



THE MJU

MEDIA INFORMATION 2022

The MJ is Local Government

The most respected

Our long-standing editorial director and industry figure, Michael Burton, alongside our editor, Heather Jameson, enhance The MJ's established and trusted brand values. Their knowledge of the sector is key to the team understanding how local government has evolved and how it continues to develop.

The most cost effective

With 6000+ weekly readers you know you are reaching local government decision makers.

Not only is our information of value to the sector, but you are reaching the widest possible audience.



The most experienced

With over 125 years publishing experience within the local government industry our knowledge and expertise enables us to offer our partners the best routes to market.

Couple this with our long term editorial team, a dedicated display advertising team and supporting portfolio of local government products. You can see that The MJ offers you the most reliable and well informed team to find a solution to suit your needs.

The most targeted

The MJ is read by top tier senior managers from every local authority including directors and heads of service from all disciplines. The magazine goes out weekly to chief executives, finance directors, HR managers and leaders. The MJ provides senior managers within local government with in-depth information on all current affairs and policy changes.

We offer a unique, highly targeted, dynamic hybrid circulation and are seen by more opinion formers, decision makers and senior local government officials than any of our competitors. Ours is a unique advertising proposition, guaranteed to serve both our advertisers and readers' needs.

6072
COPIES SENT WEEKLY

125+
YEARS EXPERIENCE



Partners and Sponsors



brownejacobson

CAPITA

CIVICA



IMPOWER



LAPV

Circulation

84%

OF OUR READERSHIP IS MADE UP OF SENIOR LOCAL AUTHORITY PERSONNEL

The MJ's circulation is unique and perfectly suited for advertiser needs. With an average figure of 6072 copies every issue, The MJ has the highest dedicated circulation in the market, your advert will be reaching all of the right people.

But it's not just about the numbers.

We recognise that we do not have the highest subscriptions base in the market, and are happy to advise that this is a strategy we have chosen to follow. Our hybrid circulation is something we have created to support our advertiser's needs. Subscriptions are great for our marketing team, but often publishers are not able to tell you who these people are. With our specially formulated circulation, we can tell you who is reading and better still can ask you who you would like to be reading the issue your advert appears in.

It's as simple as that, our circulation can be tailored to your needs. To find out more about what The MJ can do for you, please call **020 7973 4646**.

Here is an example of just some of the job functions we can target:

Function

- Chief Executive/Dep Chief Exec/Assis Chief Exec
- Communications/PR
- Computer Management & IT
- Education
- Energy Management
- Finance Director/Treasurer
- Housing
- Personnel/HR
- Procurement
- Social Services (Adult)
- Social Services (Children) ... and more!



The right people, right away

As a top tier management magazine, the vast majority (84%) of our readership is made up of senior local authority personnel.

By placing an advert within The MJ, your products and services are placed directly in front of the decision-makers in the job functions you need to reach.

Media Solutions

Display advertising

Place an advert within the pages of The MJ to penetrate local government or promote your product/event/ initiative and raise your brand awareness in front of our readership. We will position your advertising alongside relevant news stories or features wherever possible to create the best environment for your campaign.

Helen Betts
Commercial Agreements
and Procurement Manager
Buildings

Halve your construction time with CCS modular building solutions

As the largest public procurement organisation in the UK, we're using our national buying power to provide the public sector with quick, easy and low cost ways to meet your modular building requirements. Our Modular Buildings framework is a compliant and regulated route to market for all modular build solutions.

Structured specifically to meet the needs of the public sector, we allow you to tailor your solution right down to the square metre. With over 20 years industry experience, CCS are category experts, offering depth and breadth of building services - supporting public sectors at whatever stage of their buildings lifecycle.

Find out more about all the ways CCS can add value to your organisation today.

ccs-construction.uk
We're here to help

Crown Commercial Service

CAMPBELL TICKELL

How to avoid expensive mistakes

With an excellent track record in recruitment and a success rate of 97.6%, Campbell Tickell will help you recruit the right person first-time.

Contact us now to find out how we can help you recruit, hire and retain your best talent.

See it first! www.campbelltickell.com 01452 514100 #CampbellTickell @CampbellTickell

TRANSFORMATION IN ACTION.

Join leaders with other healthcare leaders and share solutions to the sector's biggest challenges and discover how to make changes for a more sustainable future.

REGISTER NOW AND JOIN YOUR PEERS

WWW.HEALTHCARESHOW.CO.UK/THESHOW
0207 348 9276

THE HEALTHCARE SHOW
24 - 27 JUNE 2019 • ExCeL LONDON

6072 COPIES EVERY ISSUE

Sponsored column and reports

This is a high impact editorial opportunity to engage our readers – your customers, with a thought leadership, comment or analysis piece in The MJ. The placement includes 350 words of text plus a photo, logo and contact details. The independent piece from one of your senior members of staff will in turn promote the values and aims of your organisation. Alternatively, you can invite local authority officers to write for your column to promote best practice in a particular area.

HealthMJ

Published six times a year, the HealthMJ supplement covers health and care integration news and topics. HealthMJ goes to the whole The MJ circulation and in addition is sent to 1,000 heads of leading health trusts and clinical commissioning groups. HealthMJ includes news about the NHS as it affects the care sector, especially budgets, health IT, recruitment and government policy with regular columnists including Chris Hopson, CEO of NHS Providers.

MJ

Spending Review 'must restore cuts in public health budgets'

Improvement and innovation at your fingertips

I recently attended a seminar on the future of retail. It was an interesting mixture of digital and high street, about a curated experience that started in the home but continued seamlessly in the high street. It is this attractive 'retail' experience, guiding you to the resources you need, that the Local Government Association is building to support sector-led improvement and innovation.



At the local level, councils are not just improving but really innovating, not least in driving forward the development of more thriving and resilient communities.

We want to share the latest thinking on what works as efficiently and effectively as possible. By taking a digital approach, it allows us to share our information, any time, any place anywhere, not just broadcasting the information, but creating a real exchange of the latest practice that is inclusive and easy to use.

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To support this exchange, we have developed an improvement and innovation model. The model is based upon the iESE 'from surviving to thriving' model which was updated and published last year. Initially supported by our friends at The MJ, local authorities have been supporting the development of this model for more than five years now.

The model provides a common language for a set of resources, assessed via a self-assessment tool. The assessment looks at key characteristics of change as they go through a number of levels, from the beautiful basics to the latest innovations across the sector. The output isn't a ranking, but it does provide a real chance to reflect on where you are, where you want to be and place at your fingertips the resources and networks for the next stage of your journey.

But you can only compare yourself if you get involved, which is why the beta test is now available for you to try today at <https://beta.iese.org.uk/>. The information you share will not only allow us to crowdsourcing those who have experience and expertise to help you get to next level, but to also work on the barriers to innovation together.

The online tool additionally gives you the opportunity to feedback where barriers, legal or wider public sector partnership, are blocking progress. So, the assessment will not only help us improve and innovate, but help the sector articulate those things where changes can release more growth and renewal in the way that our communities deserve. ■

For more information visit www.iese.org.uk

This column is brought to you by **iese**
The public sector transformation partner

Online Opportunities

The MJ & TheMJ.co.uk



With The MJ and TheMJ.co.uk you have the complete local government solution.

You can expect:

More news

TheMJ.co.uk provides the details behind the stories and wider coverage to add depth to the articles that appear in the weekly magazine.

More commentary

From opinion to fact, from outspoken responses to balanced reviews, TheMJ.co.uk brings you the breadth of views of the people who know what's what; which is why we want you to have your say.

More blogs

What is the insider view? What do the opinion formers think? TheMJ.co.uk brings you the personal views of the sector's most intelligent, challenging, thought provoking personalities.

More intelligence

How has an issue become an issue? What is the history of a debate? In TheMJ.co.uk's intelligence section, the complicated and convoluted are explained, the reasons behind changes and decisions are discussed and the evolution of legislation is all brought together. Clear. Concise. Comprehensive.

More jobs

The leading local government recruitment magazine brings you the most comprehensive jobs site. For details on advertising your latest vacancy please contact Dave Lawrence at Spacehouse on **01625 614000** or email **d.lawrence@spacehouse.co.uk**. Or, if it's time for a change, **jobs.themj.co.uk** will help you get there. Say hello to your new life.

Display advertising across TheMJ.co.uk website comes in three formats:

Leader Banner: 728 x 90 – £2,195/mth
MPU: 300 x 250 – £1,595/mth

We accept flash and gif formats as well as tags for remotely hosted ads e.g. DoubleClick. If you are creating your own adverts in flash format, please contact us so we can provide a click track link for you to embed.

e-Newsletter advertising

The TheMJ.co.uk e-Newsletter is sent daily to over 6,000 registered recipients. The advertising formats available are as follows:

Banner: 468 x 60 – £595 per bulletin
MPU: 300 x 250 – £495 per bulletin

6,000+
SUBSCRIBERS TO
DAILY E-BULLETIN

Targeted e-bulletins

Targeted e-bulletins We can also identify the most relevant people within our circulation and send a specific message to a select audience, which means we are minimising your wastage and you are only contacting your key audience. To maximise the open rates of these email shots we ensure that the email is of greater interest to your audience by collating our most recent news stories, features and job vacancies within your area of local government business from **TheMJ.co.uk** & **LocalGov.co.uk**. Your corporate branding is then used in all of the advertising banners/panels and we carry an editorial piece from you as the sponsor – the promotion is exclusively yours.

46,670
AVERAGE PAGE VIEWS
PER MONTH

15,500
USERS PER MONTH



Print Opportunities

Display rates

Double page spread **£5,040**

type: 450mm wide x 314mm deep – 5mm gap between gutter
trim: 490mm wide x 340mm deep
bleed: 500mm wide x 350mm deep

Full page **£2,675**

trim: 245mm (w) x 340mm (d)
type: 219mm (w) x 314mm (d)
bleed: 255mm (w) x 350mm (d)

Half page **£1,750**

horizontal 219mm (w) x 155mm (d)

Quarter page **£1,295**

horizontal 219mm (w) x 80mm (d)

Outside back strip 219mm (w) x 80mm (d) **£1,395**

Loose insert (up to 15 grams) **£1,620**

Full page advertorial **£2,925**

Discounted and added value packages available for campaigns covering 3+ months of activity

Artwork specifications

Email: a.bradnam@hgluk.com (maximum size 9mb)
Tel: **020 793 4646**

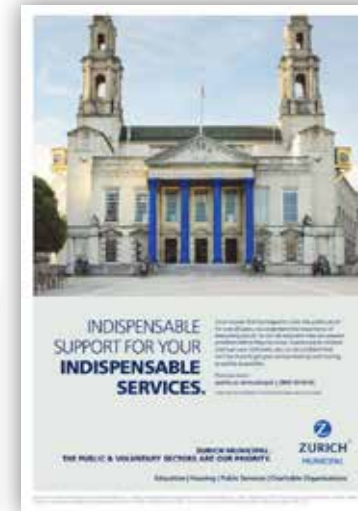
Formats for process colour separation:
CMYK EPS, TIFF, PDF (i.e. pictures/logos).
Please save images at 300dpi resolution.
All required fonts MUST be embedded or included with the file.
PDFs supplied should be PDF/X-1a:2001 compliant.



Quarter page



Half page



Full page



Full page advertorial

Programmes used

InDesign CS4
Photoshop CS4
Illustrator CS4
Acrobat 9 (ensuring all colour images are CMYK and all fonts are embedded)
Word 5, 6, & 2004 (for text only. Images to be supplied in one of the above formats)
Colour proofs must be supplied with all artwork. The MJ accepts no responsibility for colour differences when no colour proofs are provided.

FTP details: available upon request.

Deadlines

Booking: 12pm Wednesday, 1 week prior to publication
Copy (DIGITAL FORMAT ONLY): 12pm Monday prior to publication



Double page spread

The MJ Future Forums

SPONSORSHIP OPPORTUNITIES FROM £8,000

Our Future Forums are invitation-only 24-hour seminars for Chief Executives focussed on key issues affecting local authorities and the public sector in the North of England.

The MJ Future Forum North (Winter 2022)

The MJ Future Forum South (Spring 2022)

"Compelling and insightful speakers, stimulating and thought provoking debate, coupled with high level networking, a must for your diary."

Chief Executive Luton Borough Council



**FUTURE
FORUM**
THE MJ

"Our initial linkage to the Forums was to improve the sectors awareness of ENGIE – why we do what we do in our ambition to lead the zero carbon transition. It has developed into a great platform to delve in to some of the detail of this in conversation with influential people in key cities and towns UK wide."

Haydn Scarborough
Business Development Director – ENGIE UK



**Click
here to
view the
video**



"An essential part of my calendar"

Chief Executive Lincolnshire CC

The MJ Awards

SPONSORSHIP OPPORTUNITIES AVAILABLE BETWEEN £6,000 - 20,000

The best of Local Government services are recognised and promoted through The MJ Achievement Awards which have been held annually for the last 18 years.

Winners of The MJ Awards are announced during a glittering ceremony at the iconic London Hilton, Park Lane in front of nearly 1,000 of their local government sector peers.



"Brilliantly organized, hugely entertaining and a real celebration of innovation and excellence in Local Authority. I felt proud to be part of it."

Middlesbrough Council

"Local Partnerships is dedicated to helping the public sector succeed. By working with The MJ Awards we get to see great examples of the vitality of the public sector. Local authorities have great people, achieving great things, and the awards help to bring those people and their successes into the light."

Caroline Hampden-White
Local Partnerships



**MJ AWARDS 2022
HAS BEEN LAUNCHED**

Visit the website
awards.themj.co.uk

**2021
SAW A RECORD
NUMBER OF
ATTENDEES AND
NOMINATIONS**



The MJ – Bespoke Roundtables

SPONSORSHIP OPPORTUNITIES FROM £6,000

An MJ Roundtable discussion provides an effective and highly targeted marketing initiative. By working closely with The MJ's editorial team, you can develop a newsworthy, topical debate, adding integrity to your communication message.

Chaired by The MJ and attended by sponsor representatives; 8-12 chosen local authority personnel are invited to take part.

focus

PwC / Core Cities round table



Delivering on the cities challenge

Cities are faced with the huge task of boosting their economies and creating places where all can thrive positively. Chief executives from some of the UK's biggest cities joined a round table debate with PwC and Core Cities in London to discuss how they are making progress. **Markus Kind reports**

...the need to focus on...
...the need to focus on...
...the need to focus on...

What we are finding is that we are running out of skills – we can't train people quickly enough. We expect a third of our people to university and only get back a third

...the need to focus on...
...the need to focus on...
...the need to focus on...

Participants at The MJ's Core Cities

Debbie Myles, Bedford City Council
Dawn Swales, Birmingham City Council
Mike Jackson, Bristol City Council
Neil Brown, Cardiff City Council
Paul Jones, Cardiff City Council
James Taylor, Manchester City Council
Paul Hildre, Newcastle City Council
Mike Jackson, Bristol City Council
Neil Brown, Cardiff City Council
Paul Jones, Cardiff City Council
James Taylor, Manchester City Council
Paul Hildre, Newcastle City Council
Mike Jackson, Bristol City Council
Neil Brown, Cardiff City Council
Paul Jones, Cardiff City Council
James Taylor, Manchester City Council
Paul Hildre, Newcastle City Council



A double page report will be written up in The MJ following the debate and extra copies of the report will be made available to the client.

Get in Touch

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The Hemming Local Government portfolio also includes:

