A GUIDE TO ADVERTISING IN THE ROI MARKET



TOURISM NORTHERN IRELAND

ROI MEDIA LANDSCAPE
WEEKLY REACH | ROI TGI 2026 R2 & JNLR (RADIO)

Weekly audience reach across the main media channels

	WEEKLY REACH	COVERAGE (000s)
RADIO National, Dublin and regional – Live Radio	90%	4,080,000
TELEVISION Live TV – Linear and Streamers	76%	3,445,000
OUTDOOR Billboards, digital, transit	68%	3,082,000
PRESS Press Readership Digital publishers: 50% reach	43%	1,949,000
BVOD Catch-up TV players	38%	1,723,000

Coverage estimate applies each weekly reach % to the 4,533k ROI adult (15+) base. Figures rounded to the nearest 000. Digital publishers: 50% (2,267k).

ROI MEDIA LANDSCAPE
THE CHANNELS AND THEIR ROLE

INSPIRE

TELEVISION

LINEAR, SVOD AND AD-SUPPORTED TV

STATIONS

RTÉ • Virgin Media Channel 4 • Sky • TG4 Sky Linear & AdSmart • SVOD –Netflix (from 1st Mar 2027), Amazon Prime, Disney +, Paramount

ROLE

Mass reach and emotional destination storytelling.

AMPLIFY

BVOD

CATCH-UP TV PLAYERS

PLATFORMS

RTÉ Player
Virgin Media Player
Sky VOD • TG4 Player

ROLE

Adds frequency and reaches lighter linear viewers, younger demos i.e. Active Maximiser audiences. Target by genre, programme, daypart, geography etc

WOW

OUTDOOR

BILLBOARDS, DIGITAL RETAIL AND TRANSIT

FORMATS

48/96/240-sheet boards Digital • Transit screens Station Commuter Galleries, Transvision, Digi-Poles

ROLE

High-impact visibility with commuter and geographic targeting.

ENGAGE

RADIO

NATIONAL, DUBLIN AND REGIONAL

STATIONS

RTÉ • Today FM • Newstalk 2FM• Regional stations Spots • Sponsorships. Competitions, Social.

ROLE

Awareness and response, with local and event targeting. Event Promotion with OB's and airtime. Engagement with Competitions.

CONVERT

PRESS

PRESS & THEIR ONLINE PLATFORMS

PUBLISHERS

Irish Times • Irish Independent
Irish Daily Mail Group
irishtimes.com • independent.ie
evoke.ie • dailymail.com

ROLE

Drive Response with Offers in Classifieds and QR codes. Digital Display and Social uplift to drive engagement and bookings.

Channel examples and roles from the supplied ROI media landscape reference.

TNI SPRING CAMPAIGN 2027: DESTINATION SELL
WE BUILD THE FOUNDATIONS

TV, BVOD and high-impact OOH, supported by selected Radio partners

TELEVISION

LINEAR + ADDRESSABLE

RTÉ, Virgin Media and Sky AdSmart reach Active Maximiser homes. Prioritise lifestyle, drama, travel and reality programming.

BVOD

ON-DEMAND PLAYERS

RTÉ Player, Virgin Media Player and Sky VOD extend reach and build frequency among lighter TV viewers.

HIGH-IMPACT OOH

DUBLIN COMMUTER HUBS

Connolly, Pearse and Busáras put the campaign in front of commuters travelling into the city.

RADIO

2FM, SPIN AND iRADIO

Focus on commuting and school-run dayparts, with contextually relevant sponsorship to sustain frequency.



ACTIVE MAXIMISERS

ROI INDUSTRY SUPPORT
AMPLIFY TNI ACTIVITY ON RADIO, IN PRINT AND ONLINE

ROI audiences want value for money. Put offers, deals and packages front and centre. Amplify the TNI Destination sell.

01 FREQUENCY & REACH

RADIO + DIGITAL AUDIO

5 national, 4 multi-region and 24 local stations. Three leading digital audio networks plus Spotify.

Low media and production costs. Quick-turnaround time. On-air and social competitions with data capture. Podcast targeting via digital audio providers. Reach different demographic and geographic audiences across stations.

AMPLIFY TNI ACTIVITY

02 INSPIRE & CONVERT

PRESS

Focus on national daily and Sunday press. Showcase offers through classified adverts and QR codes.

Quarter-page weekend magazine ads across The Irish Independent, The Irish Times and Irish Daily Mail Group. Add inserts in bespoke travel supplements with leading publishers.

OFFERS SHOWCASE

03 INSPIRE & CONVERT

DIGITAL PUBLISHERS

IrishTimes.com, Independent.ie, Daily Mail Group, Evoke.ie, Rollercoaster.ie, Journal.ie, Her.ie. Joe.ie, Sportsjoe.ie

Target travel-interested audiences online and retarget people who engage. Convert social posts to display ads. Use native content and video links to showcase your offering. Online competitions with data capture.

DRIVE BOOKINGS

PRIORITY AUDIENCES

01 Active Maximisers

02 Indulgent Relaxers

ROI MEDIA CONTACTS
RADIO

National, multi-region and local radio sales contacts

Media Central – Bauer ROI

Today FM, Newstalk (National), 98FM, Spin (Dublin), Spin South-West, i-Radio (NE/NW Ireland inc Border Counties), Beat (Waterford), Cork Red FM, Classic Hits 4FM (Clare, Cork, Dublin, Galway, Kildare, Limerick and Wicklow) Plus AudioXI Digital Audio Network
Contact: Killian Laher; Caoimhe Gaffney
Email: Killian.Laher@mediacentral.ie; caoimhe.gaffney@mediacentral.ie | Tel: 0035387 2436166

IRS – Regional Radio

Clare FM — Clare
East Coast FM — Wicklow
Highland Radio — Donegal
KCLR — Carlow & Kilkenny
KFM — Kildare
MWR FM — Laois, Offaly & Westmeath
Ocean FM — Donegal, Leitrim & Sligo
Radio Kerry — Kerry
South-East Radio — Wexford
Tipp FM — Tipperary

Contact: Gail Thornton | Email: gail@irsplus.ie | Tel: 00353 1 603 5202

RTÉ Radio & RTE Player

Additional contact: brian.kinder@rte.ie
Contact: Radio bookings; Carol
Email: radio.bookings@rte.ie

Sunshine Radio / Radio Nova – Dublin

Contact: Keith Brennan
Email: keith@castleforbesradio.ie
Tel: 003531524 1100
Mob:0035386 3831593

Onic Media – Q Radio

Dublin's Q102, FM104, Cork 96/103, LMFM plus Digital Audio Network
Contact: Keith Brennan; Jennifer Kelly
Email: keith.brennan@onic.ie; jennifer.kelly@urbanmedia.ie
Tel: 0035386 0797 062

ROI MEDIA CONTACTS
PRESS

National newspaper, magazine and publisher contacts

The Irish Times (Print & Digital)

Contact: Frazer Waters
Email: frazer.waters@irishtimes.com
Tel: 00353 (0)1 675 8773

Irish Independent / Sunday Independent / Herald (Print & Digital)

Contact: Nicola Davis
Email: Nicola.Davis@mediahuis.co.uk
Tel: 07919 017053

RTÉ Guide

Contact: Karen Foster
Email: Karen.Foster@rte.ie
Tel: +353 1 208 2880

Irish Sun / Sunday Times

Contact: Richard Ross
Email: richard.ross@u105.com
Tel: 07825 711948

Irish Daily Mail / Evoke/RollerCoaster.Extra.ie

Contact: Marian McConville; Karl Tracey
Email: Marian.Mcconville@dmgmedia.ie; Karl.Tracey@dmgmedia.ie
Tel: Marian 0035387 7614412
Tel: Karl 0035387 2760534

Sunday Business Post, Irish Tatler, Image Magazine

Advertising contact: Niamh Ryan
Email: nryan@businesspost.ie
Tel: 0035386 3672855

ROI MEDIA CONTACTS

TV, BVOD & OOH

Television, on-demand and OOH booking contacts

RTÉ & RTÉ Player

Contact: Brian Kinder

Email: brian.kinder@rte.ie

Tel: 07740 449091

Virgin Media & VM Player

Contact: Clive Coleman

Email: clive.coleman@virginmedia.ie

Tel: 00353 87 984 1211

Channel 4 & C4 Streaming

Contact: Janine Wells

Email: janine@medialink.ie

Tel: 07887 606011

Sky Media –Linear, Adsmart & VOD

Contact: Cormac Doyle (Business Dev Controller)

Email: cormac.doyle2@sky.ie

Tel: 00 35387-7682978

TG4

Contact: Eamonn Hoban- Shelley, Anna Millington

Email: Eamonn@posttv.ie, amillington@posttv.ie

Anna: Tel: 0035386 8108186

PML Ireland

OOH

Contact: Olga Solntseva; Niamh Daly

Email: Olga.Solntseva@pml.ie; Niamh@PML.ie

Tel: 00 353 1 668 2900 and Niamh Mobile: 0035385 2849960