# LocalGovernment*Lawyer*PublicLaw*Today*PublicLaw*Jobs*

**Media Pack 2020** 

Open a new line of communication

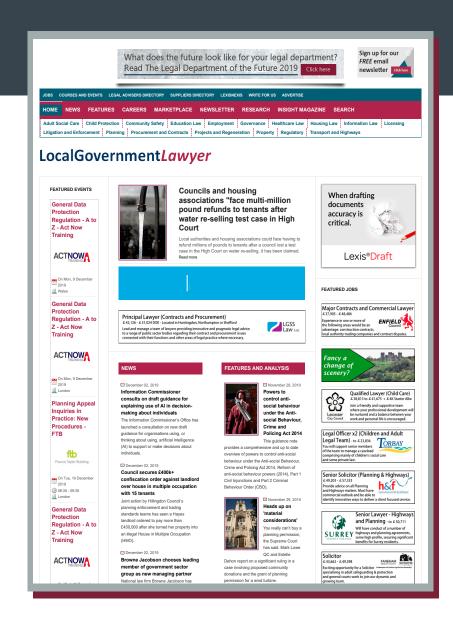
## Why advertise with Local Government Lawyer and Public Law Today?

Whether you're promoting your brand, marketing your services or products, promoting an event or recruiting new staff, Local Government Lawyer and Public Law Today are the number one platforms to reach public sector lawyers and other professionals nationwide.

Our advertising facilities include comprehensive sponsorship packages, display advertising, the most popular legal jobs board in the public sector market, comprehensive directories of legal advisers and other suppliers of products and services and an events calendar.

All provide a unique opportunity to prominently profile your services or products alongside our market-leading editorial and directly to thousands of potential clients via our email newsletters.

localgovernmentlawyer.co.uk publiclawtoday.co.uk publiclawjobs.co.uk



Average Monthly Newsletter Annual Number Unique Viewers: Subscribers: of Page Views:

39,964 5,500+ 1.03 Million

For enquiries or bookings, please contact Kate Coyne on 01625 666395 or email kate@localgovernmentlawyer.co.uk

## Site structure and average traffic

Front Pages	Total page views 2019	Average monthly page views 2019
Home Page, News and Features	163,015	13,584
Careers	20,103	1,675
Public Law Jobs	284,740	23,728
Events	16,487	1,374

<sup>\*</sup> Source Google Analytics Jan-Dec 2019

Practice area sections	Total page views 2019	Average monthly page views 2019
Adult Social Services	47,324	3,944
Child protection	56,743	4,729
Community Safety	15,083	1,257
Education	25,728	2,144
Employment	42,990	3,583
Environment	New for 2020	New for 2020
Governance	66,650	5,554
Healthcare	9,840	820
Housing Law	78,518	6,543
Information Law	18,792	1,566
Licensing	27,318	2,277
Litigation	62,387	5,199
Planning	143,870	11,989
Procurement	43,936	3,661
Projects	13,186	1,099
Property	36,162	3,014
Regulatory	16,683	1,390
Transport and Highways	17,563	1,464
Wales	New for 2020	New for 2020

<sup>\*</sup> Source Google Analytics Jan-Dec 2019

#### What our readers say

"The jobs section is really good. I like that the jobs are displayed down the side rather than having to click a separate link"

"THE go to place"

"Provides a timely, precise and authoritive analysis of relevant cases"

#### "Very good - no rivals at all"

"I depend on Local Government Lawyer to provide invaluable support in keeping me up to date in a fast changing world"

"very useful to have all the local government specific stuff and the job ads in one place"

"This is my go to website to find recent updates in terms of Planning and Environmental Law"

"Very useful, helpful and essential"

"Great resource to obtain practical and clear legal updates"

"The discussion pieces are usually far more to the point than in the equivalent planning press"

#### "An excellent all-round publication"

"Invaluable website, consult it regularly to keep up to date with my area of practice, impressive range of contributors"

"Very useful, essential social "care updates

"LGL newsletter is really good and informative"

"Helpful articles and always my choice of reference"

"It is a valuable and much regarded resource - thank you for all your hard work"

"I look forward to receiving my update email each week"

\*source: Local Government Lawyer Readers Survey, Dec 2019

## Display Advertising

#### Home pages (including news and features pages)

	One month	Quarterly	Six months	Annual
Upper box (300x250px)	£495	£1,295	£2,495	£3,995
Leaderboard (728x90px) + Dropdown	£395 + £200	£995 + £450	£1,995 + £800	£3,495 + £1,400
Premium Mid-page Banner (600x100px)	£395	£995	£1,995	£3,495
Mid-page Banner (600x100px)	£295	£695	£1,495	£2,295
Skyscraper (160x600px)	£195	£495	£995	£1,495

#### Practice area pages, articles, careers and Wales pages\*

	One month	Quarterly	Six months	Annual
Upper box (300x250px)	£395	£995	£1,995	£3,495
Leaderboard (728x90px)	£345	£795	£1,695	£2,495
Premium Mid-page Banner (Above articles)	£395	£995	£1,995	£3,495
Mid-page Banner (At foot of articles)	£295	£695	£1,495	£1,995
Skyscraper	£125	£295	£495	£795
In-article banner or video	£395	£995	£1,695	£2,495
Pop-up ads (variable sizes and positions available)	from £195	from £395	from £695	from £1,295

#### **Email Newsletters (Local Government Lawyer Newsletter, Housing Newsletter and Place Newsletter)**

	Single issue	Four issues	Quarterly	Annually
Upper Banner (600x100px)	£295	£995	£1,995	£4,995
Mid-page Banner (600x100)	£195	£495	£995	£1,695

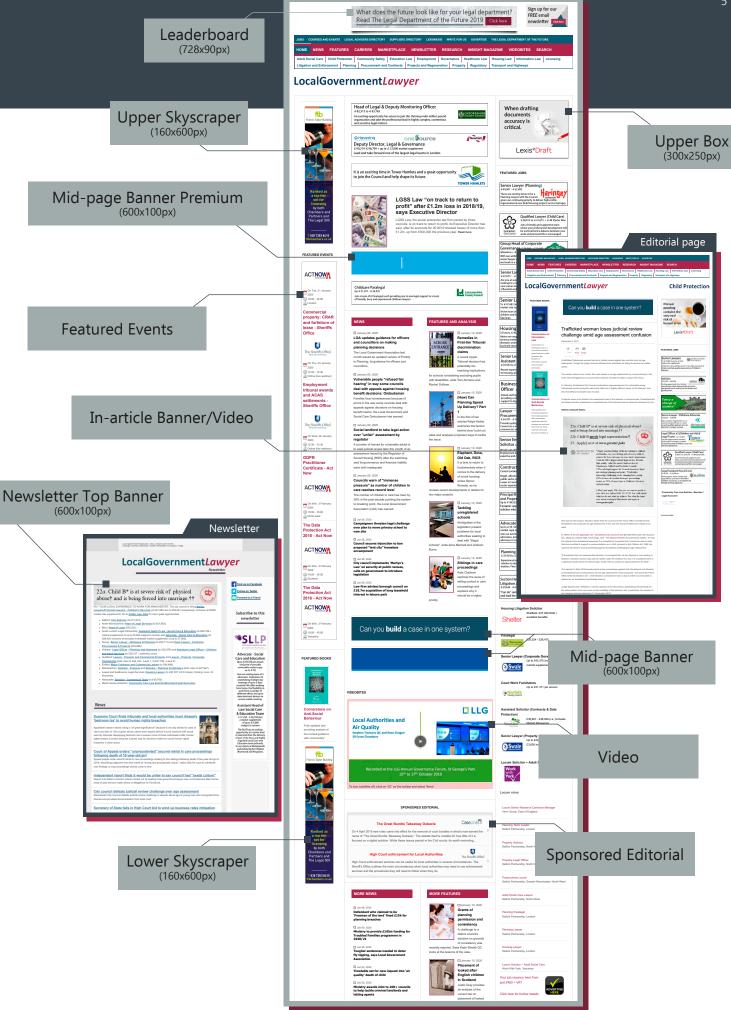
#### **Insight Magazine**

	Single issue	Two issues	Four issues	
Inside cover (A4)	£1,095	£1,995	£2,995	
Full-page ad (A4)	£995	£1,695	£2,296	
Half-page ad (A5)	£495	£795	£1,295	

<sup>\*</sup> Ads will be displayed alongside all editorial content relevant to the page, regardless of where it is originally accessed from.

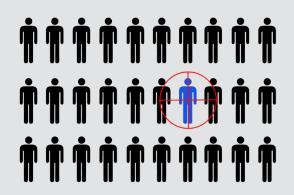
A 20% discount will be applied to the above prices if more than one advertisement is booked at the same time. A 30% discount will apply if three or more are booked simultaneously.

All prices exclude VAT at 20%. All display advertisements of more than three months duration include an optional listing in the Services Directory.



### PublicLaw Jobs

## Your best chance to find the best candidates



Finding and recruiting the best lawyers - those with the experience, background and skills to make a contribution from day one - is harder than ever and set to become more difficult still. As the dedicated jobs board for *Local Government Lawyer* and *Public Law Today*, Public Law Jobs provides a unique opportunity to reach thousands of potential applicants for your vacancies, including the all-important 'passive' candidates, at highly competitive rates. See more at www.publiclawjobs.co.uk.

- Reach thousands of local government
  lawyers. Vacancies are prominently profiled
  throughout the Local Government Lawyer
  and Public Law Today websites (40,000
  unique visitors per month), their email
  newsletters (5,500+ subscribers) and through
  their combined jobs board Public Law Jobs
  (3,000+ unique users per month). According
  to our 2019 reader survey, 36% of readers
  use Local Government Lawyer to look for
  jobs.
- Get your vacancies in front of 'passive' potential candidates that aren't actively looking at jobs boards by prominently displaying your job vacancies alongside relevant editorial material.
- Reduce your recruitment costs. Public Law
  Jobs offers the most competitive rates in the
  market.

#### Any questions?

For enquiries or bookings, please contact Kate Coyne on 01625 666395 or email kate@localgovernmentlawyer. co.uk

#### Standard - £495 +VAT

- Jobs board listing with logo
- Two-line entry with small logo in Featured Jobs section alongside related articles + jobs, home, careers and news pages
- Listing on email newsletter with logo
- Listing on email job alert with logo

#### Featured - £695 + VAT

- Jobs board listing with logo
- Banner (300x100px) in Featured Jobs section alongside related articles + jobs, home, news and careers pages
- Listing on email newsletter with logo
- Listing on email job alert with logo

#### Premium - £995 + VAT

- Jobs board listing with logo
- Large banner (600x100px) immediately above related articles + at top of home, news and careers pages + at top of jobs board + top of job alert email
- Skyscraper ad (160x400px) on email newsletter

#### Premium Plus - £1,650 + VAT

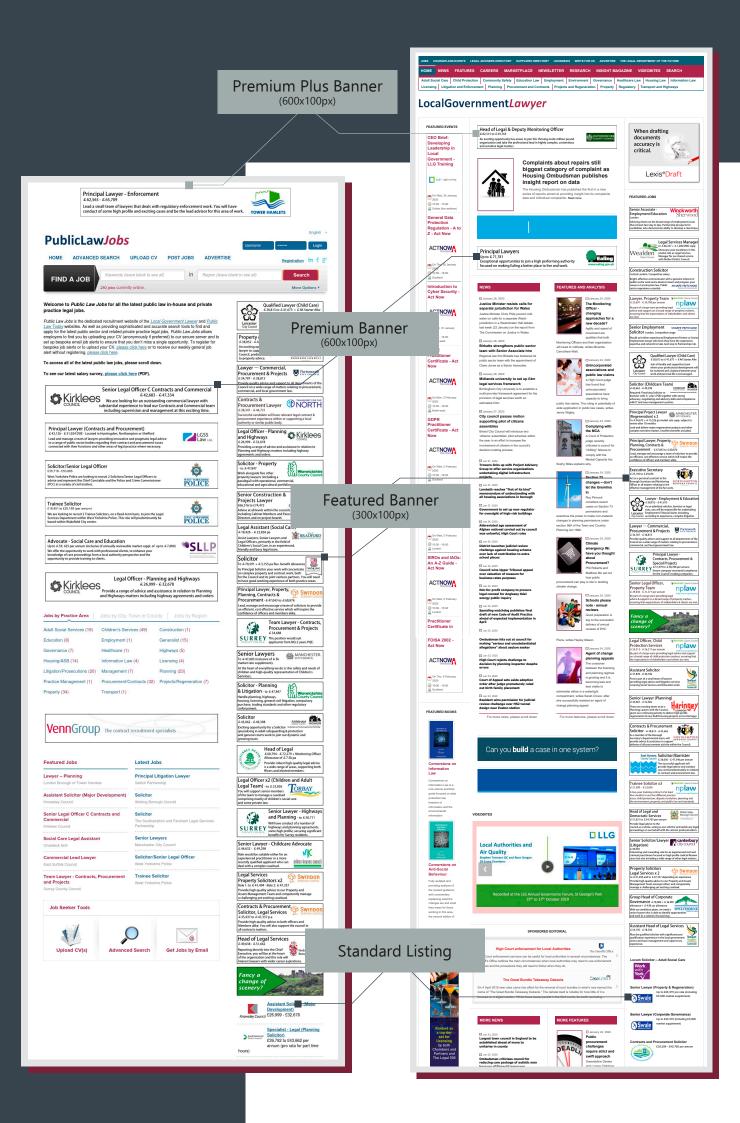
- As Premium (above) plus:
- Exclusive leaderboard banner (up to 728x90px) on Public Law Jobs website
- Large Banner at top of Local Government Lawyer and Public Law Today home pages
- Expanded Dropdown Banner (displays on mouseover)
- Bespoke Google Ads, Facebook and Twitter campaign

#### **Multiple Postings**

Significant per unit discounts can be applied to multiple postings booked at the same time, utilising a blend of the options above. Please call or email for a tailored quote.

#### **Annual Contracts**

Annual unlimited packages are also available for individual public bodies, shared services and law firms which provide great value-for-money fixed budget recruitment advertising. Rates are calculated according to organisation size and anticipated use. Please call or email for a tailored quote.



## **Editorial**



There is no charge for contributing relevant articles (subject to the editor's discretion) for publication on *Local Government Lawyer* and *Public Law Today*. However, there are a number of ways that you can gain additional profile for your editorial or advertorial content and brand name generally.

#### **Featured editorial**

For non-advertorial legally-related content that is considered suitable for publication on the mainstream editorial sections of the site.

From just £250 +VAT, your article will be guaranteed to take top spot on the relevant editorial section for at least one week and be listed in the 'Must read' section of the email newsletter which is 100% requested and circulated to 5,500 subscribers every Friday.

#### Sponsored editorial

For more promotional material, sponsored editorial on *Local Government Lawyer* and *Public Law Today* is an unrivalled way to get your message across.

Your article will appear in a prominent grey box with your logo on your chosen practice area page and underneath all editorial content related to that section.

It will also appear on the email newsletter (with logo) for one week per month booked, with the option to add it to the home page too.

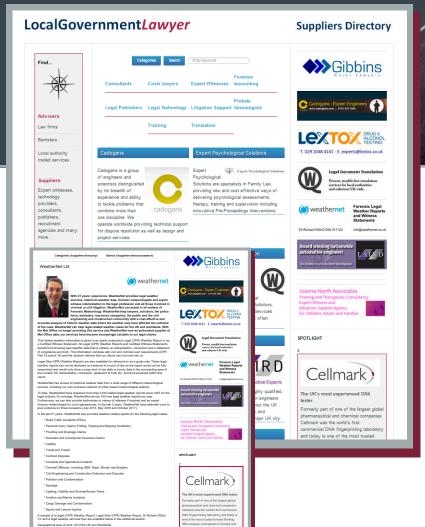
After the initial promotional period, the article will remain within our editorial library indefinitely, making it discoverable by site users and indexable by Google and other search engines.

Due to their daily new and original content, *Local Government Lawyer* and *Public Law Today* has first page ranking for a wide range of legal search terms that your prospective clients will be looking for.

Featured Editorial	
Lead article on practice area page and 'must read' on email newsletter	£250 per article
Sponsored Editorial	
Sponsored article on relevant practice area page(s)	
One month	£295 (£595 if home page included)
Three months	£795 (£1,495 if home page included)
Six months	£1,295 (£1,995 if home page included)
One year	£1,995 (£2,995 if home page included)
All prices exclude VAT at 20%.	



## Directory





There are two directories: one for legal advisers (including local authorities that provide external legal services) and one for other key suppliers, including expert witnesses, legal technology providers and training companies. With over 1000 organisations subscribed to our newsletter list alone, both enable you to profile your services or products to potential clients in a single listing.

All management and market-related editorial on Local Government Lawyer and Public Law Today is displayed on the Marketplace page, ensuring excellent visibility for your banners and the directories in general.

In addition to profiling your company and product information, an entry on the services directory will also provide the opportunity to include white papers, news updates about business and products and even video or audio material if required.

The directory is prominently promoted throughout the editorial sections of the site and advertisers also benefit from a banner ad (300x100px) being displayed alongside relevant editorial content.

Directory Listing + 3x Editorial Page Banners (300x100px)	Additional Editorial Page Banners (300x100px)	Large Box Ad on Marketplace (300x250px)	Directory Skyscraper	Spotlight Feature (See screen-shot left)
£495	£50	£495	£350	£250 per month

All prices are for 12 months (unless stated otherwise) and exclude VAT at 20%. Rates include creation of banner, if required.

## Courses and Events



The courses and events calendar enables readers to efficiently search for and filter relevant courses and events and, in particular, easily find events in their specific parts of the country. All events and courses are also prominently profiled in the Featured Events section alongside associated editorial content and on the Home, News, Features, Careers and Marketplace pages. All events are profiled at least once on the weekly email newsletter (5,500 subscribers) and a fortnightly events update is sent to more than 2,100 subscribers.

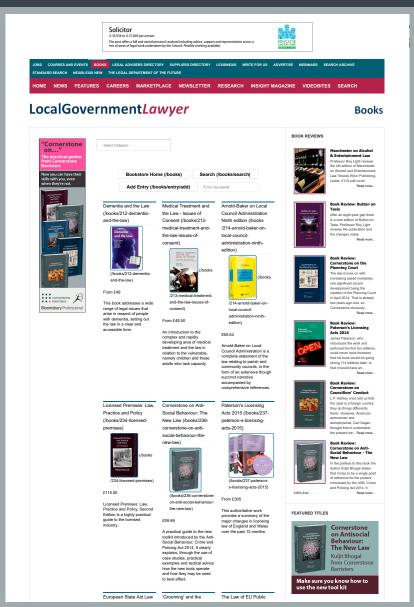
Basic posts on our events calendar are free with options to advertise your event more prominently from £125 (+VAT) for up to 12 months. Advertising options include listings on the weekly email newsletter and various banner placements across our sites.

For those with more than five events per year to advertise, listings are available at discounted rates, starting at £45 + VAT per event. Please contact Kate Coyne on 01625 666395 for further details.



#### Premium: £250\* Basic: Free Featured: £125 Posting on Events Calendar for up to Posting on Events Calendar for up to As Featured, plus: 'Don't Miss' listing towards top of 12 months, to the date of the event.† 12 months, to the date of the event. Listing with date, location and logo email newsletter. on Featured Events section alongside In-article banner or premium midrelevant editorial content and on the page banner on relevant editorial Home, News, Comment and Careers sections, depending on availability pages to the date of the event. (see diagram on page 5). Four listings on *Local Government* Lawyer email newsletter and other relevant newsletters Featured job on courses and events email alert. All prices exclude VAT at 20% \* Includes creation of banner ad if required † Maximum of 5 per year, £45 +VAT thereafter

## Books





Local Government Lawyer and Public Law Today offer a direct path to getting your books in front of potential purchasers by profiling your publications directly to people reading articles on related topics.

A basic listing on the new Bookstore is free-of-charge (subject to a maximum of five per organisation per annum). Those promoted through the Featured package are also prominently profiled in the Featured Books section alongside relevant editorial content and on the Home, News, Features, Careers and Marketplace pages. Featured books are profiled at least once on the weekly email newsletter (5,500 subscribers) and included in the fortnightly events update sent to more than 2,100 local government lawyers and other relevant professionals.

For publishers with more than five books per year to advertise, basic listings are available for £45 + VAT per book and volume discounts are also available for Featured packages.

Please contact Kate Coyne at kate@ localgovernmentlawyer.co.uk or on 01625 666395 for further details.

Basic: Free*	Featured: £125 +VAT	Additional Options	
Entry in Bookstore directory.	<ul> <li>Entry in Bookstore directory</li> <li>Inclusion in Featured Books section on alongside all relevant editorial sections and on Home, News, Marketplace and Careers pages</li> <li>Profiled on Local Government Lawyer weekly newsletter and (where relevant) on Housing and Place Newsletters.</li> <li>Inclusion on Events, Courses and Books Alert</li> </ul>	<ul> <li>Banner or skyscraper on books page - £95 +VAT per month</li> <li>Arrangement of book review from our readership - £195 +VAT</li> <li>Publication of article by author(s) on Local Government Lawyer with profile of book within text. £195 +VAT**</li> <li>For further display advertising opportunities, please see p3-p4.</li> </ul>	
* Subject to a maximum of five postings per year per organisation, £45 +VAT per listing thereafter  ** Subject to editorial approval			

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