



Media information 2012

PRINT • ONLINE • MOBILE • AWARDS • LGCTV • PRINT • ONLINE • MOBILE • AWARDS • LGCTV

At the heart of local government for 156 years



Some things don't change

LGC is exclusively designed to meet the needs of the most senior local government decision-makers. Our loyal and committed readership chooses to subscribe year after year – the average reader has subscribed for seven years¹.

But others do

The role and needs of senior decision-makers are evolving as the sector prepares for unprecedented spending cuts in the face of economic and political pressures. LGC has changed to support local government through the challenges ahead. For organisations that want to help local councils to change, the new look LGC is your partner of choice.

LGC readers are busier than ever but need to know all the key developments

In this time of fast-moving policy development LGC readers can't afford to miss a thing. LGC ensures they don't. **LGCplus.com** and our daily email alerts provide more of the best news first and we also have a fully optimised mobile site, **m.lgcplus.com**, delivering breaking news to local government on the move. The eight news pages in the magazine bring exclusive angles to the week's top stories. Our news is regularly picked up in the wider media. LGC News: more, better, faster.



The future looks very different, so LGC readers need in-depth coverage of developing trends and issues

LGC's two weekly Agenda sections focus exclusively on topics from transparency to Local Enterprise Partnerships. Uniquely, the Agenda sections package together exclusive news alongside analysis, best practice, and comment from the most respected experts. This exciting new format offers a new and unrivalled opportunity to be associated with in-depth analysis and fresh thinking about the unprecedented challenges facing local government's top managers.

Bringing local government and health together in changing times

The burgeoning relationship between health and local government is mirrored in the unique connection between LGC and our sister title Health Service Journal. This special partnership gives LGC readers access to stories and knowledge from specialist health writers and contacts – and means LGC has unrivalled ability to access and influence HSJ readers.



Emma Maier, LGC Editor

¹ Readership survey, Fusion Communications 08

LGC audience and brand loyalty

A prestigious brand

With a reputation built up over almost 156 years, Local Government Chronicle is the leading resource for senior local government professionals.

LGC is dedicated to helping council chief executives and senior local authority managers meet the challenges ahead via:

- **LGC**, the biggest selling weekly management magazine: Average Net Circulation 4,803², readership 33,600³
- **LGCplus.com**, providing up-to-the-minute news: 22,200 UUs per month⁴
- **m.lgcplus.com**, our fully optimised mobile site
- Awards, Summits and Conferences held at regular intervals throughout the year

...for an influential audience

LGC attracts key decision makers in local government.

- 46% of LGC subscribers are 'CEO/Head of Organisation', 'Director' or 'Deputy/Assistant Director'⁵
- 32% of LGC subscribers are 'Manager' or 'Section Head/Team Leader'⁵

...who are engaged

76% of LGC subscribers have been reading LGC for more than 3 years. Over half have been reading LGC for more than 5 years⁵.

- 88% of LGC subscribers value the news in LGC⁵
- 78% of LGC subscribers like to keep up to date with local government issues by reading the Agendas section (combining news, comment, analysis, and best practice on core issues)⁵
- 79% of LGC subscribers agree that LGC is of 'value to me in my job'⁵

...on the move

LGC publishes 10–15 news stories every working day on LGCplus.com and additional columns not available in print.

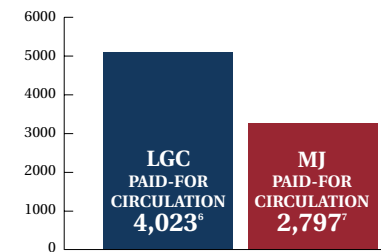
Our fully optimised mobile site, m.lgcplus.com delivers breaking news to local government on the move.

- 44% of LGC subscribers access LGCplus.com daily news stories⁵
- 52% of LGC subscribers use a blackberry, iPhone or other handheld device⁵
- Nearly a quarter use their blackberry, iPhone or other handheld device to access LGC stories⁵

...and more loyal than readers of The MJ

LGC has over 36% more Paid-For Circulation than The MJ⁶.

61% of The MJ circulation is Controlled Free Circulation, of which 4,158 copies are 'Non Requested by Name'⁶.



⁶ 19 May 2011 ABC audit issue ⁷ 26 May 2011 ABC audit issue
The MJ figure includes 4,588 Controlled Free Circulation of which 4,158 copies (91%) are 'Non Requested by Name'
Graph indicates information extracted from analysed audit issue for which the total circulations are:
LGC 5,448; The MJ 7,500. Total ABC average circulation (Jul10-Jun11): LGC 4,803, The MJ 7,964.

- 49% of LGC subscribers almost never/never read The MJ⁵
- 97% of CEOs/Heads of Organisation who are LGC subscribers always/almost always read LGC⁵
- 43% of CEOs/Heads of Organisation who are LGC subscribers almost never/never read The MJ⁵
- 92% of Directors who are LGC subscribers always/almost always read LGC⁵

Sources: 1. Readership Survey, Fusion Communications '08 2. ABC (Jul10–Jun11) 3. Publishers Estimate 4. Webtrends (Jun - Nov 11) 5. LGC Survey, Emap Ltd 2010

LGC audience breakdown

In print, online and now on mobile, LGC, LGCplus.com and m.lgcplus.com are an essential local government resource, giving invaluable news and insight to help readers keep up to date with the latest local government developments.

Subscribers to LGC get the weekly magazine plus unrestricted and unlimited access to LGCplus.com and our mobile site, m.lgcplus.com.

LGC's audience are those responsible for directing and managing high-quality local services, enabling them to succeed in delivering better local public services.

- LGC reaches a very senior audience across local government (see Chart 1 opposite) who work across multiple disciplines (see Chart 2 opposite)
- LGC subscribers make purchasing decisions in many different areas (see Chart 4 opposite)
- LGC reaches all types of organisation within the local government market (see Chart 3 opposite)

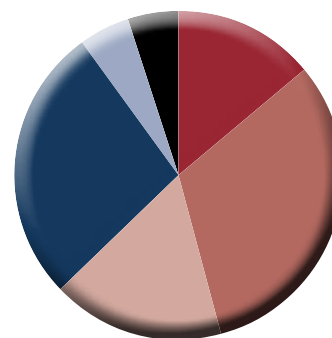


Chart 1 Seniority

- CEO/Head of Organisation 14%
- Director/Deputy Director 32%
- Consultant/Professional Services/Other 17%
- Manager 27%
- Section Head/Team Leader 5%
- Advisor/Policy Officer 5%

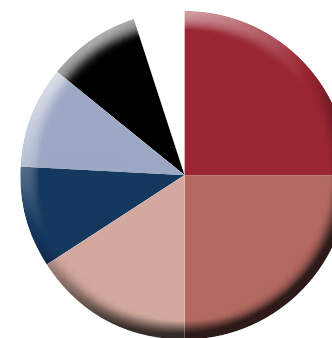


Chart 2 Job function

- Policy and Strategy 25%
- Consultant/Professional Services/Other 25%
- Finance 16%
- Chief Executive 10%
- Communications/Corporate Affairs 10%
- Administration 9%
- Education/Training/HR 5%

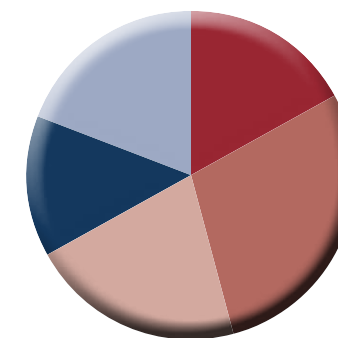


Chart 3 Organisation Type

- County Council 17%
- District Council 29%
- London Borough Council 21%
- Metropolitan Authority 14%
- Unitary Council/Authority 19%

Chart 4 Areas of purchasing responsibility

Staff/Human Resources	55%	Contracting	24%
Consultancy	51%	Legal/Insurance/Finance	22%
Office supplies	42%	Comms Equipment	18%
Training/Education	37%	Outsourcing	17%
Printing/Publishing	36%	Buildings/Maintenance/Construction	14%
IT Products	35%	Transport/Vehicles	13%
Advertising/Marketing	28%	Catering	11%

Sources: Charts 1,2, & 3 – LGC Survey, Emap Ltd 2010,
Chart 4 – Readership Survey, Fusion Communications 08

Print advertising opportunities

LGC offers a wide range of opportunities from straightforward display advertising to thought leadership pieces.

Print advertising opportunities

Display advertising

Series booking rates					
No. of insertions	1	3	6	12	24
Double page spread	£7,100	£6,745	£6,390	£6,035	£5,325
Full page	£3,700	£3,515	£3,330	£3,145	£2,775
Half page	£2,245	£2,133	£2,020	£1,908	£1,684
Quarter page	£1,455	£1,382	£1,310	£1,237	£1,091

Facing matter 10% premium, outside back cover
10% premium, advertorial 25% premium

Inserts – both stitched and loose available

Roundtable – exclusive sponsorship of a roundtable session focusing on a specific subject

Sponsored surveys – exclusive sponsorship of a survey covering a specific theme

Sponsored supplements – solus sponsorship of an LGC bound-in supplement

Sponsored columns – an objective article in LGC that recognises the author and sponsoring company



▲ Roundtable sponsorship



▲ Sponsored supplement



▲ Full page display ad



▲ Sponsored column



▲ Sponsored survey

For more information please contact Marie Rogers T: 020 7728 3778 E: marie.rogers@emap.com

LGCplus.com site, mobile and email advertising

LGCplus.com is the UK's leading online resource for local government professionals. Launched in 1992, it was the UK's first local government specialist site. Constantly updated, the site ensures online users are up-to-speed with the very latest developments in local government and best practice.

Unique Users: 22,200² **Page Impressions:** 114,600²

Standard advertisement formats		
Targeting	Creative	CPM
Run of site	MPU	£45
	Leaderboard	£40
	Skyscraper	£40
Home & news	MPU	£55
	Leaderboard	£50
	Skyscraper	£40

Additional targeting options:

Channel specific and geo-targeting are available on request.

Non-standard advert formats:

Overlays, page peels, video creative and expandables are available on request.

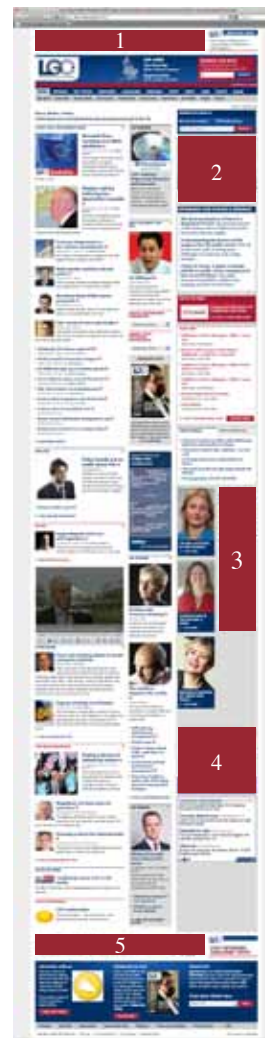
Email advertising			
Email type	No. of recipients	Frequency	Rates
Daily news	6,000	Daily	£2,000/week
Solus email	Up to 4,000	3 per week max	£2,000 first 1,000 + £450 per additional 1000

LGC mobile: £POA

A banner ad at the top of the mobile site

Source: 1. Webtrends (Jun – Nov 2011)

▼ Site advertising

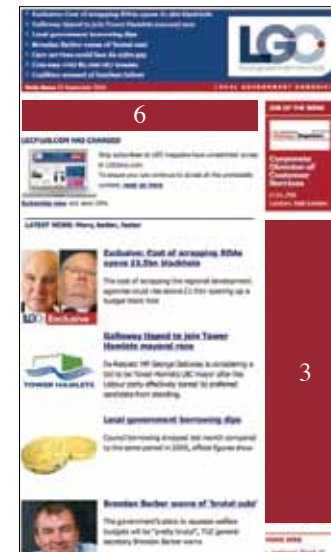


- 1 Top leaderboard
- 2 Top MPU
- 3 Skyscraper
- 4 Bottom MPU
- 5 Bottom leaderboard
- 6 Banner

▼ LGC Mobile



▼ Daily news email



▼ Solus email



LGCplus.com webcasting, video production & lead generation

LGCTV

Live webcasting for Local Government management.

Live audio webcast with slides	£3,000
On-demand video interview	£5,000
On-demand video case study	£8,000
Live video studio webinar	£15,000
On-location live video webinar	£25,000

Third party video (not produced by LGC) can be hosted on LGCTV - £POA

Case study-led lead generation:

Hosting and promotion of client case studies, whitepapers and research to generate business leads on a CPL basis.

50 leads at £75 CPL	£3,750
100 leads at £70 CPL	£7,000
150 leads at £65 CPL	£9,750
200 leads at £60 CPL	£12,000

Paid-for content and sponsorship:

LGCplus.com can provide a range of options to maximise your brand exposure.

Event listing	£800 per month
Advertorial	£1,500 per week
Blog	£1,700 per week
Conference coverage	£2,000 per day
Email special report	£4,000 per month
Microsite	£20,000 per month

To discuss digital advertising opportunities please contact Roger Massey T: 020 7728 3736 E: roger.massey@emap.com

▼ LGC TV



▼ Case study-led lead generation



▼ Special report email



with data capture



LGC events and awards

LGC Investment Awards

The LGC Investment Awards recognise the creativity, innovation and professionalism of local government's finance managers. As councils face continuous change, finance directors have to juggle the demands of delivering value for money under tight spending constraints, maintaining pension investments for future and current workers and meeting tough efficiency targets. The Awards look for those who are breaking new ground or show excellence in their decisions and governance across the finance functions.

LGC Summits

Three LGC Summits take place every year bringing together key personnel such as chief executives, finance directors and directors of Children's Services. Under Chatham House rules these leaders share experiences, emerging themes, frustrations and solutions.

LGC Awards

The LGC Awards, in association with the Local Government Group, is the premier event of the year in the local government calendar. Councils from all over the country compete for a coveted LGC Award and the ultimate Council of the Year accolade. Attended by over 1,100 people in 2011, the evening celebrates and rewards every aspect of local government. A glittering night of distinction, glamour and recognition.

LGC Conferences

LGC runs over 40 conferences each year that are attended by a total of over 5,000 delegates. The subjects covered by these invaluable workshops are dictated by the ever-changing requirements of councils. The conferences are a vital way for councils to keep abreast of best practice and new legislation.



To discuss Awards sponsorship opportunities please contact Marie Rogers T: 020 7728 3778 E: marie.rogers@emap.com

To discuss LGC Conferences please contact Ceyda Djemal T: 020 7728 3742 E: ceyda.djemal@emap.com

Specifications

Print specifications

Display page areas

Full page

Type area: 275 x 190mm
Trim: 297 x 210mm
Bleed: 303 x 216mm

Half page

Landscape: 134 x 190mm
Portrait: 275 x 93mm

Quarter page

134 x 93mm

DPS

Type area: 275 x 400mm
Trim: 297 x 420mm
Bleed: 303 x 426mm

Half DPS

Type area: 134 x 400mm

Inserts

Minimum size:
110x110mm
Maximum size:
287x200mm
Minimum paper
thickness:
80g/m² (2 page)
Maximum weight:
15g, anything heavier will
incur additional charge

Production specifications

Colour & delivery

CMYK only. No spot colours.
Digital files as high res PDF to
pass4press standards on CD,
email or FTP.

Image resolution 300 dpi. All high res
images must be embedded within
the file.

Do not use OPI settings.

Cover stock: 150gsm.

Text stock: 60gsm.

Printing method: web fed offset litho.

Binding method: saddle stitched.

Booking deadlines

For weekly issue:

9 days prior to publication.

For supplements/inserts:

2 weeks prior to publication.

Web specifications

Site advertising

Ad position	Width in pixels	Height in pixels	File size*
Top leaderboard	728	90	40KB
Top MPU	336	280	40KB
Skyscraper	160	600	40KB

Banners running on newsletters can only be GIF/JPEG format

Newsletter advertising

Ad position	Width in pixels	Height in pixels	File size*
Top banner	468	60	40KB
Skyscraper	160	600	40KB
Bottom banner	468	60	40KB

Mobile advertising

Ad position	Width in pixels	Height in pixels	File size*
Top banner	320	50	40KB

* Initial downloads only

Guidelines

- » Files must be no larger than 40KB (larger files will be slow to download to viewers)
- » All files should have a target URL supplied for the advert to link to
- » Where a white background is used a border must be present
- » Sound must be user initiated (on click)
- » Video must be user initiated (on click)
- » Emap reserves the right to refuse ads due to design/editorial content
- » Emap requires 24/78 hours notice to set files on site

All files should be emailed to adops@emap.com. Tel 020 7728 5691/3719/4616

Accepted file types

Static GIF / JPEG .GIF .JPEG
Animated GIF .GIF
Flash (see below) .SWF
Source video files .WMV, .AVI, .MOV
Video spec sheet available
3rd party redirects

Animation length

Maximum time: 30sec

Maximum rotations: 5

Expanding banner

Close button on non-expanding portion "Close X"

Flash banner specifications

So our adserver can count clicks on the ad the following needs to be added to the Flash file.

- 1 Build to Flash Version 8
- 2 Create a transparent button covering the clickable area
- 3 Apply the below action script to the button:
on (release)
{
 getURL(_root.clickTAG, "_blank");
}
- 4 Provide a .GIF version of the banner for users that can't view Flash files
- 5 Send us the final .SWF and .GIF files with the corresponding click-through URL

Display advertising and awards sponsorship

Digital advertising

Sales production

Marie Rogers

Roger Massey

Joanna Narain

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T 020 7728 3736

T 020 7728 4115

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