

Council Leader 2017 MEDIA KIT



TMPC
The MAGAZINE PUBLISHING COMPANY

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WELCOME TO COUNCIL LEADER

Published since 1969, Council Leader magazine has become the Queensland local government's number one communication tool. Working directly with the Local Government Association of Queensland (LGAQ), the magazine has become a trusted, `must-read' source within the local government sector, with a distribution of more than 2820 copies per issue landing straight in the laps of council decision-makers. Council Leader features the latest news and views, council profiles and issue-based feature stories, while also keeping abreast of the latest products and services to help local councils improve the viability of their operations. The magazine's high-quality content, coupled with a clean, contemporary design, enables Council Leader to deliver the whole package to both readers and advertisers. Council Leader reaches the top tier of the industry, including mayors, councillors, CEOs, town planners, federal and state parliamentarians, and purchasing and procurement officers. The Magazine Publishing Company has an unrivalled intimacy and understanding with the local government sector in Queensland and has worked hard over the last 40 years to maintain this.









Our business has grown and expanded with our advertising in the Council Leader. Choosing a print media group for marketing your products is difficult. I have found that TMPC deliver a creditable magazine that our prospective customers read.

- Glen Thorley, N-COM, General Manager









Council Leader is an excellent publication to be in. We find long standing value with our print ads with the publication being bi-monthly. It is a quality output, right down to the paper it is printed on.

- Rachael Hedges, Wiley, Digital PR and Communications Manager



COUNCIL LEADER

FEATURES

FEB/MAR

RECREATION FACILITIES

Councils provide a wide variety of parks with picnic and BBQ facilities, gardens, sports grounds and recreational facilities to residents and visitors. Including bike and walking paths, skate parks, leisure facilities such as pools, dams, and beaches. Including; other community facilities such as libraries, and tourist parks.

DEADLINE: DEC 21, 2016

JUN/JUL

WATER & WASTE MANAGEMENT, RECYCLING AND ENVIRONMENTAL HEALTH

Acquiring cost-effective and workable assets is critical to the success of any water or waste management service. Including recycling and environmental health, this feature showcases all companies with products and services vital to these issues.

DEADLINE: MAY 5, 2017

OCT/NOV

ANNUAL STATE CONFERENCE

The 2016 LGAQ Annual State Conference showcases companies that work closely with councils at a time of year when budgetary decisions are made. This feature presents a valuable opportunity to further promote your company's products and services to those making the decisions.

DEADLINE: SEP 5, 2017

APR/MAY

INFRASTRUCTURE & PROPERTY SERVICES

Major infrastructure - roads, bridges, and containing walls, disaster and risk management, water supply and more - is a primary focus for councils. In this feature, we'll also look at street lighting, town planning and building assessments. Including the equipment used to build and maintain this infrastructure.

DEADLINE: MAR 6, 2017

AUG/SEP

CITY PLANNING, PARKS & RECREATION AND MAINTENANCE

From highways and schools to parks and landmarks, there are many elements of a community that councils must consider in order to plan and maintain a city's future development. Ecological preservation and infrastructure are a key focus of this unique feature.

DEADLINE: JUL 5, 2017

DEC 17/JAN 18

LOCAL BUY

This is an opportunity to promote your involvement with Local Buy. Showcasing your company to the councils and reinforcing the fact that you are a Local Buy Member.

DEADLINE: NOV 6, 2017











COUNCIL LEADER

RATES & SPECS

AD RATES 2017

all prices are per issue and exclude GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES
Double page spread	$3,330	$3,170	$2,995
Full page	$2,150	$2,050	$1,935
Half page	$1,400	$1,330	$1,260
Third page	$1,120	$1,065	$995
Quarter page	$825	$780	$740
PREFERRED POSITION	**CASUAL**	**3 ISSUES**	**6 ISSUES**
Gatefold 3 pages	$5,050	$4,795	$4,550
Inside front cover double page spread	$4,185	$3,775	$3,750
Outside back cover	$2,580	$2,450	$2,325
Inside front cover	$2,470	$2,350	$2,220
Other preferred positions	+10%		
INSERTS	**PRICE**		
(Maximum size for inserts: 210mm wide x 275mm high)			
One page (2 sides)	$1,550		
Two page (4 sides)	$1,700		

DEADLINES

ISSUE	DEADLINE
FEB/MAR	DEC 21, 2016
APR/MAY	MAR 6
JUN/JUL	MAY 5
AUG/SEP	JUL 5
OCT/NOV	SEP 5
DEC 17/JAN 18	NOV 6

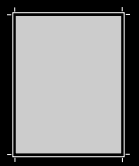


ADVERT DIMENSIONS



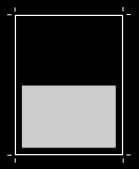
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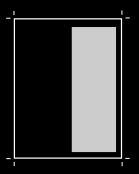
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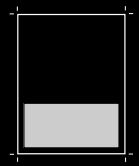
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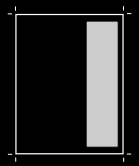
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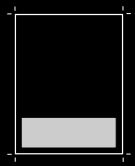
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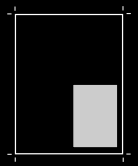
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QUARTER PAGE HORIZONTAL

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no bleed required



QUARTER PAGE VERTICAL

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no bleed required