



Media kit 2022

THE MAGAZINE PUBLISHING COMPANY

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Welcome to

Profile

Published since 1969, *Council Leader* magazine has become 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. *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* has positioned itself with an unrivalled intimacy and understanding of the local government sector in Queensland and has worked hard over the last 40 years to maintain this.

Council Leader magazine is published four times a year, with a distribution of more than 2,610 copies per issue landing straight in the laps of Queensland's council decision-makers.

Printed Magazine (per issue)

2,610 
COPIES
mailed direct



10,440
READERS

In addition to the printed version of the magazine, we distribute to 1,173 readers who prefer to read the magazine in a digital format. Our digital magazine on average achieves page views of 41,190 per issue.

Digital Magazine (per issue)

1,173 
DIGITAL
READERS

41,190 **PAGE**
IMPRESSIONS

Audience

Council Leader reaches the top tier of the industry, including mayors, councillors, CEOs, town planners, federal and state parliamentarians, and purchasing and procurement officers.

Job role

96%
OF READERS
INFLUENCE
OR APPROVE
PURCHASES

57%
COUNCILLORS/MAYORS

38% **CEO/HEAD**
OF DEPARTMENT/
PURCHASING OFFICER

5% **OTHER**

Features 2022

AUTUMN

DEADLINE: 01/03/2022

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, barbecue and recreational facilities to residents and visitors. These include bike and walking paths, skate parks, and leisure facilities such as pools, dams, and beaches. This feature will highlight the equipment and services used to build and maintain this infrastructure.

WINTER

DEADLINE: 01/06/2022

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.

SPRING

DEADLINE: 01/09/2022

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 2022

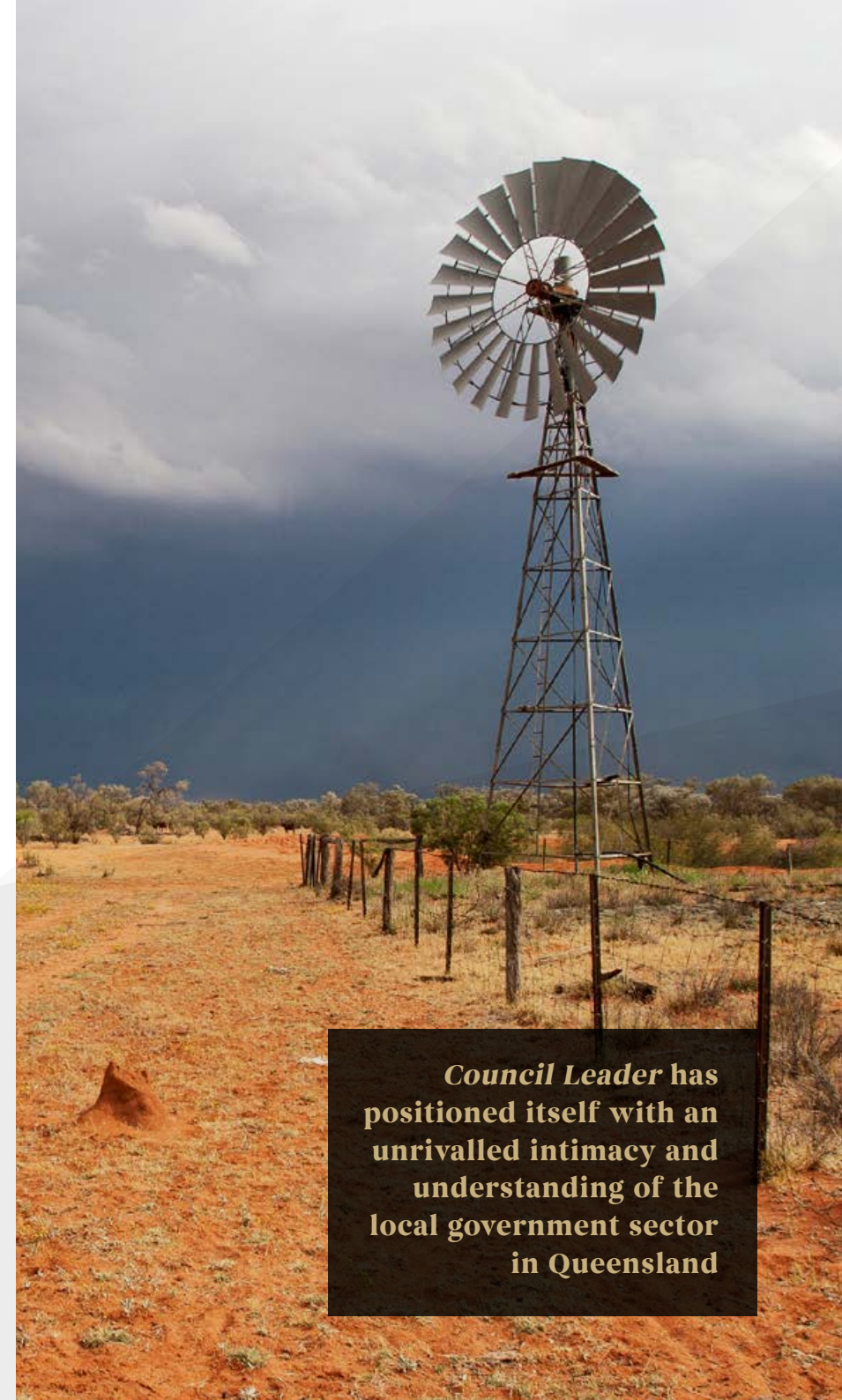
2022 LGAQ Annual State Conference will be showcasing companies that work closely with councils at a time of year when budgetary decisions are made. This feature presents a valuable opportunity to further promote your company's products and services to those making the decisions.

SUMMER

DEADLINE: 01/12/2022

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.



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Magazine Advertising Rates & Specs

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	4 ISSUES
Double page spread	\$3,330	\$3,170
Full page	\$2,150	\$2,045
Half page	\$1,400	\$1,330
Third Page	\$1,120	\$1,065
Quarter page	\$825	\$780

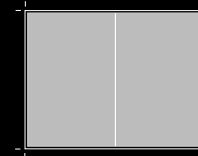
PREFERRED POSITION	CASUAL	4 ISSUES
Gatefold 3 pages	\$5,050	\$4,800
Inside front cover double page spread	\$4,185	\$3,975
Outside back cover	\$2,580	\$2,450
Inside front cover	\$2,470	\$2,350
Other preferred positions	+10%	

INSERTS	PRICE
Maximum size for inserts: H 275mm X W 210mm	
One page (2 sides)	\$1,550
Two page (4 sides)	\$1,700

Deadlines

ISSUE	DEADLINE
AUTUMN	01 MARCH
WINTER	01 JUNE
SPRING	01 SEPTEMBER
SUMMER	01 DECEMBER 2022

Ad Dimensions



DOUBLE PAGE SPREAD

TRIM SIZE:
H 275mm x W 420mm
 + add 5mm bleed
 (Keep type & logos 10mm in from trim)



FULL PAGE

TRIM SIZE:
H 275mm x W 210mm
 + add 5mm bleed
 (Keep type & logos 10mm in from trim)



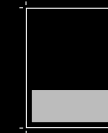
HALF PAGE HORIZONTAL

H 120mm x W 184mm
 no bleed required



HALF PAGE VERTICAL

H 250mm x W 90mm
 no bleed required



THIRD PAGE HORIZONTAL

H 80mm x W 184mm
 no bleed required



THIRD PAGE VERTICAL

H 250mm x W 60mm
 no bleed required



QUARTER PAGE HORIZONTAL

H 60mm x W 184mm
 no bleed required



QUARTER PAGE VERTICAL

H 120mm x W 90mm
 no bleed required