

# first

**first** is the flagship publication of the Local Government Association (LGA). Together with its e-versions, it is essential reading for around **20,000 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 £108.3 billion on more than 800 vital services for residents and businesses in England in 2022/23, plus a further £27.1 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.



# Advertise with the market-leading local government magazine

## Council spending

Total revenue spending	£108.3 billion
Housing and planning	£3.5 billion
Highways and transport	£4.8 billion
Children's social care	£11.2 billion
Adult social care	£19.7 billion
Environmental services	£5.8 billion
Public health	£3.65 billion
Education	£36.4 billion

Total capital spending – **£27.1 billion**, including **£6.3 billion** on highways and transport, **£8.5 billion** on housing, and **£222 million** on digital infrastructure

Source and dates for all figures: Local Authority Revenue Expenditure and Financing, 2022-2023  
Budget, England and local authority capital expenditure and receipts, England: provisional out-turn  
April 2021-March 2022 & forecast April 2022-March 2023

**17,000**  
circulation

**Primary audience**  
councillors and  
chief executives

**54%**  
have additional  
responsibilities eg.  
as a committee chair



**64%** of councillors  
hold a degree, or an  
equivalent or higher  
qualification

**18%**  
of readers requested or  
downloaded a publication  
featured in **first**

**11**  
issues  
per year

## SECONDARY AUDIENCE:

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

**65%**  
regularly read **first**

The average age of  
a councillor in 2022 was

**60**

**26%**  
have brought a  
product/service to their  
council's attention after  
seeing it in **first**

**15%** attended an event  
advertised in **first**

**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 **£2,145 + VAT**

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

### 1. Inside front cover **£2,145 + VAT**

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

### 1. Full page **£1,925 + VAT**

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

### 2. Half-page horizontal **£1,210 + VAT**

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

### 3. Half-page vertical **£1,210 + VAT**

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

### 4. Quarter-page vertical **£770 + VAT**

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

### 5. Quarter-page horizontal **£770 + VAT**

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

### Inserts

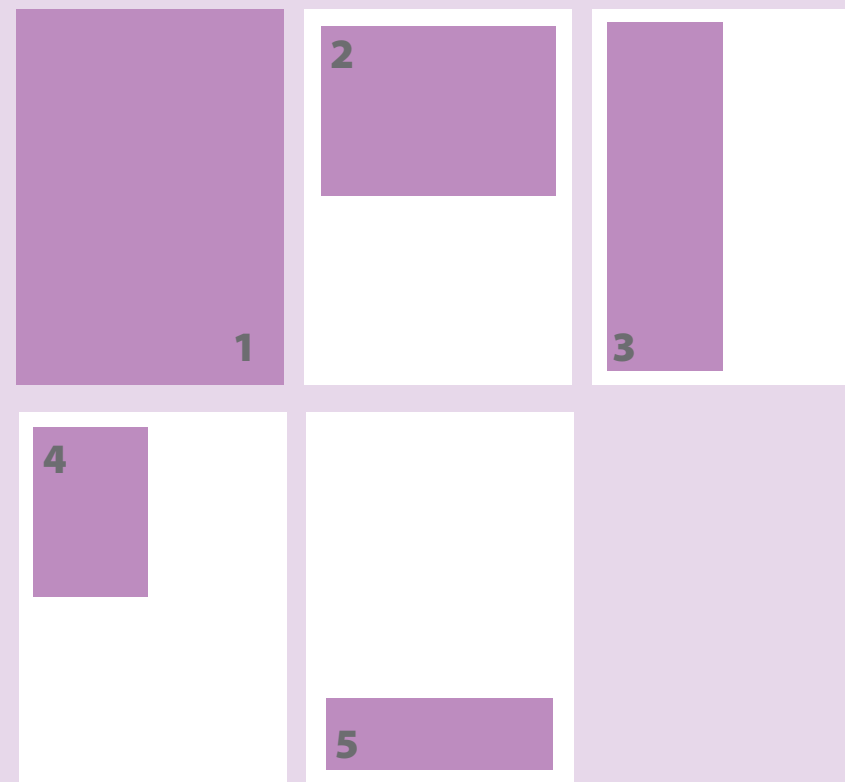
### POA

#### 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: [polena.boutwood@cplone.co.uk](mailto:polena.boutwood@cplone.co.uk)

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





# first features

**The LGA's current  
business priorities include:**

- Fair and sustainable funding for local government
- Stronger local economies, including good jobs, levelling up, improved digital connectivity, viable transport networks, and a more local employment and skills system
- Thriving local democracy
- Putting people first – including adult social care, public health, high educational standards, and support for looked-after children and those with special educational needs and disabilities.
- Championing climate change and local environments, including through housing and planning, and crime prevention.

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, libraries, and waste.

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

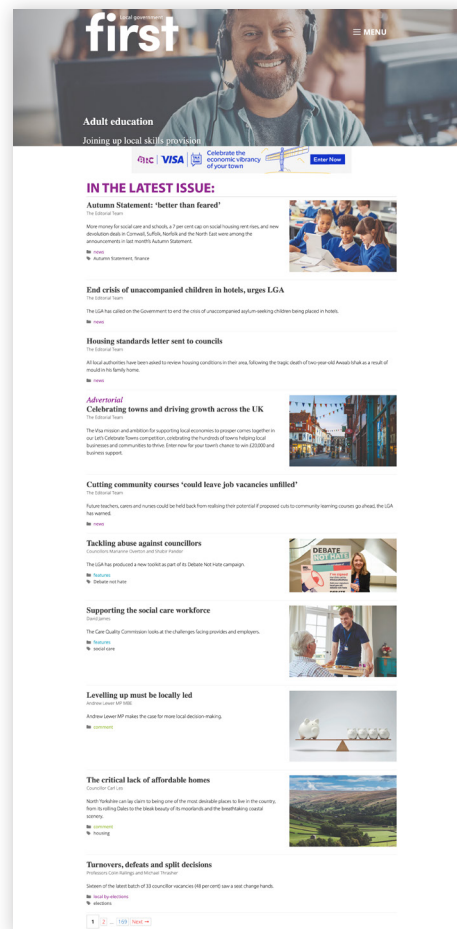
# first online

[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.

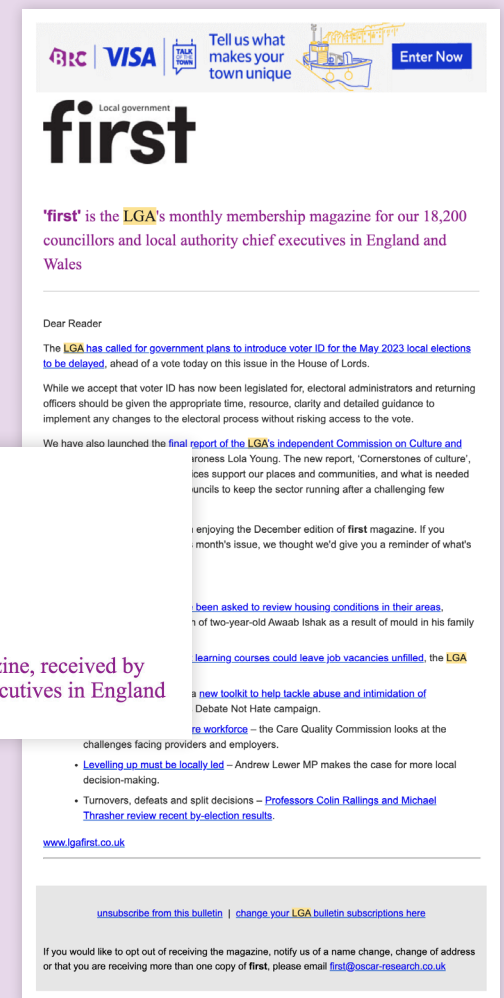


## first e-bulletin

The **first** e-bulletin is sent to around 20,000 councillors and other stakeholders, including the magazine's readership, and local authority chief executives ahead of the publication of the print copy of **first** magazine each month. It has an open rate of 28-30 per cent and offers a number of advertising options.

# Local government first

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



# Rates and mechanical details **first** online

## Website (monthly costs)

### 1. Leaderboard **£825 + VAT**

728 x 90px for desktop

320 x 50px for mobile

### 2. Skyscraper **£660 + VAT**

300 x 600px for desktop only

### 3. MPU **£550 + VAT**

300 x 250px for desktop and mobile

## E-newsletter (per email send)

### 1. Leaderboard

650 x 90px for desktop and mobile

Top: **£825 + VAT**

Bottom: **£605 + VAT**

### 2. MPU **£825 + VAT**

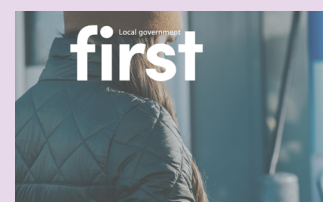
300 x 250px for desktop and mobile

### 3. E-newsletter advertorial **£1,925 + VAT**

Short article (60 words max), flagged 'advertorial' on newsletter, linking to full version of advertorial on [local.gov.uk/first](https://www.local.gov.uk/first)

### 4. Advertorial package **£3,025 + VAT**

As above, including full page in printed magazine



#### Advertorial Speeding up the electric transition

19 October, 2022 | The Editorial Team  
These are all of the stories assigned to the 'editor' of first magazine.

[Twitter](#) [LinkedIn](#) [Facebook](#)

The UK's transition to electric mobility is not showing signs of slowing down

Prominently, a recent survey commissioned by [gov.uk](#) saw 57% of respondents say they were either 'likely' or 'very likely' to select an electric or hybrid vehicle when buying a new car.

With the deadline for the ban on petrol and diesel cars and vans now less than a decade away, highlights the continuing need to grow the UK's electric vehicle (EV) charging provision.

Local authorities are an important part of the EV transition.

By investing in reliable EV charging infrastructure in key locations, they can incentivise residents to switch to electric driving.

#### Creating a Cleaner Borough With EV Charging

Here are four considerations local authorities should make when devising a strategy for EV charging.

#### Choosing A Charge Point Operator (CPO)

Local authorities should consider whether their personal goals for EV charging align with the CPO.

Mer is empowering the EV transition to help create a greener future. We are invested in the safety and stability of the EV charging market.

Owned by Statkraft, Europe's largest generator of renewable energy, sustainability is in our DNA. Backing, we can provide 100% renewable, zero carbon energy sourced solely from hydro, solar and wind.

In addition to our sustainable ethos, we prioritise customer-centricity and ease of use, to ensure our services are accessible for all EV drivers.

#### Thinking About Location

When analysing where to install EV charging, local authorities should reflect on where there is the greatest impact for residents and visitors.

This might include residential areas where off-street parking is limited, or remote areas outside town centres.

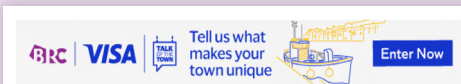
They may wish to target council-owned car parks, areas that have heavy footfall, or destinations where drivers may stay for an extended period of time.

When working with local authorities, Mer carries out in-depth site analysis to deduce where long-term charger use is most likely. We recommend infrastructure that is future-fit and allows for the expansion of the network in cases of high demand.

#### Selecting The Correct Charger

EV charging ranges from 7kW to 350kW. Concluding which power is appropriate for any given site is a core branch of Mer's expertise.

We help local authorities understand which power capacity is the necessary one for the site, whilst also



Local government  
**first**

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Dear Reader

The LGA has called for government plans to introduce voter ID for the May 2023 local elections to be delayed, ahead of a vote today on this issue in the House of Lords.

While we accept that voter ID has now been legislated for, electoral administrators and returning officers should be given the appropriate time, resource, clarity and detailed guidance to implement any changes to the electoral process without risking access to the vote.

We have also launched the final report of the LGA's Independent Commission on Culture and Local Government, chaired by Baroness Lola Young. The new report, 'Cornerstones of culture', discusses how local cultural services support our places and communities, and what is needed from government, funders and councils to keep the sector running after a challenging few months.

Meanwhile, we hope you've been enjoying the December edition of first magazine. If you haven't had a chance to read this month's issue, we thought we'd give you a reminder of what's inside and also on [first online](#).

Our top stories this month:

- All local authorities have been asked to review housing conditions in their areas, following the tragic death of two-year-old Awaab Ishak as a result of mould in his family home.
- Cutting community adult learning courses could leave job vacancies unfilled, the LGA has warned.
- The LGA has produced a new toolkit to help tackle abuse and intimidation of councillors, as part of its Debate Not Hate campaign.
- Supporting the social care workforce – the Care Quality Commission looks at the challenges facing providers and employers.
- Levelling up must be locally led – Andrew Lewer MP makes the case for more local decision-making.
- Turnovers, defeats and split decisions – Professors Colin Rallings and Michael Thrasher review recent by-election results.

[www.lgafirst.co.uk](https://www.lgafirst.co.uk)

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