LG Manager

Media Kit 2014

The digital **LG Manager** has raised the bar in advertising to the local government sector.

Distributed to all councils in Australia and throughout our networks in New Zealand, **LG Manager** reaches deep into the sector. Our cross-section of readers is as broad as the communities that our local government professionals serve - from directors, CEOs and COOs, to department managers ranging from human resources, engineering, communications and community services, to general administrative staff.

LG Manager offers the latest engagement and interactive features, to help you create stand-out promotions. Get creative - embed videos or a short poll, link back to useful content on your own website, and keep it alive beyond the distribution date with an an integrated social media strategy supported by LGMA National.

No other publication reaches the local government sector like **LG Manager**, and offers such an engaging and interactive format.

Call Greg Shand to be a part of it.

LG Manager

LG Manager delivers your message to every council in Australia, from the large metro organisations in Sydney, Melbourne and Brisbane to the remote regions of East Arnhem in the Northern Territory.

We talk directly to the decision-makers in local government; directors, CEOs, CFOs, COOs, departmental heads and elected officials.

41% 40 to 60 years of age

58% male, 42% female

38% hold an undergraduate degree

55% intend to undertake further study in the future

45% are the head of a department or higher

61% have an income over $86,000

54% have budget responsibilities over $200,000

47% have procurement responsibilities

Thought leadership

LG Manager is the leading national voice on the high-level issues affecting local government. Featuring the who's who of those working within and with the sector, we profile best practice, share the latest resources and news, and invite experts to provide deep analysis on key topics. It's the go-to publication for those serious about a career in local government, and for advertisers serious about working with local government.

LG Manager

Material deadlines

LG Manager is published four times per year

Publication	Material Deadline
Summer: Jan, Feb, March	
Advertorial	22nd Jan
Advertisement	22nd Jan
Publish Date	Last week January
Autumn: April, May June	
Advertorial	Tuesday April 1st
Advertisement	Wednesday 3rd
Publish Date	Mid April
Winter: July, Aug, Sept	
Advertorial	Tuesday 1st July
Advertisement	Wednesday 3rd July
Publish Date	Mid July
Spring: Oct, Nov, Dec	
Advertorial	Monday 6th Oct
Advertisement	Wednesday 8th Oct
Publish Date	Mid October

Advertorial features

Each issue of LG Manager features a topic that is of relevance to the sector, and designed to provide advertorial opportunities. These range from 1/3, ½ and full-page advertisements, to sponsored articles which position you as experts on your chosen issue.

Company feature (3 pages maximum)

Sponsored articles are a great vehicle for businesses whose products and services are too complex for typical brand advertisements. Content is king of the advertising world and this is your chance to shine!

POA

For more information contact
Greg Shand on (03) 9682 9222
gregshand@lmga.org.au | www.lgma.org.au

Advertising rates

CASUAL	Full Page	$2500
	1/2 Page vertical	$2000
	1/3 Page vertical/horizontal	$1500

2 ISSUE BUY	Full Page	$2250
	1/2 Page vertical	$1750
	1/3 Page vertical/horizontal	$1250

Prices do not include GST. Special sizes POA.

LGMA

LOCAL GOVERNMENT MANAGERS AUSTRALIA
NATIONAL OFFICE

LG Manager

Digital artwork format:

Artwork should be supplied as a print quality PDF
- by email (up to 10MB)
- or transfer via FTP (such as yousendit.com).

Artwork will also be accepted in Adobe Indesign, Photoshop and Illustrator formats.

All colours should be in RGB colour mode (NOT CMYK). Minor colour change may occur if files need to be converted.

All fonts must be included.

High resolution images should be supplied at 300dpi

Text should remain live (not converted to outlines) for search engine indexing and automatic hyperlinking of URLs and email addresses

Bleed and crop marks are NOT required.

ARTWORK DELIVERY DETAILS:

Please email artwork (or FTP access instructions) to: design@visualsyntax.com.au
and cc: gregshand@lgma.org.au

Interactive features:

URLs and email links in text format will be converted to an active hyperlink.

Any content (logos, promotions, entire ad area) can contain hotspots that links to any URL you provide - **please provide URLs and instructions**

Other interactive features are also available upon request - contact us for further information.

Advertising modules - size and scale:

The digital edition of LG Manager is presented in a landscape orientation and is viewed at a range of sizes dependent upon the readers display or tablet size.
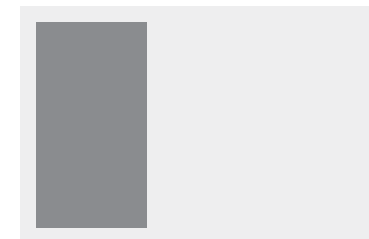
Many readers may view the edition at an effective 60% scale of the ad sizes specified.

For this reason we specify a minimum point size of 11pt - which may be then viewed at an effective 7pt.

Please ensure your advertisement is readable at a effective 60% scaling.

Full page horizontal
236mm deep x 360mm wide

1/3 vertical
208mm deep x 112mm wide

1/3 horizontal
68mm deep x 336mm wide

Top banner
28mm deep x 336mm wide