

MEDIA KIT 2021

Council LEADER

THE MAGAZINE PUBLISHING COMPANY

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PUBLICATIONS**

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. In addition to our printed magazine we also distribute 476 digital magazines to those people, who prefer to have the magazine sent to them in a digital format; our digital magazine on average achieves page views of 33,821 per issue.

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.



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TESTIMONIALS

"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*

"We've been regular advertisers in Council Leader for years. Choosing a print media group to market and expose your products can be difficult, however, with local government being one of our target audiences, we find Council Leader and TMPC deliver a credible magazine that our prospective customers actually read."

*- Chris Symons,
Hastings Deering*

AUTUMN

BUILDING AND FACILITY CONSTRUCTION AND MAINTENANCE SERVICES

Major infrastructure - roads, bridges, street lighting, town planning and building assessments are a primary focus for councils. Councils also provide a wide variety of community services, parks, BBQ, and recreational facilities to residents and visitors. These include bike and walking paths, skate parks, leisure facilities such as pools, dams, and beaches. This feature will highlight the equipment and services used to build and maintain this infrastructure.

DEADLINE: MAR 1, 2021

SPRING

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, sustainability and economics are key considerations when these important decisions need to be made.

ANNUAL STATE CONFERENCE 2021

2021 LGAQ Annual State Conference is being held in **Mackay from the 25-27 October 2021** showcasing 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 1, 2021



WINTER

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: JUN 1, 2021

SUMMER

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: DEC 1, 2021



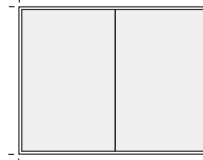
AD RATES 2021

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	4 ISSUES
Double page spread	\$3,330	\$3,170
Full page	\$2,150	\$2,050
Half page	\$1,400	\$1,330
Third page	\$1,120	\$1,065
Quarter page	\$825	\$780
PREFERRED POSITION	CASUAL	3 ISSUES
Gatefold 3 pages	\$5,050	\$4,795
Inside front cover double page spread	\$4,185	\$3,775
Outside back cover	\$2,580	\$2,450
Inside front cover	\$2,470	\$2,350
Other preferred positions	+10%	
INSERTS	PRICE	
One page (2 sides)	\$1,550	
Two page (4 sides)	\$1,700	

Maximum size for inserts: H 275mm X W 210mm

AD DIMENSIONS



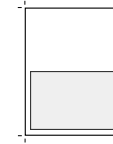
DOUBLE PAGE SPREAD

TRIM SIZE:
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 + add 5mm bleed
 (Keep type & logos 10mm in from trim)



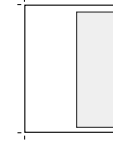
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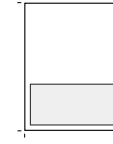
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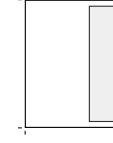
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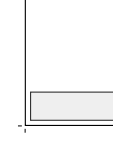
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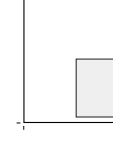
THIRD PAGE VERTICAL

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QUARTER PAGE HORIZONTAL

H 60mm x W 184mm
 no bleed required



QUARTER PAGE VERTICAL

H 120mm x W 90mm
 no bleed required

DEADLINES

ISSUE	DEADLINE
AUTUMN	MAR 1
WINTER	JUN 1
SPRING	SEP 1
SUMMER 2022	DEC 1



COUNCIL LEADER

RATES & SPECS 2021

