



Recruitment media information 2011

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m.lgcjobs.com

At the heart of local government for 155 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, whilst our fully optimised mobile site, **m.lgcplus.com**, delivers 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 155 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 and information about local government in the UK: 26,400 UUs per month⁴
- Awards, Summits and Conferences held at regular intervals throughout the year

...for an influential audience

LGC attracts key decision makers in local government.

- The average LGC subscriber has a budget of £3.5m and directly manages a team of 26 people¹
- 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

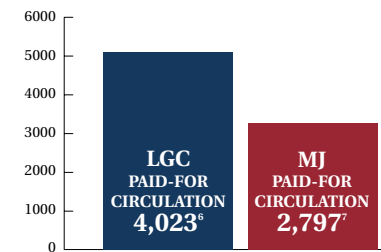
LGC publishes 10–15 news stories every working day on LGCplus.com and additional columns not available in print.

- 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 (Jan-Jun11) 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.

LGCjobs.com and m.lgcjobs.com, our fully optimised mobile site, provide users with their pick of the best jobs in local government and the wider public sector.

Subscribers to LGC get the weekly magazine plus unrestricted and unlimited access to LGCplus.com and our mobile site, mlgcplus.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 below)
- LGC reaches all types of organisation within the local government market (see Chart 3 opposite)

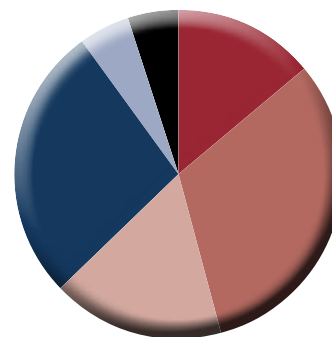


Chart 1 Seniority

- 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%

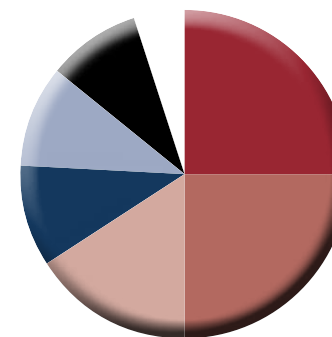


Chart 2 Job function

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

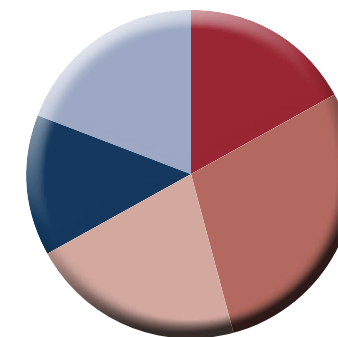


Chart 3 Organisation Type

- 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 recruitment advertising opportunities

LGC's recruitment section is dedicated to the employment needs of Local Government and the wider Public Sector. With separate sections dedicated to both executive and management roles, and with innovative online packages included in the print price, LGC recruitment offers fantastic opportunities to engage the cream of both the passive and active jobseeker.

Full page colour print advertisement
Employer branding pack online
Page 3 Text Teaser
Targeted Job Alert email
RATE: £5,500

Half page colour print advertisement
Response optimiser pack online
Targeted Job Alert email
RATE: £4,000

Quarter page colour print advertisement
Starter pack online
Targeted Job Alert email
RATE: £2,500

5x4 strip advertisement
Starter pack online
Targeted Job Alert email
RATE: £1,500



▲ Full page



▲ Half page



▲ Quarter page



▲ 5x4 strip

LGCjobs.com has re-launched with a new design, creative inventory options and enhanced user functionality, making it easier than ever to recruit the best talent and find the best jobs in Local Government and the wider Public Sector. The leading Local Government resource for Local Government jobs just got even better.



Job listings

Standard job	£500 per month
Premium job	£550 per month
Keyword sponsored job	£550 per month
Top job – delivered at the top of the results page	£650 per month
Enhanced job	£550 per month
Featured job – incl homepage button	£750 per month
Video job	£1000 per month
Job of the week – LGCplus.com, LGCjobs.com homepage	£500 per week

CV database

Unlimited access	£500 per month
Candidates by email (up to 5 CBEs)	£250 per month (additional CBEs £50 each)
Unlimited access + CBE	£650 per month

Branding

Industry sector banner	£500 per month
Run of site banner	£850 per month
Homepage featured recruiter	£500 per month
Video company profile	£1500 per month
Newsletter e-shot	£1500 per e-shot
Job target	£750 per target

Packages

Starter Pack	Response Optimiser Pack	Employer branding pack
1 job with logo	1 premium job	1 homepage featured job
Recruiter A-Z	Recruiter A-Z	Recruiter A-Z
Homepage featured recruiter	Homepage featured recruiter	Run of site banner
	Job target	Job of the week
£600 per month	£800 per month	£1000 per month





Featured job listing

- » Full logo enhanced job posting
- » Job featured in the prime position on the homepage



Premium job listing

- » Full logo enhanced job posting
- » Job featured in the premium job slots on the job search results pages



Top job

- » Job stands out from the listing as a sponsored job
- » Job appears at the top of the relevant category listing for 28 days



Run of site banner 468x60

- » Appears at the top of relevant job function page
- » Targeted to key audience



Recruiter A-Z

- » Logo in the A-Z listing of recruiters
- » Links through to the recruiter's information page and live vacancies



Homepage featured recruiter

- » Logo on the 'Featured Recruiters' section on homepage
- » Links through to the recruiter's information page and live vacancies



Job of the week

- » Featured on LGC.co.uk and LGCjobs.com homepage



Solus email

- » Solus email are fully co-branded HTML newsletters sent to our entire LGCjobs.com database or to a specific target audience

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 1,250 people in 2010, 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 & contacts

Advertising sizes

Quarter page: 113 x 90mm

Half page: 113 x 180mm

Banner page: 231 x 180mm

Deadlines

Booking deadline: Tuesday midday

Artwork deadline: Tuesday midday

Production specifications

Colour and 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 130gsm

Text Stock LGC Edit R.P.Matt 60gsm (dot gain 8%)

Printing method Sheet fed offset litho

Binding method Saddle stitched

Online specifications

Banner specifications

468 x 60 pixels

GIF, JPEG or rich media file

Max file size 40k

Can be animated (Flash)

Job Vacancy Organisation logo specifications

120 x 60 pixels

Supplied as JPEG or GIF file

Recruiter A-Z specifications

Up to 400 word descriptions of your organisation

Contacts:

Recruitment advertising

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Display advertising

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Roger Massey

Commercial Manager

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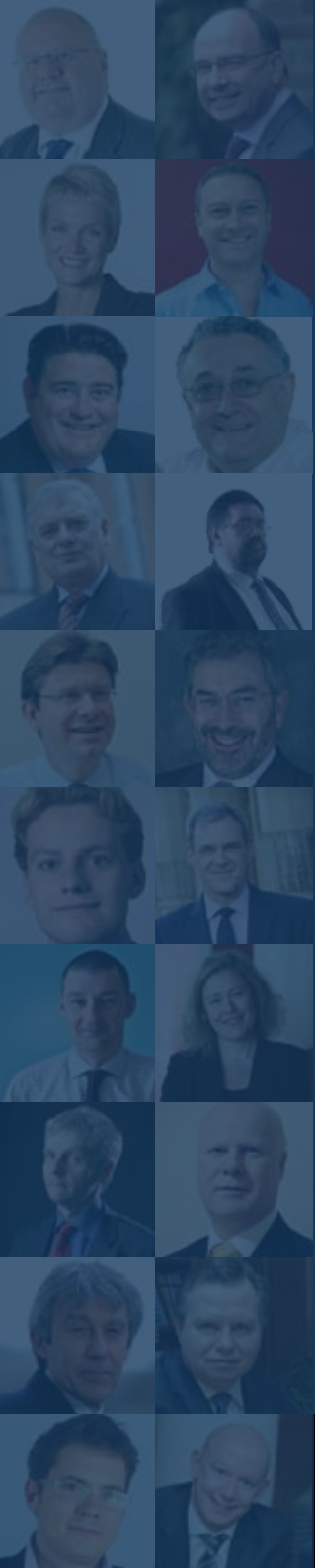
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