

LGE

LOCAL GOVERNMENT EXECUTIVE

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

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Murray Hobson Sales Advisor

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LGE is published by: Excel Publishing Company Ltd, Portland Buildings, 127-129 Portland Street, Manchester M1 4PZ

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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	£3,685
Full Page	256 x 178	284 x 216	278 x 210	£1,850
Half Page (Portrait)	256 x 87	N/A	N/A	£1,020
Half Page (Landscape)	126 x 178	N/A	N/A	£1,020
Quarter Page (Portrait)	126 x 87	N/A	N/A	£590
Quarter Page (Landscape)	61 x 178	N/A	N/A	£590

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	£3,450
Inside Back Cover	256 x 178	284 x 216	278 x 210	£3,375
Outside Back Cover	256 x 178	284 x 216	278 x 210	£3,600

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 468px w x 60px h	3 months	£1,070	£700
	6 months	£2,035	£1,300
	Annual	£3,600	£2,350
Skyscraper 120px w x 600px h	3 months	£900	£600
	6 months	£1,650	£1,070
	Annual	£2,850	£1,860
Square Button 125px w x 125px h	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

Contact us
for feature details



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