

# PTSB Ideal Home Show SPRING 2025 IN NUMBERS

24,695  
VISITORS



60.5 million

PEOPLE REACHED  
THROUGH PR &  
SOCIAL MEDIA

€2.4 million

TOTAL VALUE OF PR  
& SOCIAL MEDIA  
CAMPAIGN

56 million

PR REACH

€1,698,973

VALUE OF PR  
CAMPAIGN

4.5 million

SOCIAL MEDIA  
REACH

€688,174

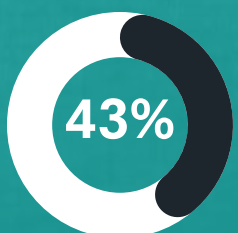
VALUE OF SOCIAL  
MEDIA CAMPAIGN

## STATS FROM VISITOR EXIT SURVEY

HOW DID YOU HEAR  
ABOUT THE SHOW?



NEWSPAPER  
& RADIO ADS

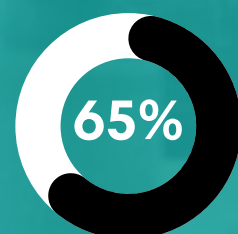


SOCIAL MEDIA &  
ONLINE ADVERT

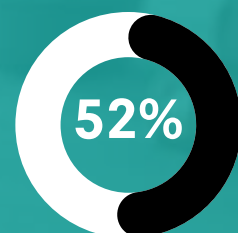


EXHIBITOR  
INVITE

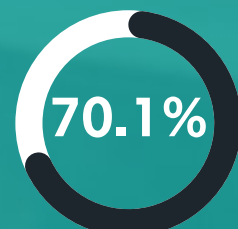
VISITOR TOP  
DEMOGRAPHICS:



FEMALE



AGE 25-44



ABC1  
ECONOMIC GROUP