

# first

**first** is the flagship publication of the Local Government Association (LGA). It is essential reading for around **18,200 councillors and chief executives** – the decision-makers in local government – in the LGA's member councils in England and Wales. It is delivered free each month to named individuals and provides updates on the LGA's work, as well as news, features and political comment reflecting current issues facing the local government sector.

Local authorities were expected to spend around **£95.9 billion** on more than 800 vital services for residents and businesses in England in 2018/19, plus a further £23.8 billion on capital expenditure.

**Councillors** make decisions about services, agree the council's budget, and sign off its policy framework. They also act as regulators, dealing with planning applications and licences for pubs and restaurants, and ensuring that businesses comply with the law.



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Dale Lawrence Tel: **01223 378 042** Email: **dale.lawrence@cpl.co.uk**

# Advertise with the market-leading local government magazine

## COUNCIL SPENDING

Total revenue spending – **£95.9 billion**

Housing and planning – **£2.6 billion**

Highway and transport – **£4.3 billion**

Children’s social care – **£8.6 billion**

Adult social care – **£16.1 billion**

Environmental services (including waste) – **£5.1 billion**

Total capital spending – **£26.8 billion**, including **£13.4 billion** on new construction and conversion, and **£1.4 billion** on vehicles, plant equipment and machinery

All figures for local authorities in England 2018/19. Sources: ‘Local authority capital expenditure and receipts, England: 2017-18. Provisional outturn & 2018 19 forecast’; and ‘Local authority revenue expenditure and financing: 2018-19 budget England’, both from the Ministry of Housing, Communities and Local Government

## OUR READERS

**18,200**  
circulation

**Primary audience**  
councillors and chief executives

**60%**  
have additional responsibilities as a councillor



**67%** are male  
**33%** are female

42% earn **£35,000+**

**12**  
issues per year

**30%**  
have brought a product/service to their council's attention after seeing it in **first**

**SECONDARY AUDIENCE:**  
stakeholders, MPs, peers, other parts of the public sector, lobbying organisations and staff of the LGA

**74%**  
regularly read **first**

**12%** attended an event advertised in **first**

**53%**  
said **first** was an efficient way of getting local government news

**first** IS THE HIGHEST CIRCULATING MAGAZINE IN THE MARKET  
Our readers are influential in local government and read **first** diligently

# Rates and mechanical details - first magazine

## ADVERTISING RATES

### 1. OUTSIDE BACK COVER **£1,600**

Bleed – 216mm x 303mm  
Trim – 210 x 297mm  
Type – 200 x 287mm

### 1. INSIDE FRONT COVER **£1,600**

Bleed – 216mm x 303mm  
Trim – 210 x 297mm  
Type – 200 x 287mm

### 1. FULL PAGE **£1,600**

Bleed – 216mm x 303mm  
Trim – 210 x 297mm  
Type – 200 x 287mm

### 2. HALF-PAGE HORIZONTAL **£1,000**

Trim – 190mm x 125mm  
Type – 180mm x 115mm

### 3. HALF-PAGE VERTICAL **£1,000**

Trim – 90mm x 265mm  
Type – 80mm x 255mm

### 4. QUARTER-PAGE VERTICAL **£600**

Trim – 90mm x 125mm  
Type – 80mm x 115mm

### 5. QUARTER-PAGE HORIZONTAL **£600**

Trim – 190mm x 60mm  
Type – 180mm x 50mm

### INSERTS **£60 per thousand**

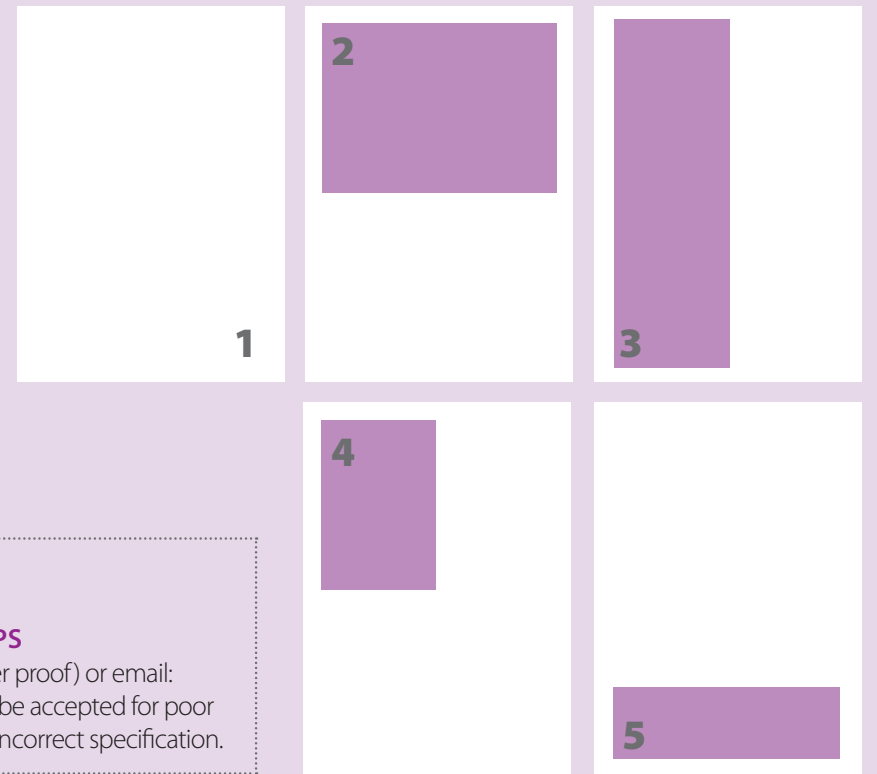
#### ARTWORK REQUIREMENTS

Please supply artwork as:

**CMYK HIGH RES (300 DPI), PDF, TIFF OR EPS**

We can accept artwork on CD (please include laser proof) or email:

**john.wheaton@cpl.co.uk** Responsibility cannot be accepted for poor reproduction when advert artwork is supplied at incorrect specification.



# first features list

The LGA works with councils to support, promote and improve local government. Its policy priorities for 2019 include: **funding for local government; adult social care and health; children, education and schools; housing; inclusive growth; jobs and devolution; Brexit; and supporting councils.** Consequently, stories on these issues will feature regularly in **first**. Other subject themes are listed below, by edition, but are subject to change – so please contact us for the most up-to-date information.

**February 2019**  
Energy

**March 2019**  
Transport technology  
Fire and rescue services

**April 2019**  
IT special

**May 2019**  
Parking

**June 2019**  
Waste

**July 2019**  
LGA annual conference and innovation zone

**August 2019**  
LGA annual conference

**September 2019**  
Party conferences

**October 2019**  
Waste – recycling

**November 2019**  
Adult social care and children's services

**December 2019**  
Adult social care and children's services

**January 2020**  
Local Government funding and finance

**February 2020**  
Housing



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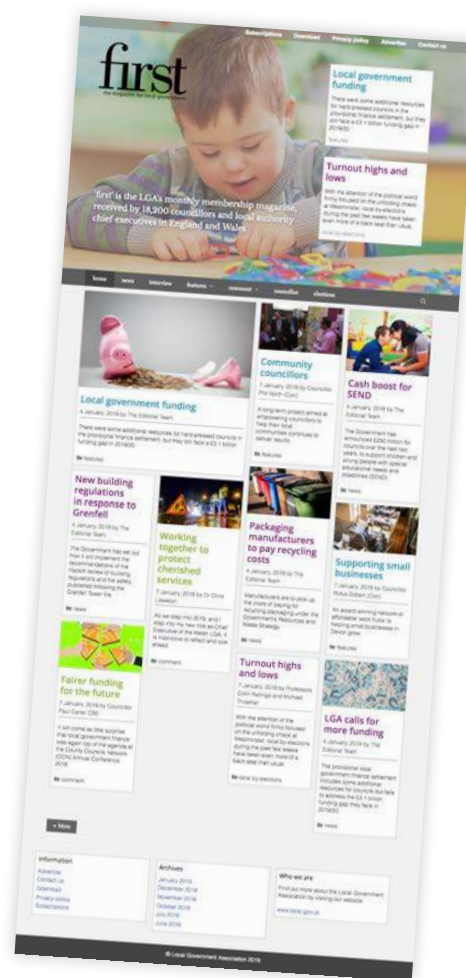
# first online

[www.local.gov.uk/first](http://www.local.gov.uk/first)

**first online** is the official website of the Local Government Association's (LGA's) membership magazine, **first**. It is the place where councillors and chief executives from the LGA's member councils get the news they need about what is happening in local government.

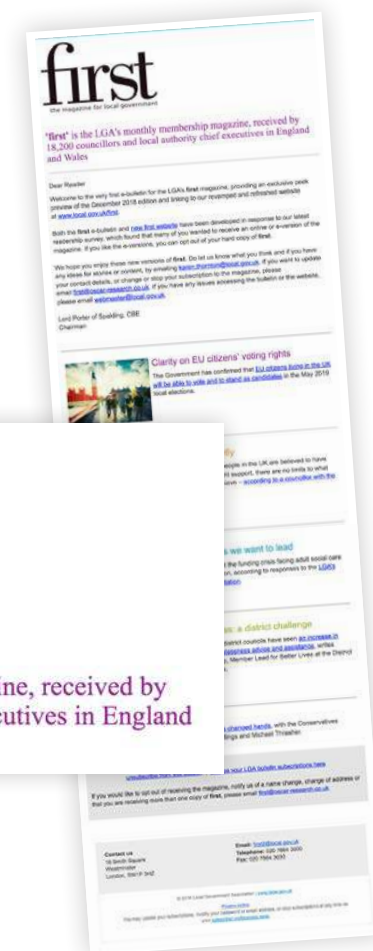
Adverts can be placed in a variety of positions on the website and on any page or collection of pages.

As well as images, we can accommodate videos, animated gifs and html5 animations. While we have no restriction on file types, we ask that an effort is made to adhere to industry standards. By doing so, we can guarantee a good loading speed for both the advert and the website. In certain circumstances, we may be able to convert your advert to the appropriate format to help facilitate this.



## first e-bulletin

The **first** e-bulletin is sent to around 16,500 councillors and local authority chief executives ahead of the publication of the print copy of **first** magazine each month. It has an open rate of 33 per cent and offers a number of advertising options.



**'first'** is the LGA's monthly membership magazine, received by 18,200 councillors and local authority chief executives in England and Wales

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# Rates and mechanical details - first online

## LGA DIGITAL OFFERING

### 1. LEADERBOARD ADVERTS £500+vat

728x90 for desktop  
320x50 for mobile; we have positions available on the top and bottom of the screen on mobile

### 2. SKYSCRAPER ADVERT £400+vat

300x600 – Skyscraper for desktop only

### 3. MPUs £300+vat

Size 300 x 250px (both desktop and mobile)

## FIRST E-NEWSLETTER TO 16,500 SUBSCRIBERS LEADERBOARD

### 1. 650x90PX AVAILABLE AT THE TOP AND BOTTOM OF THE EMAIL

Top: £700+vat  
Bottom: £500+vat

### 2. ADVERTISEMENTS WITHIN COPY (MPUs)

Adverts will be right aligned by default (can be changed)  
Size 300 x 250px  
£400+vat per advert



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Dear Reader

Welcome to the very first e-bulletin for the LGA's first magazine, providing an exclusive peek preview of the December 2018 edition and linking to our revamped and refreshed website at [www.local.gov.uk/first](http://www.local.gov.uk/first).

Both the first e-bulletin and [new first website](http://www.local.gov.uk/first) have been developed in response to our latest readership survey, which found that many of you wanted to receive an online or e-version of the magazine. If you like the e-versions, you can opt out of your hard copy of first.

We hope you enjoy these new versions of first. Do let us know what you think and if you have any ideas for stories or content, by emailing [karen.thornton@local.gov.uk](mailto:karen.thornton@local.gov.uk). If you want to update your contact details, or change or stop your subscription to the magazine, please email [first@oscar-research.co.uk](mailto:first@oscar-research.co.uk). If you have any issues accessing the bulletin or the website, please email [webmaster@local.gov.uk](mailto:webmaster@local.gov.uk).

Lord Porter of Spalding, CBE  
Chairman



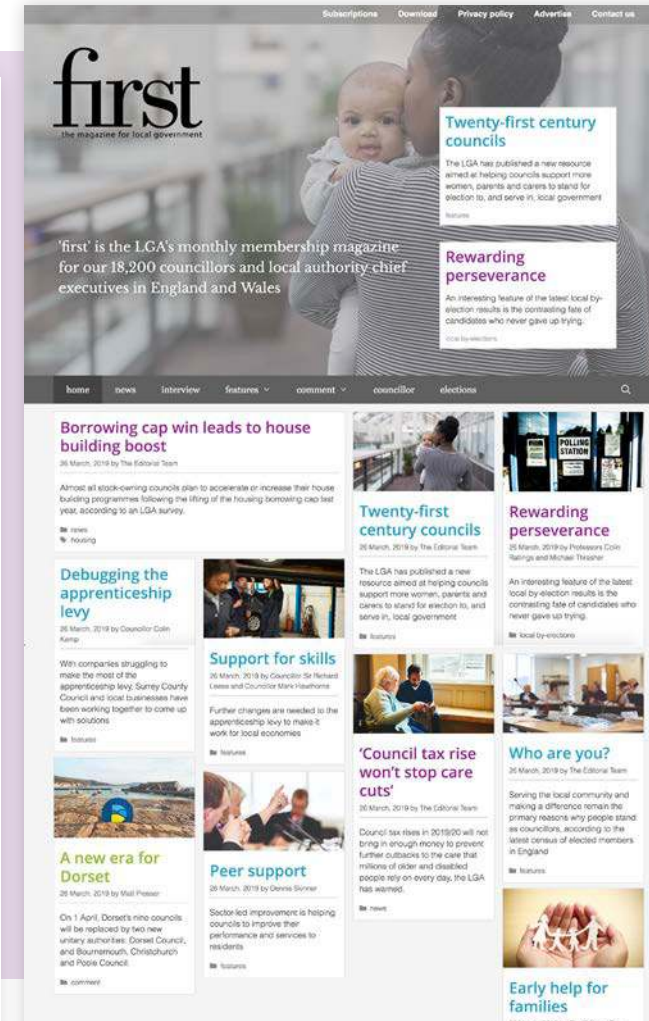
#### Clarity on EU citizens' voting rights

The Government has confirmed that [EU citizens living in the UK will be able to vote and to stand as candidates](#) in the May 2019 local elections.



#### Thinking differently

More than one in 100 people in the UK are believed to have autism. But with the right support, there are no limits to what autistic people can achieve – [according to a councillor with the condition](#).



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