

# PTSB Ideal Home Show AUTUMN 2025 IN NUMBERS

26,980  
VISITORS



18.5 million

PEOPLE REACHED  
THROUGH PR &  
SOCIAL MEDIA



€1.89 million

TOTAL VALUE OF PR  
& SOCIAL MEDIA  
CAMPAIGN



12.8 million

PR REACH



5.7 million

SOCIAL MEDIA  
REACH



€1,028,979

VALUE OF PR  
CAMPAIGN



€865,918

VALUE OF SOCIAL  
MEDIA CAMPAIGN

## STATS FROM VISITOR EXIT SURVEY

HOW DID YOU HEAR  
ABOUT THE SHOW?



NEWSPAPER  
& RADIO ADS



SOCIAL MEDIA &  
ONLINE ADVERT



EMAIL FROM  
ORGANISER

VISITOR TOP  
DEMOGRAPHICS:



FEMALE



AGE 25-44



ABC1  
ECONOMIC GROUP