

THE MJ

Your Gateway to
Local Government Leaders

SPONSORSHIP & PARTNERSHIP PROSPECTUS



22,000+

Social Media Followers



25,000+

Monthly Website Visits



11,000+

Print & Digital Subscribers



Connect to local government with The MJ

We help public sector suppliers connect and engage with the decision-makers that matter with tangible results.

With its vital audience, The MJ unifies its readers by offering an insider's view of what's taking place within local government and shares best practices on how to navigate the ever-changing world of local politics.



Digital Advertising



Print Advertising



Editorial



Recruitment and Job Boards



Face-to-face events



Digital events

The MJ magazine

The MJ is the biggest senior leadership magazine for local government in the UK, with a rich history spanning over 100 years. Our local government readership is the most senior of any magazine or media brand in the UK.

With its vital audience, The MJ unifies its readers by offering an insider's view of what's taking place within local government and what their peers are thinking in today's ever-changing world of local politics.



63%

of subscribers are chief executive, director, assistant director or head of service

Display Advertising

If you want your advertising to reach the key decision-makers in local government, you need to engage with platforms that interact with them on a weekly and daily basis.

Advertising on a trusted brand matters because audiences are much more likely to engage with your advertising and more importantly, take action.



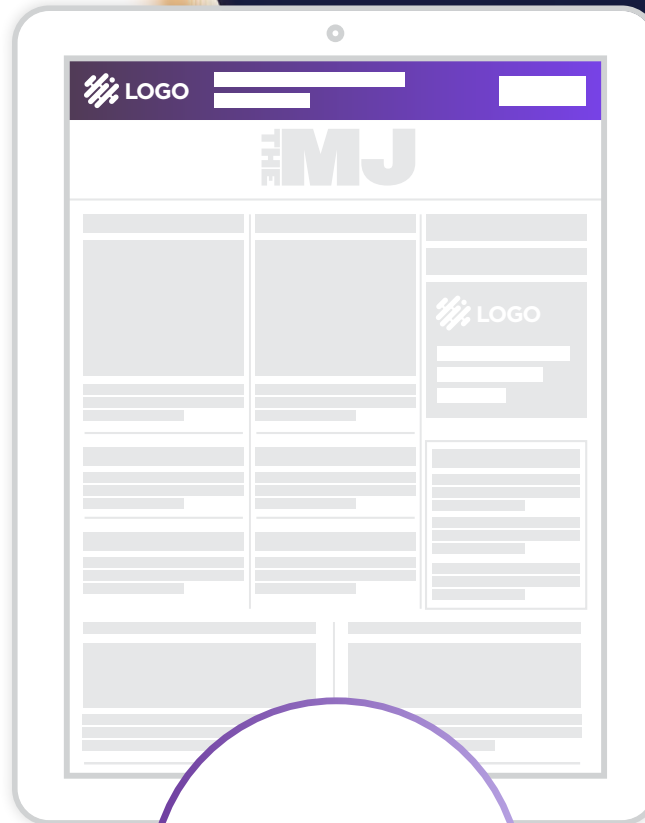
28,000+

Average leaderboard impressions per month



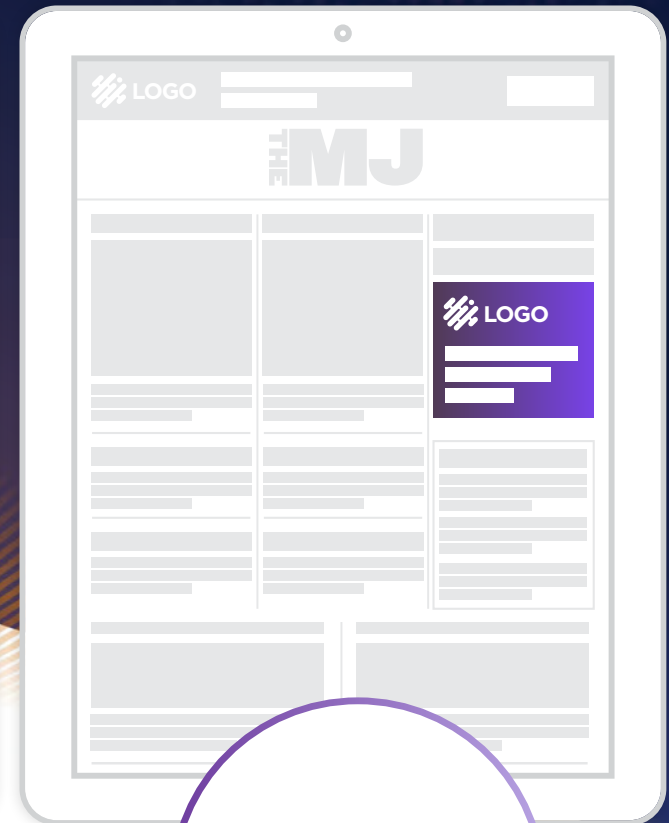
20+

Average MPU clicks per month



£2195

Leaderboard



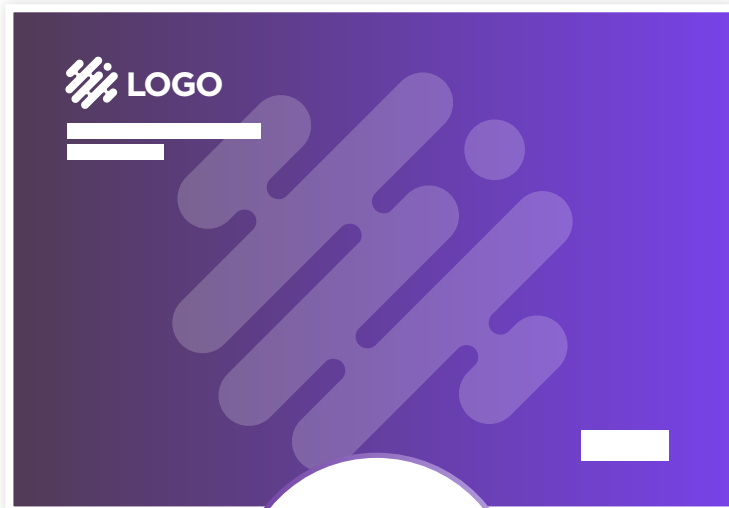
£1595

MPU

Print Advertising

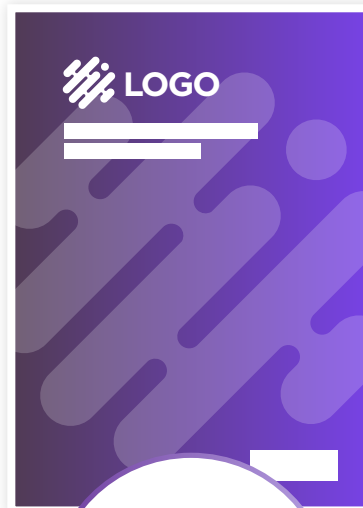
The MJ's news, views and top job vacancies attract the highest calibre of senior board members and their teams providing the perfect environment for your advertising campaigns.

We take care to pair your ads alongside relevant editorial pieces that speak to your target audience. Doing so ensures the audience are much more likely to take action after seeing your message.



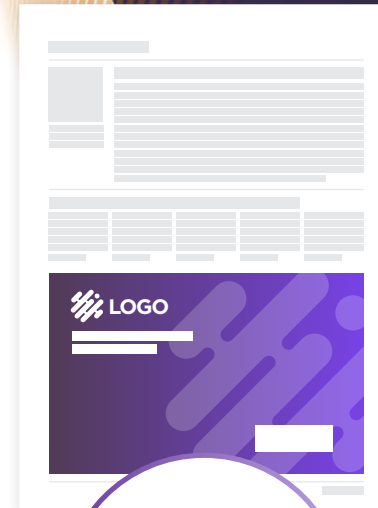
£5040

Double page



£2675

Full page



£1750

Half page



£1295

Quarter page

Editorials

Demonstrate how your organisation has its finger on the pulse when it comes to understanding the challenges within the sector and showcase your expertise and innovative solutions through sponsored columns and reports.

Illustrate how you can improve the lives of senior leaders and their teams by ensuring you place your brand at the forefront of their minds when considering new delivery partners.

- Sponsored column £1,895
- Advertorial full page £2,925
- Loose inserts £1,620

Amplify your message

Expand your reach even further through The MJ daily digital bulletin and access unrivalled editorial support.

A senior member of The MJ editorial team will help you to maximise the value of your content by pairing your message and content with the most relevant news stories, features and job vacancies and promote this through email and social media.

- Daily bulletin sponsorship From £5,000
- Digital advertorial £1,695
- HTML mailer £1,995



news

SAFEGUARDING

Authorities overs

The number of Deprivation of Liberty Safeguards (DoLS) issued by local authorities increased by 5.5% last year. A report by NIFS Digital DoLS were applied for across England in 2021-22, indicating demand on councils with social care responsibilities continues to rise as mental health becomes a key consideration across health and social care providers. Between 2014 and 2020, the number of DoLS issued soared by an average of 14% annually, but figures for 2021-22 show the rate of increase has slowed. Ministers recently announced plans to reform the DoLS process to ensure it better protects those subject to orders.

COMMUNICATIONS

Phone line exit: 70% have no strategy

More than half of councils have no strategy in place to deal with the 2025 withdrawal of key telephone services, research has found. Council responses to Freedom of Information (FOI) requests by managed services firm Mantel revealed that 56% of town halls have no existing strategy for the planned Wholesale Line Rental (WLR) withdrawal of Public Switch Telephone Network (PSTN) and Integrated Services Digital Network (ISDN) offerings. Mantel this week warned key services could be disrupted if councils were not ready in time – including local traffic light systems, payment terminals, medical equipment and alarm lines. Current supply chain issues mean there is already a backlog of work. All WLR products will be removed from sale by September 2023, although BT will not switch off PSTN and ISDN services until 2025. Yet many councils – including 70% of London boroughs that responded to Mantel's FOI request – have not yet implemented plans such as migrating services to new digital services built on fibre networks. Mantel's chief technology officer, Dan Davies, warned: 'Councils must act now to ensure services can continue to function.' BT was approached for a comment.

ASYLUM

Council disperses



Ministers want to reduce the numbers of asylum-seekers

By Mark Conrad

Home Office targets to spread the number of asylum-seekers around the UK have met with only limited pushback from councils, town hall leaders have reported. As *The MJ* revealed last week, the Government has proposed new asylum-seeker targets for 12 UK regions under a policy known as Full Dispersal. The policy aims to take pressure off asylum-seeker hotspots such as London, the West Midlands and North West England, and to achieve a more equitable distribution across areas such as Scotland, Wales and the East of England. Although some areas of the UK have had little experience managing higher volumes of asylum-seekers, dispersal targets have been well-received in net recipient areas they will be able to meet benchmarks by the end of year. One council leader said it had been only 'limited pushback' from those not previously included, which is promising. Ministers want to reduce the percentage of asylum-seekers housed by London's boroughs from 21.72% currently to 12.7% by December 2023. Sources in London said that while taking pressure off the city would remain the most popular destination for refugees and asylum-seekers – placing housing under continued pressure. A London Councils N

Recruitment: The MJ magazine and Job Boards

Advertise new and exciting senior roles within local government to fill CEO, director-level and head of service vacancies through The MJ magazine, [The MJ Jobs](#) and [LocalGov Jobs](#).



45,000+

Print & digital readership of The MJ



32,000+

Social media followers across The MJ & LocalGov



20,000+

Website visits per month



19,000+

Subscribers to The MJ & LocalGov daily bulletin featuring jobs roles

Benefits of advertising on The MJ Jobs and LocalGov Jobs

- Jobs boards are dedicated to local government ensuring a high-quality and volume of qualified candidates
- Roles over £75,000 are printed in 'The MJ' magazine ensuring maximum exposure to active and passive candidates
- Promotion across The MJ magazine, websites, digital bulletins, and social media using targeted programmatic advertising
- Your job ad will appear across The MJ Jobs and LocalGov Jobs sites which generate 20,000 visits a month
- Valuable careers advice blog with opportunity to submit content to expose your brand to wider audience

Contact details: James Smith, Client Services Manager,
james@spacehouse.co.uk / 07545 900599

Future Forums

The Future Forums are unique, invitation-only seminars for local government chief executives and senior directors that take place over 24 hours.



50+

CEO and senior director attendees



11

Panel sessions



10+

Expert speakers



5

Sponsorship opportunities



1

Networking dinner

Benefits of sponsoring the Future Forums

- Pre-qualified, invitation-only event
- Connect with local government CEOs and senior directors
- Gain first-hand insights from the decision makers that matter
- Display and demonstrate your products and services
- Raise your profile as a key supplier in the sector



Future Forums sponsorship package

From £20,000

Only 5 sponsorship opportunities available

- Exclusive plenary session of up to 40 minutes
- Opportunity to invite VIP guests to your table during the networking dinner
- 1 x Speaker slot
- 2 x Event passes including overnight stay
- 1 x Post-event editorial coverage in 'The MJ' magazine
- 1 x Post-event editorial coverage on 'The MJ' website
- Brand and logo included across all promotional marketing
- We limit the number of sponsors to maximise the opportunity to hear insights from our attendees
- Branded invitations for your VIP Guests
- Onsite branding and signage
- Featured post-event snippet in The MJ magazine



The MJ Awards

The MJ Awards is the ultimate opportunity to celebrate the best of local government, showcase your brand and show your support to the sector.

The MJ Awards is a must-attend event in the local government calendar.



900+

Guests from teams of frontline staff, managers and senior leaders



20+

Categories focusing on best practice and the finest examples of innovation

Benefits of sponsoring The MJ Awards

- Gain valuable insight into the working life of council teams
- Celebrate the achievements of local government
- Illustrate your commitment to working with local government
- Raise your profile as a key supporter
- Tailor an award category to suit your business values



The MJ Awards sponsorship package

From £20,000

Pre-awards promotional activity

- Naming and defining your category and judging criteria
- 1 x Judging place for your award category
- Recommend the 2 remaining judges
- Your brand included on all marketing collateral and website
- 1 x Full-page advertisement per category in the Finalist brochure

Additional package add-ons

- Sponsored photo booth
- Pre-ceremony drinks sponsor
- Evening networking drinks sponsor
- Evening entertainment sponsor
- Awards host sponsor

Awards ceremony promotion

- 1 x Table at the ceremony
- 10 x Event Passes + Guest
- 1 x Branded table at champagne reception
- Logo included on all branding
- Your logo engraved on the award trophy of your category
- Presentation of the award to your winner

Post-awards promotional activity

- 1 x Full page advert in the winners' brochure
- Brand awareness in the winner's follow up editorial in The MJ magazine
- First-come, first-serve to sponsor your category the following year

"I've been coming to The MJ Awards for forever, which is fantastic, for a long time. I've seen it grow and grow as the event to be at, to network with local government and most importantly, to celebrate the great work that local government does."

Julie Towers, Managing Director, Penna



Roundtables

From £8,000 - £12,000

Partner with The MJ to connect with 8-12 hand-picked senior local government leaders and specialist buyers at a F2F or digital roundtable.

A member of the senior MJ editorial team will moderate the conversation and nurture an open and spontaneous format, with the goal to generate as many different ideas and opinions from as many different people in the time allotted.

Sponsorship includes:

- Work closely with The MJ editorial team to brainstorm a relevant and stimulating topic
- Define an agenda and predetermine questions that are engaging and valuable to you and your participants
- Deliver a highly targeted marketing campaign to register the top-tier participants

Partnering
with The MJ
ensures you



Connect with
the right people



Clear return on
investment



Create valuable
and meaningful
conversations



Webinars

From £6,000 - £10,000

Bring together a wider and more varied audience within local government, with a panel of expert speakers to discuss and debate the most relevant topics challenging the sector.

Showcase your brand and expertise, and position yourself as a leader in the market. Participate by sharing your understanding and experience on how to overcome the challenges experienced by local government.

Benefits of sponsoring a webinar

- Establish your brand as a leader
- Build trust with your target audience
- Gain a better understanding of your audience pain points
- Reach a bigger and wider audience
- Create stronger, lasting business relationships
- Content lead generation opportunities in The MJ
- Generate qualified leads





Your Gateway to
Local Government Leaders

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