

agendaNi

Northern Ireland

Yearbook 2024

Media pack



An agendaNi publication

agendaNi

Digital | Events | Print

Northern Ireland Yearbook: The essential guide to the public sector

First published in 2002, the Northern Ireland Yearbook has captured public life in Northern Ireland for over 20 years. The Yearbook will provide an update to the Northern Ireland public sector. This edition will feature in-depth editorial examining the latest developments in vital public services, government departments, agencies and local government. The Yearbook is an indispensable and highly respectable resource found on the desks of key decision-takers across Northern Ireland.

Important profiling opportunity

The publication provides an excellent platform for organisations and businesses involved in, or supporting, the delivery of public services, to profile their goods or services and to highlight areas of expertise.

Profile opportunities include:

- Display advertising
- Branded-style advertorial articles
- Sponsorship of dedicated chapters
- Sponsorship of the yearbook
- Round table discussion features

Editorial

The Yearbook will include articles covering aspects of public service delivery in each of the major sectors, including:

- Health and social care
- Government departments
- Education and skills
- Justice system
- Local government
- Economy
- Housing and urban regeneration
- Environment and planning policy
- Tourism and conferencing

Interested organisations have the opportunity to submit advertorials within any of the above sections.



Advertising opportunities

- Sponsorship of the Yearbook:** Includes organisation's logo on the front cover and an opportunity to provide a written 'foreword' to the yearbook, along with a two page advertorial style article (contributed by the organisation) and a single page display advertisement within the content of the publication.
- Round table feature:** Discussion hosted by a sponsor organisation with a number of other key stakeholder representatives (maximum 5). The event would be written up and photographed over 6 pages in the Yearbook (agendaNi will look after all organisational elements of the round table).
- Advertorials / Branded style articles:** Organisations have the opportunity to provide content for the publication through the provision of advertorial/thought-leadership pieces. Each advertorial will include text and images and can be designed by agendaNi to the client's requirements.
- Display advertising:** For those organisations with 'camera-ready' style display advertisements, a range of sizes are available. Options include high-profile positions such as outside and inside covers.



Planned content

Government departments and agencies

- Northern Ireland's nine departments: Unique listings
- Non-departmental public bodies

Local government

- Profiles of the 11 councils
- Overview of 2023 local election results and analysis
- Listings of local councillors and committees

Northern Ireland Assembly & Westminster

- Northern Ireland in Parliament - 18 MPs profiled
- Election analysis: Constituency by constituency
- Westminster election results 2019
- An A-Z of MLAs
- Contact details of 90 MLAs
- North South implementation bodies

Health care

- Organisations in health and social care in Northern Ireland
- A-Z of hospitals

Housing

- Northern Ireland Housing Executive
- Housing associations in Northern Ireland

Education

- Education and skills
- Education organisations including third level colleges / universities

Justice system

- Directory of all organisations involved in criminal justice system

Economy

- Overview of key sectors / industry profiles
- Local enterprise agencies

Tourism and conferencing

- Tourism organisations and attractions
- Business tourism and conferencing

Representative groups

- Business organisations, trades unions, charities



Sponsorship available for individual chapters

Northern Ireland Yearbook

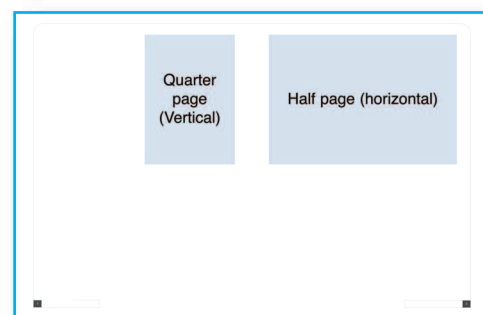
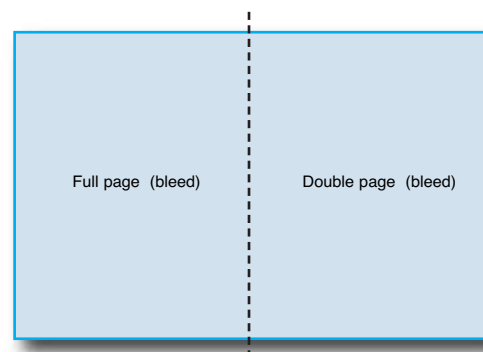
Rate card for advertisement	
Double page spread	£2395
Full page colour	£1595
Half page colour	£850
Quarter page colour	£650
Special positions	
Inside front cover	£1895
First right hand page	£1695
Outside back cover	£1995
Chapter sponsorship	£4995
*Series discount rates available • All prices are exclusive of vat	

Rate card for advertorial	
2 Pages	£2395
4 Pages	£3595
6 Pages	£4595
8 Pages	£5395

Full Page is **STANDARD A4**
with 3mm bleed all around

Mechanical data

- Double page spread
Bleed - 426mm x 303mm
Trim - 420mm x 297mm
- Full page
Bleed - 303mm x 216mm
Trim - (A4) - 297mm x 210mm
- Half page horizontal
180mm x 120mm no bleed
- Quarter page - 87mm x 120mm



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 'tiff' files (filename.tif). Photographic files may also be saved as 'jpeg' (filename.jpg).

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