



MEDIA REPORT 2026

# Media Campaign Overview & Highlights

*Compiled by CultureHead PR*

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Festival: 4 – 10 May 2026 · Dublin 8, Ireland



Media Launch · Marsh's Library & Festival Launch 2026

# 2026 Media Campaign Results

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197

Pieces of editorial  
across print, broadcast  
& online

€2.28M

Advertising Value  
Equivalency (AVE)  
€2,285,738

28.39M

Total potential reach  
across all media  
channels (Excluding Social Media)

01

## RTÉ News Six & Nine O'Clock

Feature broadcast during show week, shot on location in Dublin 8. Combined reach of 1.2 million viewers with an AVE of over €30,000.

02

## RTÉ Nationwide

In-depth feature on the Guinness Choir and their world premiere performance, The City of Our Dreaming.

03

## Media Launch at Marsh's Library

Launch attended by FM104, Q102, Dublin City FM and The Irish Independent.

04

## Irish Independent

Full-page print feature plus accompanying video feature online, delivering significant national reach.

05

## Totally Dublin Magazine

Extensive long-form feature providing deep editorial coverage of the festival programme, culture and heritage.

06

## Flagship Radio — Newstalk & RTÉ Arena

Interviews on major national programmes including Newstalk's Sean Moncrieff and RTÉ Arena, reaching engaged cultural audiences.

07

## RTÉ Culture Website

Essay published on the RTÉ Culture website, providing long-form digital editorial alongside broadcast coverage.

08

## Irish Language Media

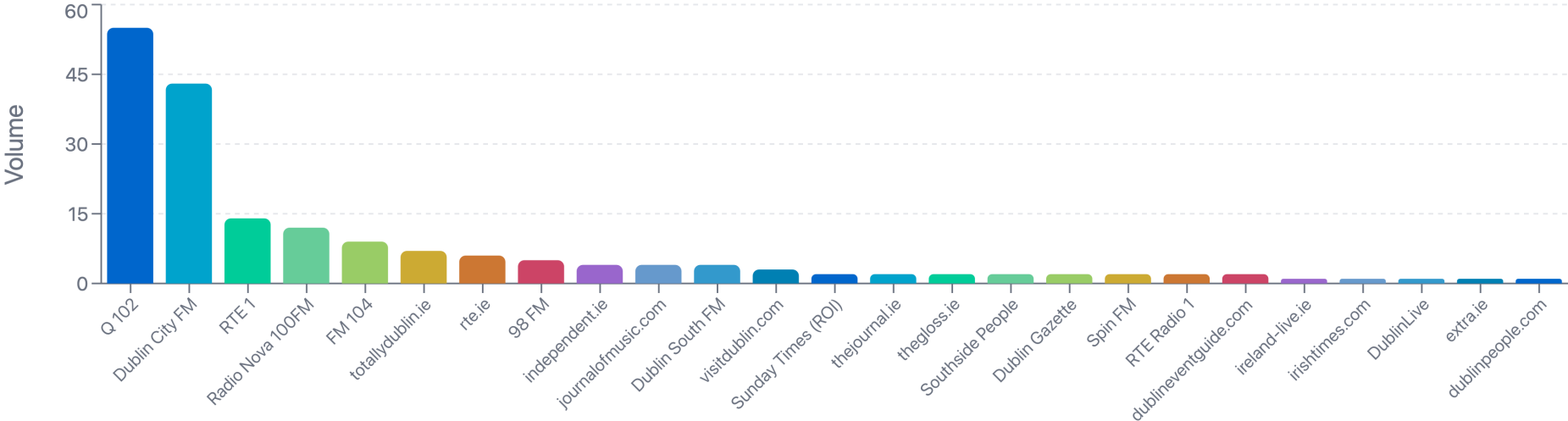
Features broadcast on Raidió na Gaeltachta and Dublin City FM, reaching Irish-speaking audiences nationwide.

09

## 148 Pieces of Broadcast Coverage

Extensive reach across non-traditional arts and youth audiences via Spin 103.8, Radio Nova, Classic Hits, TodayFM and 98FM.

# Top Sources by Volume



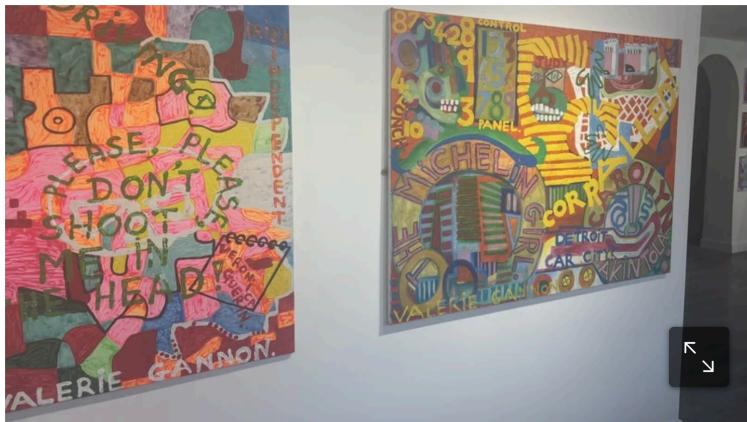
RTÉ NEWS · TV + ONLINE

IRISH INDEPENDENT · FULL PAGE PRINT

RTÉ 100 News Sport Entertainment Business Lifestyle Culture Gaelige | Player TV F

## Dance, music, art celebrated at Dublin culture festival

Updated / Tuesday, 5 May 2026 08:44



Artwork by Valerie Gannon on display in a gallery on Meath St



By Karen Creed

NEWS | 7

IRISH INDEPENDENT  
Monday, May 4, 2026

## Swift, the Guinness Choir and a book with a 1916 bullet – making a Culture Date in Dublin 8



Left: Jonathan Swift, author of *Swiftpoint*, Tuesday's feature. Photo: Hannah Dwyer

### Local stories, music, song and poetry feature in week of festivities

HANNAH DWYER

From walking tours to late-night concerts, a week-long celebration of Dublin runs from today to Sunday.

More than 20,000 people are expected to celebrate the Dublin Culture Date with Dublin 8, an 11-day festival of local stories, music and poetry. Festival director Ciarán McElroy said this year's programme was shaped around the theme 'Streetscape: The City's Story'.

"We invite people to explore the city as they walk through the streets and the buildings are made of stories, some with very real human connections," he said.

It will include a range of live shows and local talks to explore the city's programme of events and make a Culture Date with Dublin 8 a week.

Among the festival's highlights is the celebration of 500 years since the publication of John Donne's *Devotions* by Dublin 8.

Local stories, music, song and poetry feature in week of festivities

The concert includes poetry by Paul Muldoon and a musical work by Brian Byrne's new poem 'Contemporary music with poetry'.

The poet used the real poetry approached by John Healy, director of the Guinness Choir, as commission a piece to be performed by the choir.

Many festival events are free or low cost, with some held in public spaces. The programme includes guided walks, talks, concerts and participatory events designed to connect audiences with the local history and living culture of Dublin 8.

Music and performance are also featured strongly in this year's programme.

On Thursday, the Guinness Choir will mark its 75th anniversary with a concert at Bank's Cultural Centre featuring the city's cultural heritage.

The concert includes poetry by Paul Muldoon and a musical work by Brian Byrne's new poem 'Contemporary music with poetry'.

The poet used the real poetry approached by John Healy, director of the Guinness Choir, as commission a piece to be performed by the choir.

Many festival events are free or low cost, with some held in public spaces. The programme includes guided walks, talks, concerts and participatory events designed to connect audiences with the local history and living culture of Dublin 8.

## Free hearing checks



Scan to book online today



A hearing check by one of our qualified hearing experts is free. An obligation to buy hearing devices. A hearing assessment may be chargeable. Ask in store for more.



Paul Muldoon, author of *Swiftpoint*, Tuesday's feature. Photo: Hannah Dwyer



RTE Broadcast Coverage



*Interview & Performance on RTE ARENA [LISTEN BACK](#)*

Newstalk Broadcast coverage



*Interview on Newstalk 106 [LISTEN BACK](#)*

# MEDIA ORGANISATIONS

R T É

RTÉ One

RTÉ Radio 1

RTÉ Nationwide

RTÉ Culture

RTÉ Arena

Print · Radio · Digital · Magazine

Irish Independent

Totally Dublin

Newstalk

FM104

Q102

Dublin City FM

Spin 103.8

98FM

Radio Nova

TodayFM

Classic Hits

Raidió na Gaeltachta

Sunday Times

Dublin Gazette

Southside People

Irish Times

The Gloss Magazine

EXTRA dot ie

DUBLN LIVE

Dublin People



# An outstanding result for Culture Date with Dublin 8

197 editorials · €2,285,738 AVE · 28.39M reach

The 2026 media campaign delivered exceptional national coverage, reaching audiences across television, radio, print and online — firmly establishing Culture Date with Dublin 8 as one of Ireland's most talked-about neighbourhood cultural festivals.

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