

first

first is the flagship publication of the Local Government Association (LGA). It is essential reading for around **17,800 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 £98.8 billion on more than 800 vital services for residents and businesses in England in 2020/21, plus a further £28.8 billion on capital expenditure (subject to the impact of COVID-19).

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.



Advertise with the market-leading local government magazine

Council spending

Total revenue spending	£98.8 billion
Education	£34.3 billion
Housing and planning	£3.2 billion
Highway and transport	£3.9 billion
Children's social care	£9.8 billion
Adult social care	£17.7 billion
Public health	£3.3 billion
Environmental services (including waste)	£5.4 billion

Total capital spending – **£28.8 billion**, including **£15.7 billion** on new construction, conversion and renovation and **£1.5 billion** on vehicles, plant, furniture and equipment.

All figures for local authorities in England, 2020/21. Sources: 'Local authority capital expenditure and receipts, England: provisional outturn, April 2019 to March 2020 & forecast, April 2020 to March 2021'; and 'Local Authority Revenue Expenditure and Financing: 2020-21 Budget, England'. Both are published by the Ministry of Housing, Communities and Local Government.

17,800
circulation

Primary audience
councillors and chief executives

60%
have additional responsibilities as a councillor



67% are male
33% are female

30%

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

42% earn

£35,000+

SECONDARY AUDIENCE:

stakeholders, MPs, peers, other parts of the public sector, lobbying organisations and staff of the LGA

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

12
issues per year

74%
regularly read **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

1. Outside back cover **£1,750 + VAT**

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

1. Inside front cover **£1,750 + VAT**

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

1. Full page **£1,600 + VAT**

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

2. Half-page horizontal **£1,000 + VAT**

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

3. Half-page vertical **£1,000 + VAT**

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

4. Quarter-page vertical **£600 + VAT**

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

5. Quarter-page horizontal **£600 + VAT**

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

Inserts

£60 per thousand

6. Paper wrap position **£1,950 + VAT**

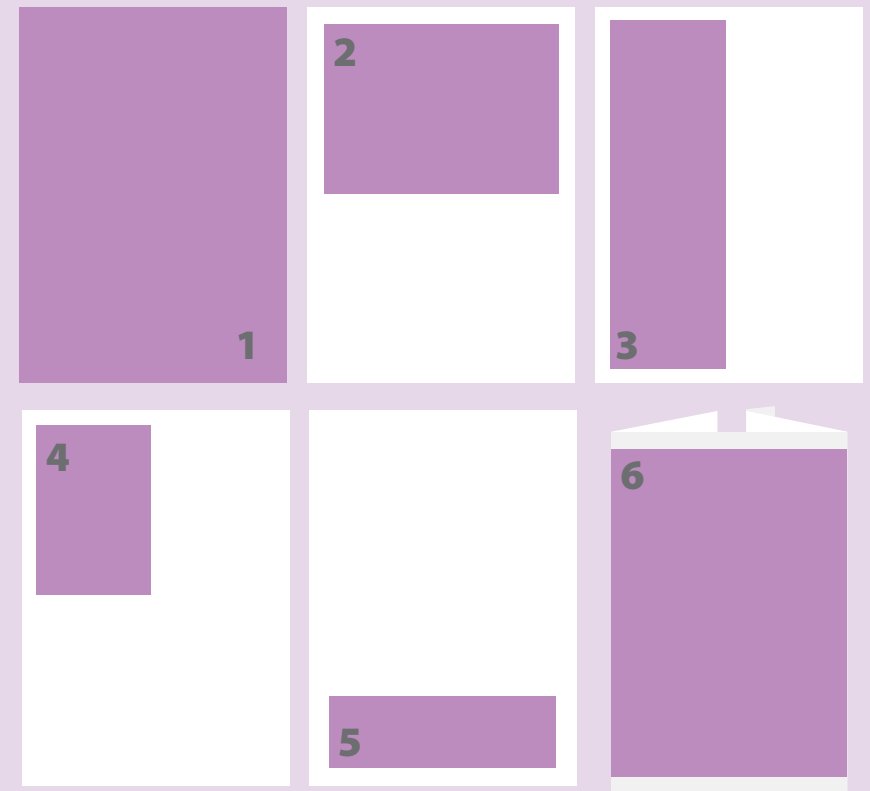
Trim – 215mm x 300mm
Type – 193mm x 275mm

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: andy.shields@cpl.co.uk

Responsibility cannot be accepted for poor reproduction when advert artwork is supplied at incorrect specification.



first features



The LGA's current policy priorities include:

- funding for local government
- COVID-19 response and recovery
- adult social care, health and wellbeing
- children, education and schools
- places to live and work (including housing, community safety, and sustainable and inclusive economic growth)
 - strong local democracy
 - sustainability and climate action.

Consequently, stories on these issues will feature regularly in **first** - alongside editorial reflecting the full range of council services, from parks, sport and leisure, fire and rescue, and trading standards to licensing and libraries.

Please contact us for the most up-to-date information.

first online

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.

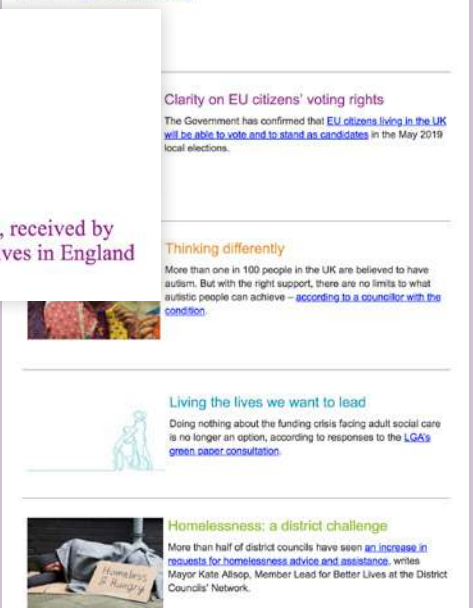
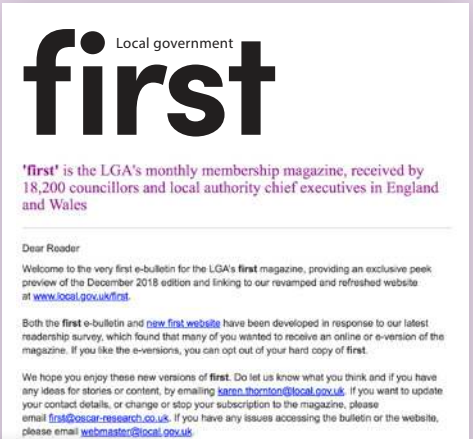
Adverts can be placed in a variety of positions on the website and on any page or collection of pages.

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 20,000 councillors, including the magazine's readerhip, and local authority chief executives ahead of the publication of the print copy of **first** magazine each month. It has an open rate of 28 per cent and offers a number of advertising options.



Rates and mechanical details first online

Website (monthly costs)

1. Leaderboard £750 + VAT

728 x 90px for desktop
320 x 50px for mobile

2. Skyscraper £600 + VAT

300 x 600px for desktop only

3. MPU £500 + VAT

300 x 250px for desktop and mobile

E-newsletter (per email send)

1. Leaderboard

650 x 90px for desktop and mobile
Top: £700 + VAT
Bottom: £500 + VAT

2. MPU £500 + VAT

300 x 250px for desktop and mobile

3. E-newsletter advertorial £1,250 + VAT

Short article (60 words max), flagged 'advertorial' on newsletter, linking to full version of advertorial on lgafirst.co.uk

4. Advertorial package £2,500 + VAT

As above, including full page in printed magazine

