



2021 RATECARD

DISPLAY ADVERTISEMENTS, INSERTS & ONLINE SERVICES

Local Government FOCUS is a highly regarded, independent newspaper reporting on the key issues that impact this vital sphere of government.

Local Government FOCUS is:

Produced monthly

Distributed to the key decision makers in Local Government – elected members and senior staff

Every Council in Australia receives on average 18 copies of LG FOCUS free of charge

Each edition is archived on our website at www.lgfocus.com.au

We cover

- local government news
- events
- intergovernmental relations
- best practice examples of councils large and small.

Specialist staff are sent a targeted copy of LG FOCUS when their particular area of responsibility is featured. For example, Human Resource Managers receive a reserved copy in February, IT Managers in March, Engineers in April and July and so forth throughout the year (see our features list on page 2).

- Showcase your products or services via our monthly features covering specific areas of Local Government's diverse role.
- We offer editorial support, plus excellent discounts for multiple bookings.
- You have the added option of online exposure at www.lgfocus.com.au.
- We can distribute your brochure as an insert.

Local Government across Australia is a rapidly growing sector. With ever increasing community expectations, annually councils spend over \$38 billion on a vast range of products and services.



To place your booking or for further information contact Local Government FOCUS

T: (03) 9416 9900 F: (03) 9416 9633
E: info@lgfocus.com.au W: www.lgfocus.com.au

Features List & Deadlines 2021

JANUARY	Booking and material deadline 7 January Published 15 January	JULY	Booking and material deadline 8 July Published 16 July
National Issues <ul style="list-style-type: none"> Environmental sustainability & climate change Infrastructure, roads, trucks, fleet & asset management Rural & Regional Australia Financial sustainability & inclusive communities Broadband & communications Community engagement Recreation & the arts 		Financial Sustainability & Asset Management <ul style="list-style-type: none"> Roads & infrastructure, facilities management, innovative business practices Trucks & fleet Civil engineering & public works GIS & asset management techniques Software packages Debt management, budgeting, accountability & transparency 	
FEBRUARY	Booking and material deadline 4 February Published 12 February	AUGUST	Booking and material deadline 5 August Published 13 August
Human Resource Management, OH&S <ul style="list-style-type: none"> Skills shortage, recruitment, courses & seminars Rehabilitation programs & OH&S courses Performance appraisals & other HR initiatives Work/life balance Training materials, inhouse, offsite & online training Safe work practices & safety products Insurance, security & risk management 		Community Services, Leisure, Parks & Gardens <ul style="list-style-type: none"> Innitiatives & innovations in community development programs Recreation & the arts Parks & gardens, urban & open spaces Libraries Social planning Cultural & economic development Customer service 	
MARCH	Booking and material deadline 4 March Published 12 March	SEPTEMBER	Booking and material deadline 2 September Published 10 September
Information & Communication Technology (ICT) <ul style="list-style-type: none"> The latest software & hardware Internet, broadband & telecommunications development 24/7 services, CCTV & security Online training IT including electronic lodgements & content management GIS, GPS, VoIP & social media Libraries 		Best Practice in all aspects of Council operations <ul style="list-style-type: none"> Asset management, GIS & infrastructure Quality assurance, business development Environmental management Telecommunications, IT, software, hardware & icloud Roads and fleet Community engagement including social media 	
APRIL	Booking and material deadline 8 April Published 16 April	OCTOBER	Booking and material deadline 30 September Published 8 October
Engineering, Public Works & Community Infrastructure <ul style="list-style-type: none"> Innovations in road design Water, drainage & other infrastructure Waste management & litter control Parks & gardens Traffic management & road safety Trucks & fleet, quality assurance Asset management & GIS mapping 		Training & Professional Development <ul style="list-style-type: none"> Innovative courses & seminars Staff development, performance appraisals Work/life balance, other HR initiatives & risk management Training videos & publications Inhouse & offsite training, online & distance education Community services, supporting youth Promotion of mental health 	
MAY	Booking and material deadline 6 May Published 14 May	NOVEMBER	Booking and material deadline 28 October Published 5 November
Administration, Management Systems & Customer Service <ul style="list-style-type: none"> Latest software systems State of the art office equipment Quality assurance/performance monitoring Financial management & procurement, benchmarking Human resources, staff development & risk management Contract management & customer service Training & courses 		Tourism & Economic Development <ul style="list-style-type: none"> Regional development & ecotourism Economic development at a local or regional level Joint ventures between Local Government & the private sector Mainstreet projects Parks & gardens, public open spaces Water conservation & stormwater management Cultural & community development 	
JUNE	Booking and material deadline 3 June Published 11 June	DECEMBER	Booking and material deadline 25 November Published 3 December
Environmental Management <ul style="list-style-type: none"> Climate change & a carbon economy Water conservation Recycling & waste management Landcare, open space, parks & gardens, bushcare Energy & resource efficiency Coastal & stormwater management Environmental health & environmental audits 		Business Efficiency & Sustainability <ul style="list-style-type: none"> Customer service, efficiency enhancing products & services IT & management systems Procurement, financial services & resource sharing Insurance Training programs Climate change & environmentally friendly business practices 	

Advertising rates 2021

EFFECTIVE JANUARY 2021 AND VALID UNTIL DECEMBER 2021					
	Sizes Height x Width	Casual	x3 Bookings	x6 Bookings	x12 Bookings
Full Page	370mm x 6 Col (265mm)	\$4,590	\$4,100	\$3,880	\$3,640
Junior Page	260mm x 5 Col (220mm)	\$3,050	\$2,550	\$2,420	\$2,270
Half Page	180mm x 6 Col (265mm)	\$2,540	\$2,150	\$2,020	\$1,900
Quarter Page	180mm x 3 Col (130mm)	\$1,440	\$1,250	\$1,150	\$1,080
Eighth Page	90mm x 3 Col (130mm)	\$790	\$660	\$640	\$600
Business Card	60mm x 2 Col (85mm)	\$390	\$350	\$310	\$295
Front Page Strip	50mm x 6 Col (265mm)	\$1,270	\$1,120	\$1,050	\$975

PREFERRED PAGE		FEATURE	
Requested Page	Loading	Requested Page	Loading
Page 3	25%	First Page	25%
Page 5	20%	Third Page	20%
Page 7	10%	Fifth Page	15%
Back Page	50%	Any Other Page	10%
Any Other Page	10%	Prices include GST. For full colour advertisements add 15% to the above rates.	

Full Page

Junior Page

Quarter Page	BC
Eighth Page	
Half Page	

Mechanical data 2021

MATERIAL SPECIFICATIONS			
Tablet Size	405mm x 300mm	Print Area	370mm x 265mm
Column Depth	370mm	Columns Per Standard Page	6 Columns
Standard Column Width	40mm	Gully	5mm

Material to be sent electronically in PDF press ready format. Resolution 1200 for line art. Down sampling 250 ppi. Embed all fonts. Ensure all colours and images are set to CMYK and that black type is true black, not four colour.

Total ink limit 235%. Dot gain 20%. Black ink limit 90%. If JPEGs are used, these are required at 300dpi.

Online services 2021

www.lgfocus.com.au

An electronic version of each edition of LG FOCUS is posted on our website. This not only assists councils across Australia to share ideas and best practice examples, but provides a link to the global audience on the web. All editions and articles remain permanently online. We also have a free RSS service, enabling councils to stream our updates directly to their intranets.

Include a photo to accompany your article & hotlink to your website for \$385 (inc GST) or your article plus your hotlink for \$275 (inc GST) or your article without a link for \$110 (inc GST). Banner ads available on application.

Distribution	Brochures	Cost
National coverage	10,000	\$3,380
NSW only	2,590	\$1,230
QLD only	1,350	\$950
VIC only	1,500	\$950
SA only	1,250	\$920
NT only	300	\$600
WA only	2,660	\$1,230
TAS only	550	\$720

LG FOCUS can distribute your brochure as an insert. National distribution is available or you can target a specific State or States.

Discounts are available for bookings covering two or more States.

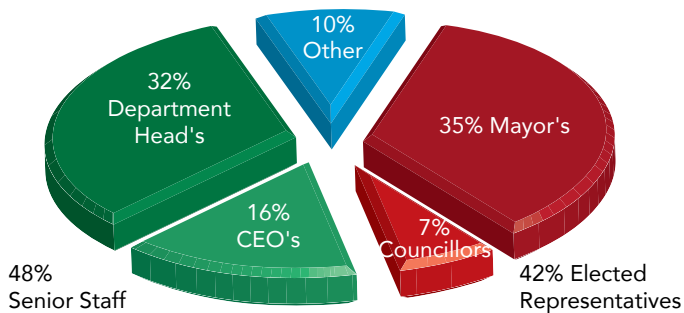
Prices are based on a four page 100 gsm A4 insert.

Deadline for Inserts	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	12/01	09/02	09/03	13/04	11/05	08/06	13/07	10/08	07/09	05/10	02/11	30/11

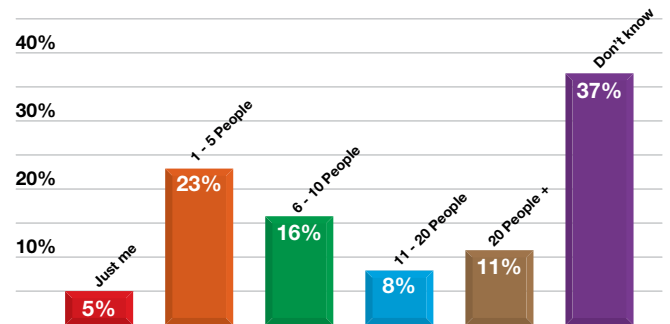
Reader survey reaffirms our strong market penetration

90% OF RESPONDENTS READ LOCAL GOVERNMENT FOCUS

Positions of respondents



How many other people read your copy of Local Government Focus



* Source OWL Research and Marketing Pty Ltd June 2013
Readership over 69,000

Advertiser and reader feedback

From Earthco Projects

"Local Government Focus (LGF) is the publication we use to get our message across to our customers, just last week a councillor was on site on a road project and commented that he had read about our PolyCom Stabilising Aid product in LGF and that was why we were on site.

Great publication that is straightforward and gets the job done. Online as well. What more can you ask for!"

Mark Holding,
Managing Director,
Earthco Projects

From Harbour Software Pty Ltd

"Local Government FOCUS newspaper has been the predominate means for us to successfully launch our iPad application, Docs On Tap, to the Australian Local Government sector.

From the very first day our ad appeared we started to receive enquiries and the common refrain was "we read about your app in the LG FOCUS..."

Our experience has shown that LG FOCUS is accessed by the people we need to speak to and apart from that the team at LG FOCUS are great to deal with making the whole process so much easier."

Michael Craig,
Business Development Manager,
Harbour Software Pty Ltd

Comments from our reader surveys

Good for picking up ideas on innovative practices and programs. (Councillor)

Colourful, topical, informative with contact names and phone numbers. (Council manager)

Big enough for detail, small enough to read quickly. (Council manager)

Diversity of topics, quality of graphics and print.(Councillor)

Coverage of a range of Councils, large and small, city and rural. (Councillor)

The best practice articles that give very good ideas for other councils to follow. (Council manager)

Provides an independent and interesting comment on Local Governments across the States. It is free and appreciated by Local Government. (Council manager)

It covers the practical side of Local Government not just policy and politics. Internet site is terrific. (Council manager)

Clear issues – easy to read. (Councillor)