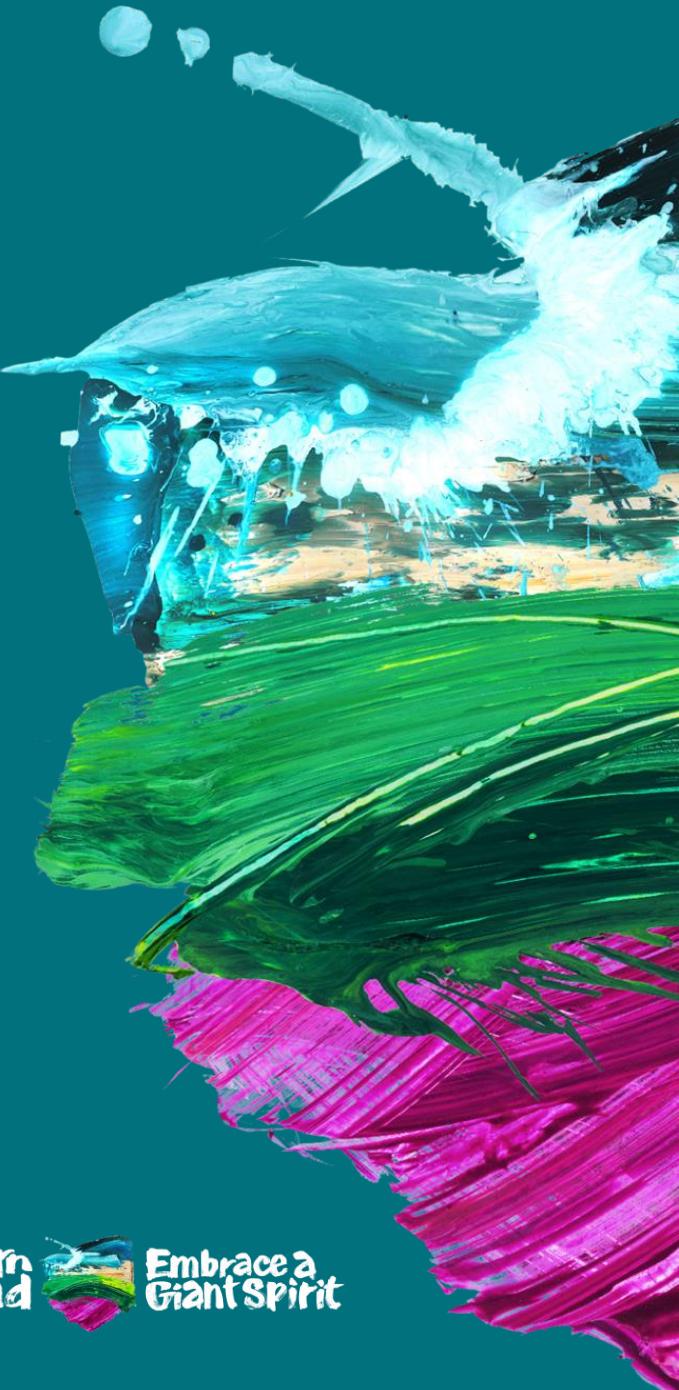


Bespoke print, radio and digital packages



Confidential – Not for Public Consumption or Distribution



Negotiated Rates for Tourism Businesses

THE IRISH TIMES

KNOCK HOUSE HOTEL

NEW Bereavement Support Weekend
27+28 March 2DBB with expert facilitator Monica Morley + Sessions & 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

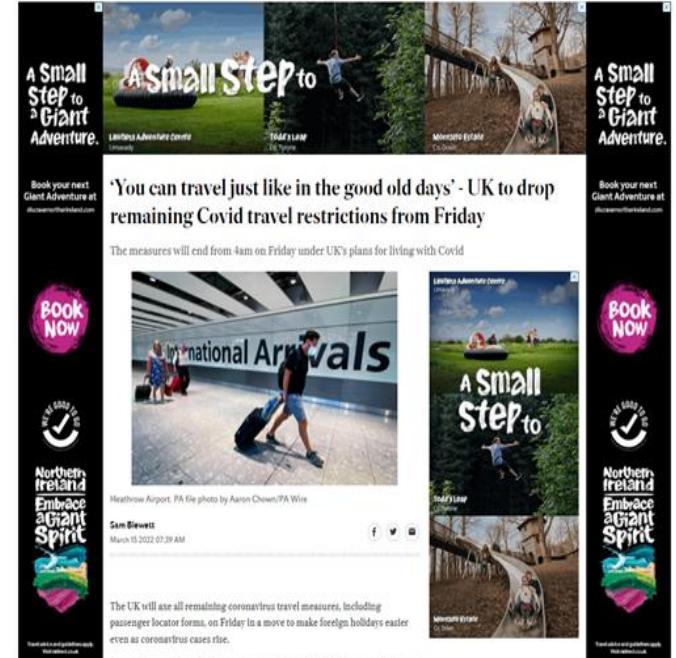
Booking REF **TNISPRING2026**



Independent.ie

News Opinion Business Sport Life Style Entertainment Travel Sections

Reader Travel Awards Travel News Staycations Ireland Reviews Walks Europe World/USA Travel TV Cruise Ski



Irish Times – Saturday Magazine Feature (Print & Digital)

Must be booked through frazer.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.



Travel

Getaway with methods of Burren, a man renowned for his beauty retreats, go to explore Connemara's rugged, unspoiled landscape. Connemara's unique character, and the local culture, can be explored through a range of packages, including walks, and carriage rides, as well as a range of activities and have a memorable time.

Getting there

Planning your trip

NEW YEAR DEALS

STAY LONGER FOR LESS

THE GRAND

BALLYFINNAN CASTLE

Spring in Connemara



Fantastic Ms Fox

Laura Fox on swapping the thrill of performing for presenting on *Dancing with the Stars*

Marseille Why Irish creatives are flocking to the French city

Bake for joy Classic cake recipes from Mark Moriarty

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.

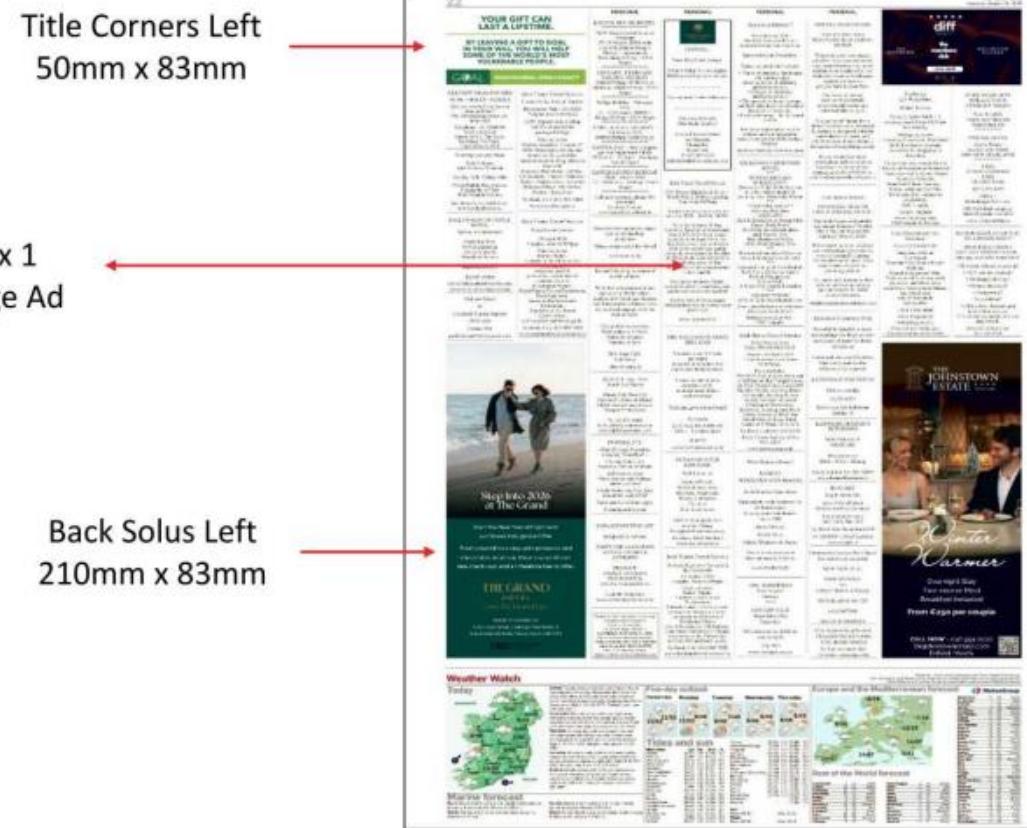
Strategically time with the county specific advertorial roll out.

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 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.

10 x 1 Linage Ads:

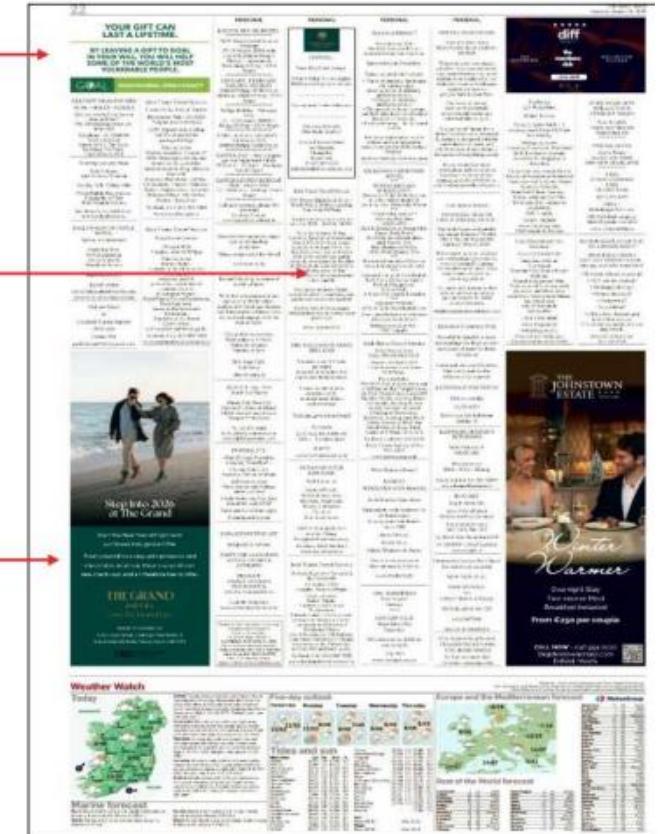
Single booking - Rate Card Value: 750 EUR; **exclusive industry rate: 450 EUR**

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

Title Corners Left
50mm x 83mm

10 x 1
Linage Ad

Back Solus Left
210mm x 83mm



 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.

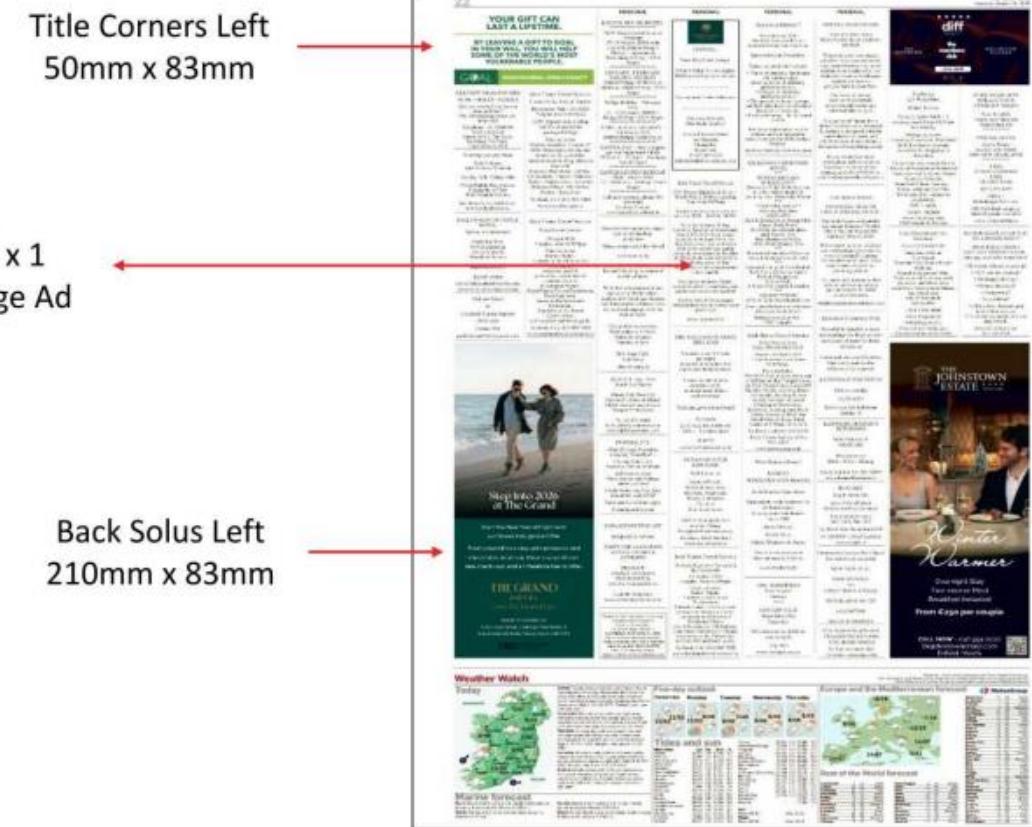
Strategically time with the county specific advertorial roll out.

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**



 THE IRISH TIMES GROUP
MEDIA SOLUTIONS

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 - Aeropods

DUBLIN AIRPORT ARRIVALS

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

Aeropods –

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