



LOCAL GOVERNMENT EXECUTIVE

# Media pack 2017

[www.localgovernmentexecutive.co.uk](http://www.localgovernmentexecutive.co.uk)

## ▶ THE MAGAZINE

LGE is a high quality bi-monthly magazine targeted at chief executives and heads of department in local authorities across the UK. It is an informative and entertaining news vehicle that examines the sector's burning issues and puts readers in the picture about the developments likely to affect the way they work.

## ▶ CIRCULATION

LGE has been published for more than 30 years and is issued to over 15,000 readers such as chief executives and senior officers in housing, planning, waste management, education, regeneration, town centre management, security, IT, HR, facilities management, procurement, commercial & operational service, highways and transport.

We also circulate to central government departments and agencies, including Communities & Local Government, Transport, Education, Defra and the Homes & Communities Agency, as well as LEPs and the devolved administrations in Scotland and Wales.

## ▶ THE MARKET

As one of the largest employers in the UK, with nearly 1.5m people working in 418 principal local authorities, and with annual expenditure in excess of £90bn, local government represents the largest single market in the country.

Never has there been more pressure to reduce spending without jeopardising delivery. LGE provides an opportunity to put your products and services in front of the key decision makers responsible for defining local policy and procurement. We can offer advertising alongside interesting, newsworthy and punchy editorial in a magazine specifically aimed at senior figures who cannot afford to ignore the chance of a better deal.

THEY ARE OUR READERS,  
THEY ARE YOUR MARKET



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LGE is published by: Excel Media Solutions Ltd, 4th Floor, Faulkner House, Faulkner Street, Manchester M1 4DY





# Media pack Rates

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Rates

	TYPE AREA (H X W mm)	BLEED AREA (H X W mm)	TRIM AREA (H X W mm)	FULL COLOUR
Double Page	256 x 396	284 x 426	278 x 420	£2,500
Full Page	256 x 178	284 x 216	278 x 210	£1,655
Half Page (Portrait)	256 x 87	N/A	N/A	£925
Half Page (Landscape)	126 x 178	N/A	N/A	£925
Quarter Page (Portrait)	126 x 87	N/A	N/A	£515
Quarter Page (Landscape)	61 x 178	N/A	N/A	£515

### QR Codes:



Smartphone readable 2D Barcodes can be added to your advert at no extra charge - ask for details

### Special Positions: (Subject to availability)

Inside Front Cover	256 x 178	284 x 216	278 x 210	£1,850
Inside Back Cover	256 x 178	284 x 216	278 x 210	£1,750
Outside Back Cover	256 x 178	284 x 216	278 x 210	£1,850

Cover story: £3,995 (Subject to availability) Photo on front cover and contents, 2 pages (approx 1500 words, logo, contact details & 2 photos).

**Inserts:** Prices on application (weight dependent).

Online Rates

A searchable Products and Services directory on each site provides a comprehensive listing of suppliers in a wide range of industry sectors.

### ONLINE DIRECTORY PROFILE - £125 for a full twelve months

Company name, address and tel number, plus contact name, email, company logo and hyperlink to company website and a 50 word description of the business, listed in a relevant category.

### RUN OF SITE PREMIUM PAGES (home, news, features, directory, events)

### ALL OTHER PAGES - STANDARD

SIZE	PERIOD	PREMIUM	STANDARD
<b>Header Banner</b> 468px w x 60px h	3 months	£1,070	£700
	6 months	£2,035	£1,300
	Annual	£3,600	£2,350
<b>Skyscraper</b> 120px w x 600px h	3 months	£900	£600
	6 months	£1,650	£1,070
	Annual	£2,850	£1,860
<b>Square Button</b> 125px w x 125px h	3 months	£550	£360
	6 months	£990	£645
	Annual	£1,540	£1,000

### ARTWORK INSTRUCTIONS

Complete advertisements can be supplied as press-ready PDF files or as InDesign, Photoshop or Illustrator documents incorporating the relevant fonts and image files (EPS, TIFF or JPEG) Saved as 300 dpi/CMYK.

Clients unsure of any mechanical details can contact the production department at Excel Media Solutions Ltd on 0161 974 3021.



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# Media pack **Features**

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## ► February-March

- **Debt management:** With budgets under pressure, it's imperative that councils bring in money owed - but town halls also have a duty to collect debts in a fair and ethical way. We take a look at the key issues to consider when chasing debt and how to avoid bad practice.
- **Highways:** Councils repair millions of potholes every year, yet the state of local roads continues to deteriorate, while compensation claims for damage to vehicles and injuries to drivers act as a further drain on vital resources. How can local authorities break out of this "one step forward, two steps back" cycle?
- **Recruitment & retention:** For many, a key New Year resolution is finding a new career. How can local government ensure that it not only attracts the best people in tough circumstances but, perhaps more importantly, that it hangs on to them?

## ► April-May

- **Town centre management:** We look at how local authorities around the country are regenerating town centres and delivering more attractive high streets for residents, businesses and investors.
- **Digital transformation:** Online payments and the growth of self-service have a key role to play in helping councils do more with less. LGE examines the progress of digital transformation and what local government needs to consider in meeting the needs of service users.
- **Big data:** By analysing the masses of information generated across public services, can local government make more efficient use of their resources and bring genuine benefits to residents?

## ► June-July

- **Parks & green spaces:** Parks have never been more popular but with budgets under pressure, many are at risk of deteriorating – or being lost altogether. LGE looks at the benefits of green spaces in terms of health and wellbeing, as well as some of the projects trying to keep these vital community resources at their best.
- **Leisure:** LGE showcases recently completed leisure projects across the UK.
- **Brownfield development:** Developing previously used land for new housing will be an essential element in meeting demand for homes. LGE takes a look at the issues involved in getting sites "shovel-ready".
- **Energy:** From councils investing in Energy from Waste and solar farms to even becoming energy suppliers, LGE takes a look at how local authorities are contributing to keeping the lights on while tackling waste and emissions.

## ► August-September

- **Greener transport:** LGE reports on the technologies that are helping local authorities to reduce the carbon footprint of their own vehicles, as well as delivering greener public transport.
- **Technology in social care** Social care is facing a perfect storm of funding cuts and surging demand as the population ages and more people live with long-term conditions. While technology cannot replace frontline carers, how can the Internet of Things, apps and other innovations help to relieve the pressure on them - and improve users' quality of life?
- **Project management:** What are the keys to success for project managers delivering local government transformation?

## ► October-November

- **Disaster response:** A look at the roles of councils in preventing, responding to and managing the aftermath of disasters such as flooding and other extreme weather.
- **Keeping safe in winter:** From maintaining street lighting and salt stocks to ensuring people stay healthy in the cold, councils have a key part to play in ensuring community safety during the long, dark nights.
- **Shared services:** Shared services have become increasingly important in delivering key back office and frontline functions. LGE reports on the growth of these partnerships and how the shared model could evolve in the future.

## ► December-January

- **Outsourcing:** Outsourcing continues apace in local government. LGE examines the potential benefits and the challenges involved in getting the right deal.
- **Risk management:** How have years of cuts and the need to deliver radical transformation affected attitudes to risk management in local government – and should councils be wary of an "anything goes" culture?
- **Data security:** Keeping sensitive information safe is both a legal requirement for councils and crucial for maintaining public confidence. LGE offers a guide to managing IT, devices and internal processes to ensure data is secure.



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