

# LGE

LOCAL GOVERNMENT EXECUTIVE

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

# MEDIA PACK



## ► THE MAGAZINE

LGE is a high quality business magazine which is targeted at all chief executives and HOD's in central government, local authorities and health authorities in the UK. The magazine is a current, informative and entertaining news vehicle that relays important topics and puts our readers in the picture on any developments likely to take place that would affect their work practises.

## ► CIRCULATION

LGE has been published for more than thirty years and is issued to over 15,000 readers in departments such as chief executives and council leaders in housing, waste, education, planning, regeneration, town centre managers, planning, security, IT and HR, facilities, land and building management, procurement, commercial & operational services, highways and transport.

We also circulate to central government including- DCLG, Welsh Assembly, Scottish Executive, DFT, DFES, DEFRA, HCA, RDA's and LRC's.

**THEY ARE OUR READERS,  
THEY ARE YOUR MARKET**

## ► THE MARKET

As the largest employer in the UK, with annual expenditure in excess of 80 billion, local government represents the largest single market in the country.

Never has there been more scrutiny to this market to reduce spending without jeopardising public service. The heads of local government departments are responsible for the buying processes and defining policy, as I am sure you can appreciate, this opportunity of creating visibility for your products and services is both timely and gratefully received by our readers. We can offer advertising alongside some interesting, newsworthy and often punchy editorial in a magazine specifically aimed at senior decision makers who cannot afford to ignore the chance of a better deal.

**IF YOU SUPPLY OR INTEND TO SUPPLY YOUR SERVICES/PRODUCTS TO LOCAL AUTHORITIES, YOU NEED TO ADVERTISE IN LOCAL GOVERNMENT EXECUTIVE**

To find out more about LGE, contact

**Gaynor Bramall** Media Sales Executive  
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**LGE is published by:** Excel Publishing Company Ltd, Portland Buildings, 127-129 Portland Street, Manchester M1 4PZ

**excel**  
PUBLISHING

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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	£2,850
Full Page	256 x 178	284 x 216	278 x 210	£1,495
Half Page (Portrait)	256 x 87	N/A	N/A	£1,195
Half Page (Landscape)	126 x 178	N/A	N/A	£1,195
Quarter Page (Portrait)	126 x 87	N/A	N/A	£495
Quarter Page (Landscape)	61 x 178	N/A	N/A	£495

### 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 (DPS)	256 x 396	284 x 426	278 x 420	£3,300
Inside Front Cover	256 x 178	284 x 216	278 x 210	£1,695
Inside Back Cover	256 x 178	284 x 216	278 x 210	£1,595
Outside Back Cover	256 x 178	284 x 216	278 x 210	£1,795

**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
Header Banner	3 months	£1,070	£700
	6 months	£2,035	£1,300
	Annual	£3,600	£2,350
Skyscraper	3 months	£900	£600
	6 months	£1,650	£1,070
	Annual	£2,850	£1,860
Square Button	3 months	£550	£360
	6 months	£990	£645
	Annual	£1,540	£1,000

### Artwork Requirements:

Complete advertisements can be supplied as Hi-Res (Press Ready) PDFs, InDesign, Photoshop or Illustrator documents incorporating the relevant fonts and image files (EPS, Tiff or JPEG) saved as 300 dpi. **Please note:** the following formats are NOT supported; Powerpoint, Corel Draw, and Publisher.

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Features

## February/March 2011

- ▶ Carbon Reduction
- ▶ Road Maintenance
- ▶ Wellbeing (in the workplace)

## April/May 2011

- ▶ Waste Recycling
- ▶ Health & Safety
- ▶ Prison Service: Integrating Ex-Offenders

## Forward Features

- ▶ To be announced in the second quarter



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