

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 + 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

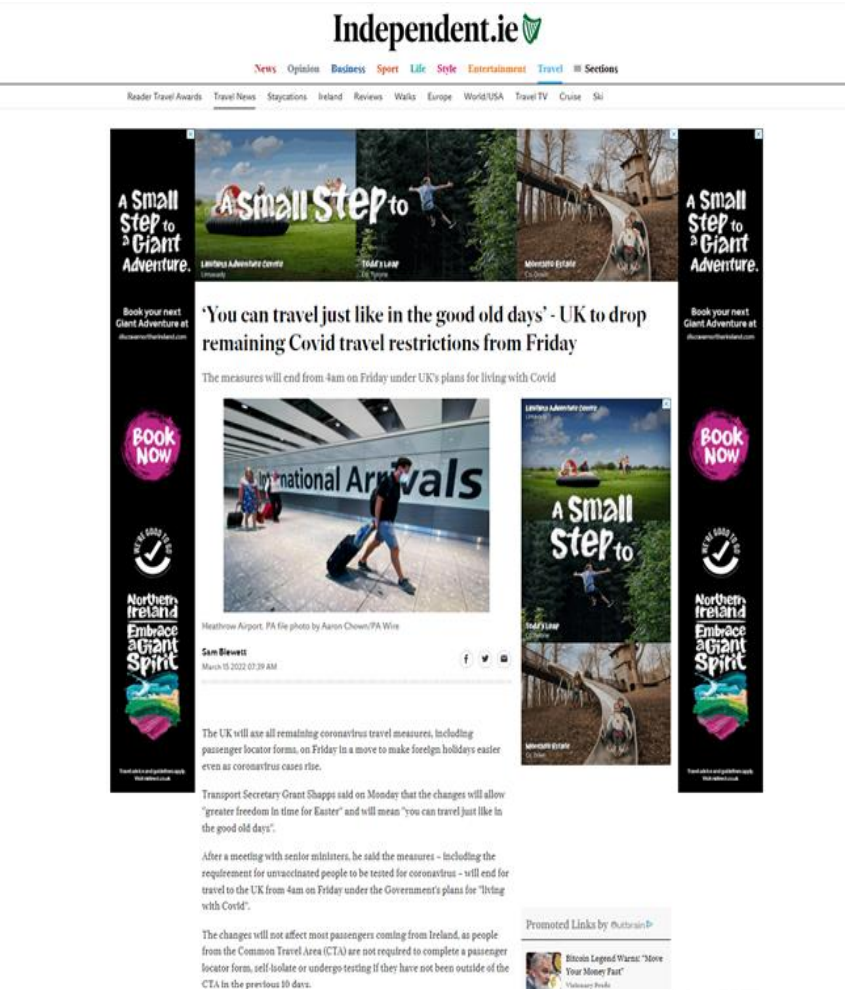
10 x 1 Linage Ads Rate Card €750
Single Booking Cost €450

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

Booking REF **TNISPRING2026**



Today fm 98FM



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:

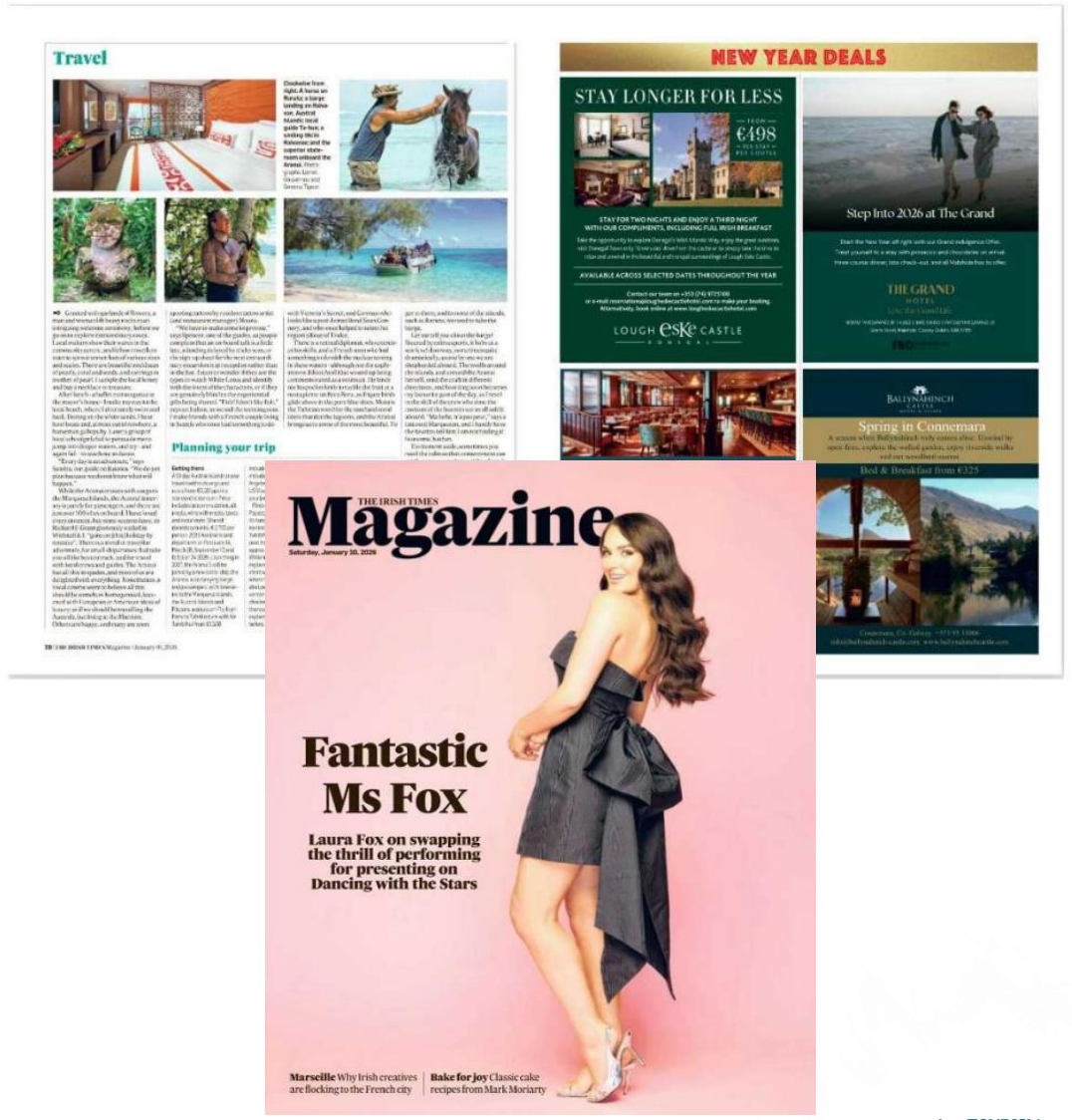
- Sat 21st Feb - Easter Breaks
- Sat 7th Mar - St Patrick's Day Breaks
- Sat 21st Mar - Spring Breaks

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.



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.

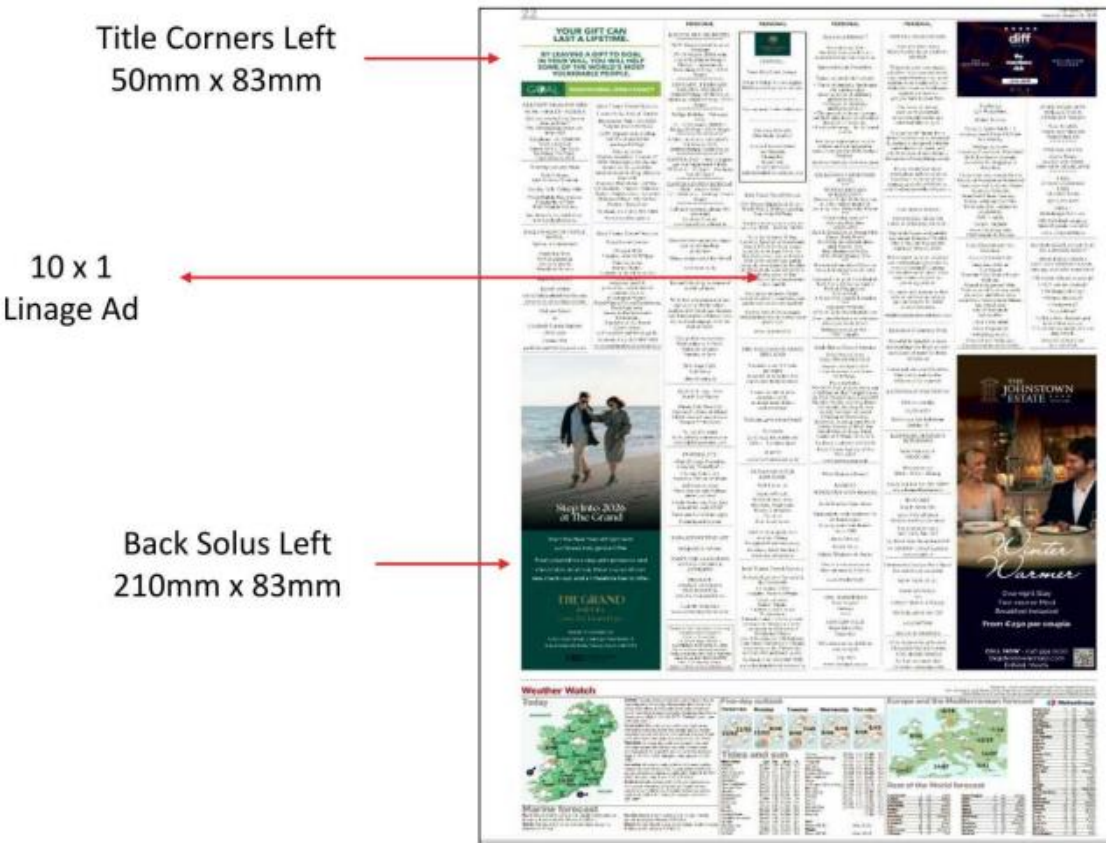
Strategically time with the county specific advertorial roll out.

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.

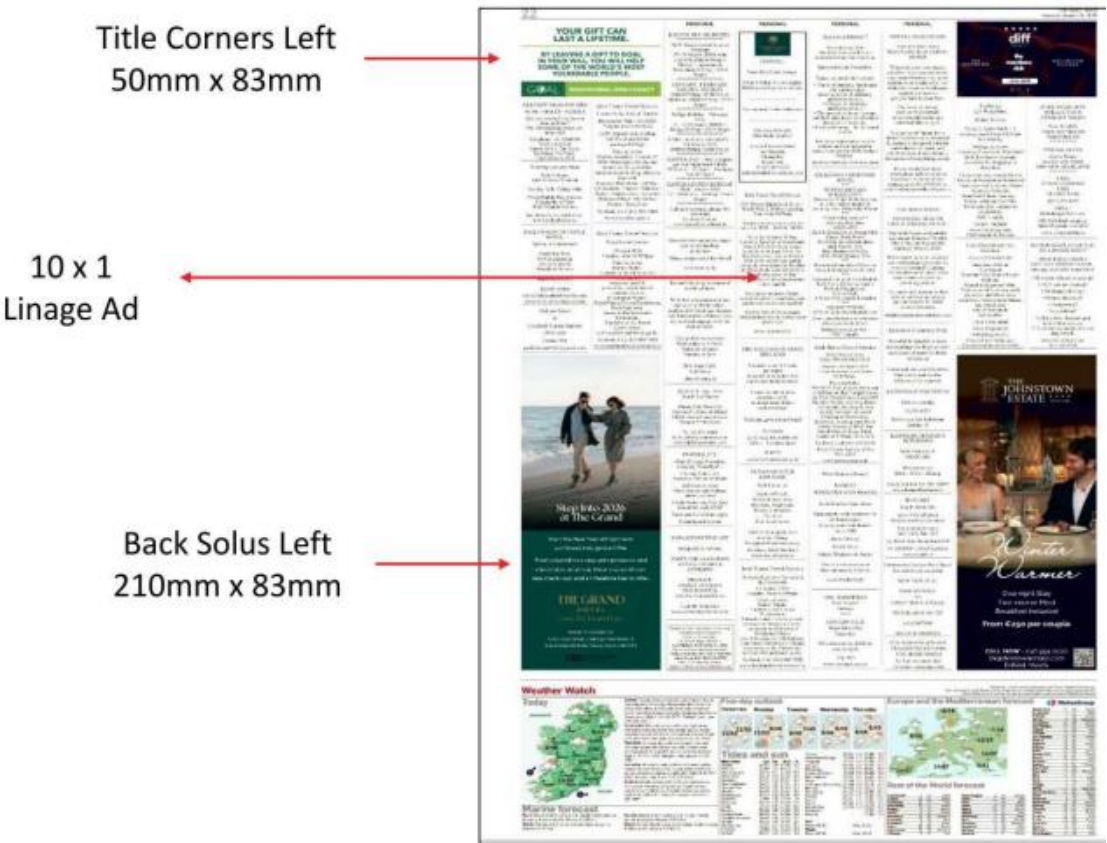
Strategically time with the county specific advertorial roll out.

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**



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**

Title Corners Left
50mm x 83mm

10 x 1
Linage Ad

Back Solus Left
210mm x 83mm

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](https://www.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



Confidential – Not for Public Consumption or Distribution

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