



January – December 2017

Australia's National Local Government Newspaper now celebrating 32 years of circulation

# 2017 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.

Produced monthly and distributed to the key decision makers in Local Government – elected members and senior staff – every Council in Australia receives 18 copies of LG FOCUS free of charge (circulation 10,300). Each edition is also archived on our website at [www.lgfocus.com.au](http://www.lgfocus.com.au)

Each edition covers

- 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).

Our reader survey conducted by an independent survey company (*Owl Research & Marketing*) in 2013 found that over 90% of people surveyed, read LG FOCUS. The majority of readers of LG FOCUS are in senior positions Mayors, General Managers, Directors and Departmental Heads. If Local Government is one of your target markets, LG FOCUS has the readership for you.

- 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 also have the added option of online exposure at [www.lgfocus.com.au](http://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 **\$32 billion** on a vast range of products and services.



Breaking News

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

telephone: (03) 9416 9900    facsimile: (03) 9416 9633  
 email: [info@lgfocus.com.au](mailto:info@lgfocus.com.au)    web: [www.lgfocus.com.au](http://www.lgfocus.com.au)

# LGF Features List & Deadlines 2017

<b>JANUARY</b> Booking and material deadline 5 January Published 13 January	<b>JULY</b> Booking and material deadline 6 July Published 14 July
<b>National Issues</b> <ul style="list-style-type: none"> <li>• Environmental sustainability &amp; climate change</li> <li>• Infrastructure, roads, trucks, fleet &amp; asset management</li> <li>• Rural &amp; Regional Australia</li> <li>• Financial sustainability &amp; inclusive communities</li> <li>• Broadband &amp; communications</li> <li>• Community engagement</li> <li>• Recreation &amp; the arts</li> </ul>	<b>Financial Sustainability &amp; Asset Management</b> <ul style="list-style-type: none"> <li>• Roads &amp; infrastructure, facilities management, innovative business practices</li> <li>• Trucks &amp; fleet</li> <li>• Civil engineering &amp; public works</li> <li>• GIS &amp; asset management techniques</li> <li>• Software packages</li> <li>• Debt management, budgeting, accountability &amp; transparency</li> </ul>
<b>FEBRUARY</b> Booking and material deadline 2 February Published 10 February	<b>AUGUST</b> Booking and material deadline 3 August Published 11 August
<b>Human Resource Management, OH&amp;S</b> <ul style="list-style-type: none"> <li>• Skills shortage, recruitment, courses &amp; seminars</li> <li>• Rehabilitation programs &amp; OH&amp;S courses</li> <li>• Performance appraisals &amp; other HR initiatives</li> <li>• Work/life balance</li> <li>• Training materials, inhouse, offsite &amp; online training</li> <li>• Safe work practices &amp; safety products</li> <li>• Insurance, security &amp; risk management</li> </ul>	<b>Community Services, Leisure, Parks &amp; Gardens</b> <ul style="list-style-type: none"> <li>• Initiatives &amp; innovations in community development programs</li> <li>• Recreation &amp; the arts</li> <li>• Parks &amp; gardens, urban &amp; open spaces</li> <li>• Libraries</li> <li>• Social planning</li> <li>• Cultural &amp; economic development</li> <li>• Customer service</li> </ul>
<b>MARCH</b> Booking and material deadline 2 March Published 10 March	<b>SEPTEMBER</b> Booking and material deadline 31 August Published 8 September
<b>Information &amp; Communication Technology (ICT)</b> <ul style="list-style-type: none"> <li>• The latest software &amp; hardware</li> <li>• Internet, broadband &amp; telecommunications development</li> <li>• 24/7 services, CCTV &amp; security</li> <li>• Online training</li> <li>• Innovations in IT including electronic lodgements</li> <li>• GIS, GPS, VoIP &amp; social media</li> <li>• Libraries</li> </ul>	<b>Best Practice</b> <ul style="list-style-type: none"> <li>• Quality assurance</li> <li>• Business development</li> <li>• Telecommunications &amp; information technology</li> <li>• Services &amp; products putting Local Government at the cutting edge of best practice</li> <li>• Community engagement including social media</li> </ul>
<b>APRIL</b> Booking and material deadline 30 March Published 7 April	<b>OCTOBER</b> Booking and material deadline 28 September Published 6 October
<b>Engineering, Public Works &amp; Community Infrastructure</b> <ul style="list-style-type: none"> <li>• Innovations in road design</li> <li>• Water, drainage &amp; other infrastructure</li> <li>• Waste management &amp; litter control</li> <li>• Parks &amp; gardens</li> <li>• Traffic management &amp; road safety</li> <li>• Trucks &amp; fleet, quality assurance</li> <li>• Asset management &amp; GIS mapping</li> </ul>	<b>Training &amp; Professional Development</b> <ul style="list-style-type: none"> <li>• Innovative courses &amp; seminars</li> <li>• Staff development, performance appraisals</li> <li>• Work/life balance, other HR initiatives &amp; risk management</li> <li>• Training videos &amp; publications</li> <li>• Inhouse &amp; offsite training, online &amp; distance education</li> <li>• Community services, supporting youth</li> <li>• Promotion of mental health</li> </ul>
<b>MAY</b> Booking and material deadline 4 May Published 12 May	<b>NOVEMBER</b> Booking and material deadline 26 October Published 3 November
<b>Administration, Management Systems &amp; Customer Service</b> <ul style="list-style-type: none"> <li>• Latest software systems</li> <li>• State of the art office equipment</li> <li>• Quality assurance/performance monitoring</li> <li>• Financial management &amp; procurement, benchmarking</li> <li>• Human resources, staff development &amp; risk management</li> <li>• Contract management &amp; customer service</li> <li>• Training &amp; courses</li> </ul>	<b>Tourism &amp; Economic Development</b> <ul style="list-style-type: none"> <li>• Regional development &amp; ecotourism</li> <li>• Economic development at a local or regional level</li> <li>• Joint ventures between Local Government &amp; the private sector</li> <li>• Mainstreet projects</li> <li>• Parks &amp; gardens, public open spaces</li> <li>• Job creation programs</li> <li>• Cultural &amp; community development</li> </ul>
<b>JUNE</b> Booking and material deadline 1 June Published 9 June	<b>DECEMBER</b> Booking and material deadline 23 November Published 1 December
<b>Environmental Management</b> <ul style="list-style-type: none"> <li>• Climate change &amp; a carbon economy</li> <li>• Water conservation</li> <li>• Recycling &amp; waste management</li> <li>• Landcare, open space, parks &amp; gardens, bushcare</li> <li>• Energy &amp; resource efficiency</li> <li>• Coastal &amp; stormwater management</li> <li>• Environmental health &amp; environmental audits</li> </ul>	<b>Business Efficiency &amp; Sustainability</b> <ul style="list-style-type: none"> <li>• Customer service, efficiency enhancing products &amp; services</li> <li>• IT &amp; management systems</li> <li>• Procurement, financial services &amp; resource sharing</li> <li>• Insurance</li> <li>• Training programs</li> <li>• Climate change &amp; environmentally friendly business practices</li> </ul>

# LGF Advertising rates 2017

**EFFECTIVE JANUARY 2016 AND VALID UNTIL DECEMBER 2017**

	Sizes Height x Width	Casual	x3 Bookings	x6 Bookings	x12 Bookings
<b>Full Page</b>	370mm x 6 Col (265mm)	\$4,590	\$4,100	\$3,880	\$3,640
<b>Junior Page</b>	260mm x 5 Col (220mm)	\$3,050	\$2,550	\$2,420	\$2,270
<b>Half Page</b>	180mm x 6 Col (265mm)	\$2,540	\$2,150	\$2,020	\$1,900
<b>Quarter Page</b>	180mm x 3 Col (130mm)	\$1,440	\$1,250	\$1,150	\$1,080
<b>Eighth Page</b>	90mm x 3 Col (130mm)	\$790	\$660	\$640	\$600
<b>Business Card</b>	60mm x 2 Col (85mm)	\$370	\$320	\$295	\$275
<b>Front Page Strip</b>	50mm x 6 Col (265mm)	\$1,270	\$1,120	\$1,050	\$975

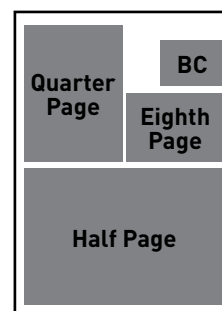
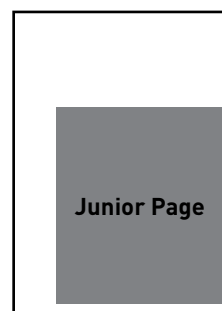
## PREFERRED PAGE

Requested Page	Loading
Page 3	25%
Page 5	20%
Page 7	10%
Back Page	50%
Any Other Page	10%

## FEATURE

Requested Page	Loading
First Page	25%
Third Page	20%
Fifth Page	15%
Any Other Page	10%

Prices include GST. For full colour advertisements add 15% to the above rates.



# LGF Mechanical data 2017

## MATERIAL SPECIFICATIONS

<b>Tabloid Size</b>	405mm x 300mm	<b>Print Area</b>	370mm x 265mm
<b>Column Depth</b>	370mm	<b>Columns Per Standard Page</b>	6 Columns
<b>Standard Column Width</b>	40mm	<b>Gully</b>	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.

# LGF Online services 2017

[www.lgfocust.com.au](http://www.lgfocust.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.

# LGF A4 and DL insert rates 2017

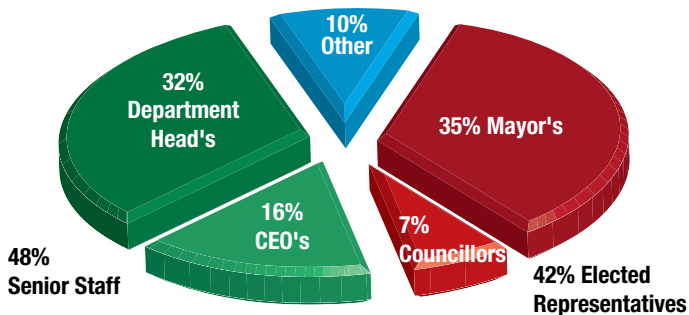
LG FOCUS can distribute your brochure as an insert. National distribution is available or you can target a specific State or States.  Discounts are available for bookings covering two or more States.  Prices are based on a four page 100 gsm A4 insert.	Distribution	Brochures	Cost
	<b>National coverage</b>		10,500
	<b>NSW only</b>	2,890	\$1,230
	<b>QLD only</b>	1,350	\$950
	<b>VIC only</b>	1,500	\$950
	<b>SA only</b>	1,250	\$920
	<b>NT only</b>	300	\$600
	<b>WA only</b>	2,660	\$1,230
	<b>TAS only</b>	550	\$720

Deadline for Inserts	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	10/01	07/02	07/03	04/04	09/05	06/06	11/07	08/08	05/09	03/10	31/10	28/11

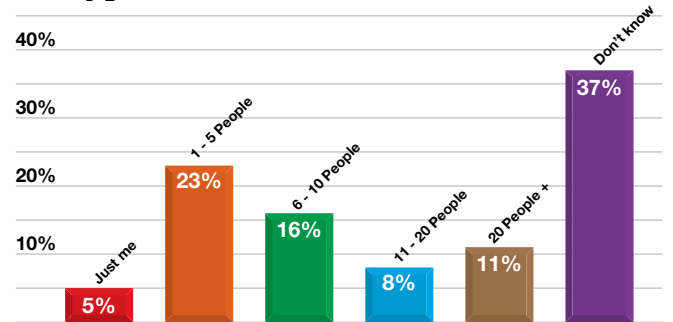
# LGF Reader survey reaffirms our strong market penetration

**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

## LGF 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

### From Association & Communications Events

"When we want to inform Local Government about our upcoming conferences and exhibitions we choose Local Government Focus as a major channel to drive bookings.

The monthly features are also a great way of ensuring we are hitting the right people."

**Kylie Brown,**  
Marketing Director, Association and  
Communications Events

## LGF 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)**

**Clear issues – easy to read. (Councillor)**

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

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

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

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

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