

# LOCAL GOVERNMENT FOCUS

## 2024 RATECARD

DISPLAY ADVERTISEMENTS & ONLINE SERVICES



Local Government FOCUS is a highly regarded, independent newspaper reporting monthly on the key issues that impact this vital sphere of government.

Local Government FOCUS is published monthly and distributed to the key decision makers in Local Government – elected members and senior staff

Every Council in Australia receives printed copies of LG FOCUS free of charge while thousands subscribe to our online digital edition

Our website [lgfocus.com.au](http://lgfocus.com.au) offers updated news, information and digital editions

Our audience is estimated at 20,000\* people per month, across our print, digital editions and online news.

#### LG FOCUS COVERS:

- Local government news
- Events
- Intergovernmental relations
- Best practice examples of councils large and small.
- Showcasing products or services via our monthly topical editorial/advertising features covering specific areas of Local Government's diverse role.

- We offer editorial support, plus excellent discounts for multiple advertising bookings in print and on our website

Local Government across Australia is a rapidly growing sector. Annually councils spend over \$40 billion on a vast range of products and services.

If your business operates in this market, LG Focus targets the audience you need.



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

Michelle Gibson 0413 608 678  
[michelle.gibson@starnewsgroup.com.au](mailto:michelle.gibson@starnewsgroup.com.au)

Classifieds 1300 666 808  
[sales@NetworkClassifieds.com.au](mailto:sales@NetworkClassifieds.com.au)

[www.lgfocus.com.au](http://www.lgfocus.com.au)

# Advertising Rates 2024 (FULL COLOUR AND GST INCLUDED)

EFFECTIVE JANUARY 2024 AND VALID UNTIL DECEMBER 2024

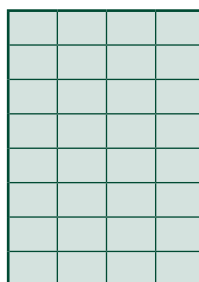
	SIZES HEIGHT X WIDTH	CASUAL	X3 BOOKINGS	X6 BOOKINGS	X12 BOOKINGS
FULL PAGE	377mm x 261mm	\$5,279	\$4,715	\$4,462	\$4,186
HALF PAGE BLOCK	282mm x 195mm	\$3,508	\$2,933	\$2,783	\$2,611
HALF PAGE HORIZONTAL	187mm x 261mm	\$2,921	\$2,473	\$2,323	\$2,185
QUARTER PAGE BLOCK	187mm x 129mm	\$1,656	\$1,438	\$1,323	\$1,242
EIGHTH PAGE BLOCK	92mm x 129mm	\$909	\$759	\$736	\$690
SIXTEENTH PAGE BLOCK	92mm x 63mm	\$449	\$403	\$357	\$339
FRONT PAGE STRIP	60mm x 261mm	\$1,461	\$1,288	\$1,208	\$1,121

## PREFERRED PAGE

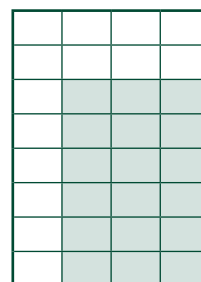
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PAGE 5	20%
PAGE 7	10%
BACK PAGE	50%
ANY OTHER PAGE	10%

## FEATURE

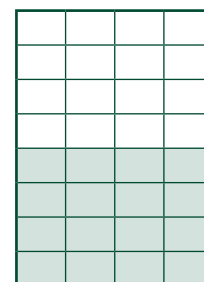
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FIFTH PAGE	15%
ANY OTHER PAGE	10%



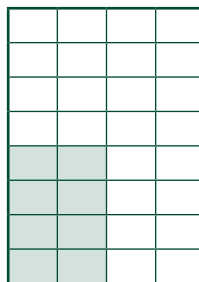
**Full Page**  
377mm x 261mm



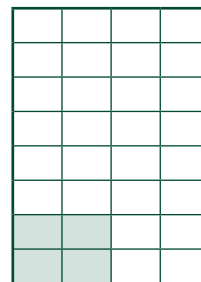
**Half Page Block**  
282mm x 195mm



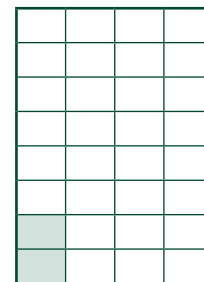
**Half Page Horizontal**  
187mm x 261mm



**Quarter Page Block**  
187mm x 129mm



**Eighth Page Block**  
92mm x 129mm



**Sixteenth Page Block**  
92mm x 63mm

## CLASSIFIEDS

Contact us direct on  
**P** 1300 666 808  
**E** sales@NetworkClassifieds.com.au

## Artwork (EMAIL TO ADVERTISING@LGFOCUS.COM.AU)

### MATERIAL SPECIFICATIONS

The preferred material format is a hi res PDF however we accept materials using these applications:

#### Electronic Artwork Specifications

The preferred material format is a PDF however we accept materials using these applications:

- InDesign CS5 - Documents must be accompanied by all images and fonts
- Adobe Illustrator (up to CS5) - Documents must have all fonts outlined and in an illustrator EPS format
- Photoshop (up to CS5)
- Acrobat 10.0
- Microsoft Word (.txt files only). DO NOT supply finished material, logos and pictures set in this program

#### Logos & Pictures

- JPEG - uncompressed, 200dpi at size

- Illustrator EPS (fonts outlined)
- TIFF - uncompressed, 200dpi at size

#### Material Transfer

- Quickcut
- Websend
- Email to Sales Rep
- True Type fonts are not accepted; your final material should be made up of only Postscript fonts.
- All artwork supplied must be in CMYK and 200dpi.
- DO NOT supply photos which have been scanned bigger than they have been used in your material. This only makes the file size larger than it has to be.
- Please note that newspaper print has a dot gain of 25%. Four colour process jobs should be adjusted to allow for this dot gain.
- Total ink coverage of a flat CMYK colour should not exceed 240%.
- Maximum number of nodes in a single path not to exceed 1600

## LG Focus ONLINE

The online version of LG Focus is found on our website at lgfocus.com.au where the latest story posts as well as content from previous editions can be found.

A digital edition of the newspaper is produced each month and is displayed as a printed newspaper. Readers can register to receive monthly alert emails with the latest stories as well as a link to the

digital edition.

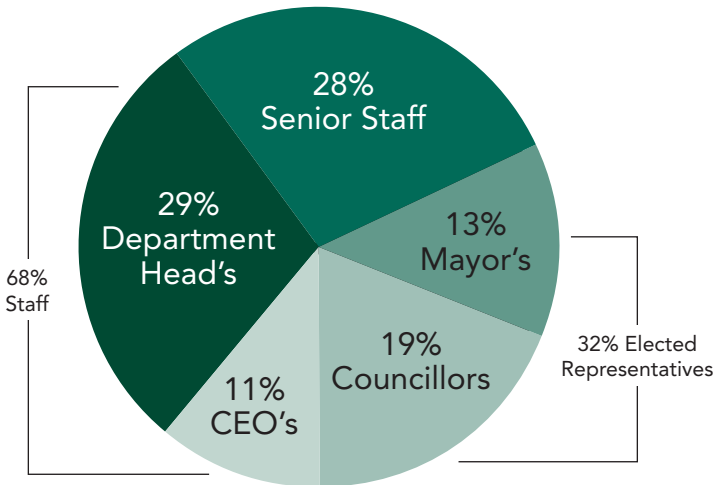
Our online advertising options include online banner ads, integrated content and unique opportunities using the LG Focus database to reach your audience online.

**For rates speak with your LG Focus advertising representative.**

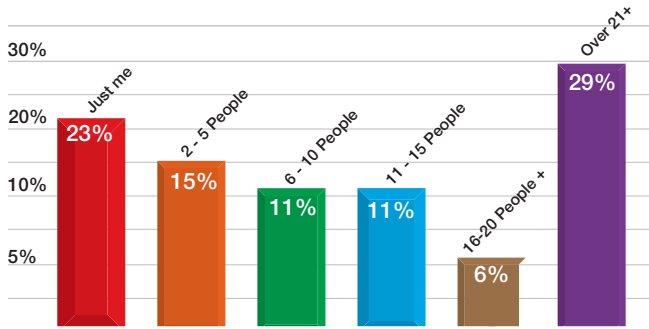
# Reader survey reaffirms our strong market penetration

91% OF RESPONDENTS READ LOCAL GOVERNMENT FOCUS

Positions of respondents



How many other people read your copy of Local Government Focus



\*Source Kantar Public January 2021

# LOCAL GOVERNMENT Focus



## COMMENTS FROM OUR READER SURVEY

### MAYOR

"Great Newspaper for Local Government particularly regional LG"

"I enjoy stories that show what other councils are doing to improve their community."

### COUNCILLOR

"The LG Focus newsletter does provide an opportunity to see what is occurring around Australia and to make some comparisons with other councils."

"Good background source of strategies and innovation across broad area of local gov. Not as overwhelming as many other formats of legislative or administrative input. More human. Informative, accessible. Particularly good for Councillors."

### DEPARTMENT HEAD

"It is a really valuable source of understanding what is happening in the sector"

"Our Councillors find the publication an excellent resource"

"I enjoy the updates and seeing what other LG's are doing."

### CEO

"Driving best practice, not just best LG practice"

"A number of our Councillors find it of great value"

## ADVERTISER AND READER FEEDBACK

### 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 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

# Editorial Topics & Deadlines 2024

## FEBRUARY

Booking and Material Deadline 1st February  
Published 9th February

### Human Resource Management, OH&S

- Skills shortage, recruitment, courses & seminars
- Rehabilitation programs & OH&S courses
- Performance appraisals & other HR initiatives
- Work/life balance
- Training materials, inhouse, offsite & online training
- Safe work practices & safety products
- Insurance, security & risk management

## MARCH

Booking and Material Deadline 29th February  
Published 8th March

### Information & Communication Technology (ICT)

- The latest software & hardware
- Internet, broadband & telecommunications development
- 24/7 services, CCTV & security
- Online training
- IT including electronic lodgements & content management
- GIS, GPS, VoIP & social media
- Libraries

## APRIL

Booking and Material Deadline 28th March  
Published 5th April

### Engineering, Public Works & Community Infrastructure

- Innovations in road design
- Water, drainage & other infrastructure
- Waste management & litter control
- Parks & gardens
- Traffic management & road safety
- Trucks & fleet, quality assurance
- Asset management & GIS mapping
- Introduction to new Council Teams

## MAY

Booking and Material Deadline 2nd May  
Published 10th May

### Administration, Management Systems & Customer Service

- Latest software systems
- State of the art office equipment
- Quality assurance/performance monitoring
- Financial management & procurement, benchmarking
- Human resources, staff development & risk management
- Contract management & customer service
- Training & courses

## JUNE

Booking and Material Deadline 30th May  
Published 7th June

### Environmental Management

- Climate change & a carbon economy
- Water conservation
- Recycling & waste management
- Landcare, open space, parks & gardens, bushcare
- Energy & resource efficiency
- Coastal & stormwater management
- Environmental health & environmental audits

## JULY

Booking and Material Deadline 4th July  
Published 12th July

### Financial Sustainability & Asset Management

- Roads & infrastructure, facilities management, innovative business practices
- Trucks & fleet
- Civil engineering & public works
- GIS & asset management techniques
- Software packages
- Debt management, budgeting, accountability & transparency

## AUGUST

Booking and Material Deadline 1st August  
Published 9th August

### Community Services, Leisure, Parks & Gardens

- Initiatives & innovations in community development programs
- Recreation & the arts
- Parks & gardens, urban & open spaces
- Libraries
- Social planning
- Cultural & economic development
- Customer service

## SEPTEMBER

Booking and Material Deadline 29th August  
Published 6th September

### Best Practice in all aspects of Council operations

- Asset management, GIS & infrastructure
- Quality assurance, business development
- Environmental management
- Telecommunications, IT, software, hardware & icloud
- Roads and fleet
- Community engagement including social media

## OCTOBER

Booking and Material Deadline 26th September  
Published 4th October

### Training & Professional Development

- Innovative courses & seminars
- Staff development, performance appraisals
- Work/life balance, other HR initiatives & risk management
- Training videos & publications
- Inhouse & offsite training, online & distance education
- Community services, supporting youth
- Promotion of mental health

## NOVEMBER

Booking and Material Deadline 24th October  
Published 1st November

### Tourism & Economic Development

- Regional development & ecotourism
- Economic development at a local or regional level
- Joint ventures between Local Government & the private sector
- Mainstreet projects
- Parks & gardens, public open spaces
- Water conservation & stormwater management
- Cultural & community development

## DECEMBER

Booking and Material Deadline 28th November  
Published 6th December

### Business Efficiency & Sustainability

- Customer service, efficiency enhancing products & services
- IT & management systems
- Procurement, financial services & resource sharing
- Insurance
- Training programs
- Climate change & environmentally friendly business practices