

PTSB Ideal Home Show AUTUMN 2024 IN NUMBERS

26,432
VISITORS



18.7 million

PEOPLE REACHED
THROUGH PR &
SOCIAL MEDIA

€1.7 million

TOTAL VALUE OF PR
& SOCIAL MEDIA
CAMPAIGN

15 million

PR REACH

€866,391.89

VALUE OF PR
CAMPAIGN

3.7 million

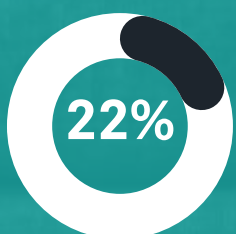
SOCIAL MEDIA
REACH

€829,052

VALUE OF SOCIAL
MEDIA CAMPAIGN

STATS FROM VISITOR EXIT SURVEY

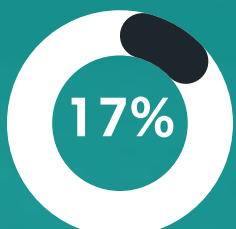
HOW DID YOU HEAR
ABOUT THE SHOW?



NEWSPAPER
& RADIO ADS



SOCIAL MEDIA &
ONLINE ADVERT



EXHIBITOR
INVITE

VISITOR TOP
DEMOGRAPHICS:



FEMALE



AGE 25-44



ABC1
ECONOMIC GROUP