

# THE MJ

Your Gateway to  
Local Government Leaders

## SPONSORSHIP & PARTNERSHIP PROSPECTUS



**27,000+**

Social Media Followers



**39,000+**

Monthly Website Visits



**12,000+**

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

# Digital 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

Website Takeover/  
Skyscrapers  
**£3995\***

Billboard/  
Leaderboard  
**£2495\***

Half Page  
Scroller  
**£1995\***

MPU  
**£1695\***

\*All prices are exclusive of VAT + All prices are for a one month tenancy

# Amplify your message

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

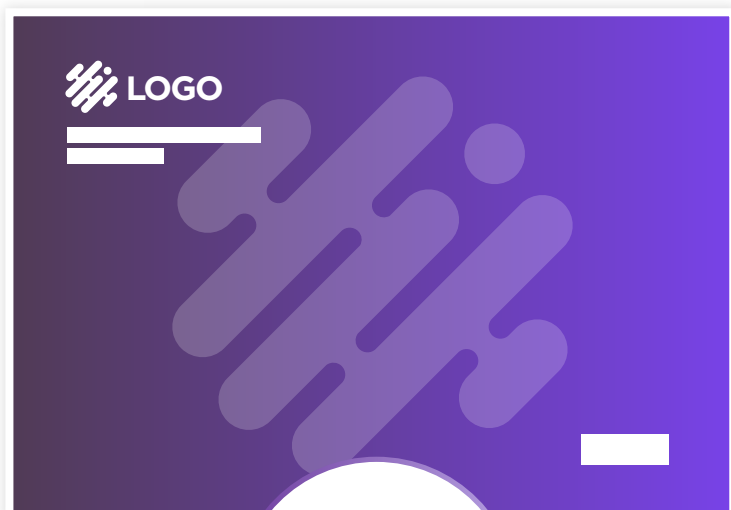
A senior member of The MJ editorial team will help you to maximise the value of your content by pairing your message and content with the most relevant news stories, features and job vacancies and promote this through email and social media.

- Daily bulletin sponsorship  
From £495 a week
- Digital advertorial £1,695
- HTML mailer £1,995

# 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.



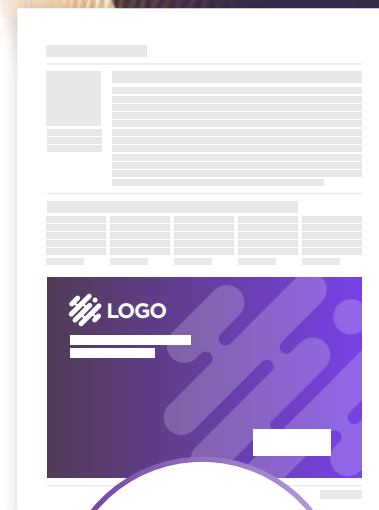
**£5040**

Double page



**£2675**

Full page



**£1750**

Half page



**£1295**

Quarter page



# 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](mailto: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

## 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

## Additional package add-ons

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

*An event befitting of the Market Leaders in reporting credible news and in highlighting key issues and challenges facing the local authority sector. Expertly organised at a comfortable venue within easy reach and fit for purpose. Hard to fault and a chance to celebrate excellence in the sector at all levels. Thanks to The MJ for everything they do.*

Matthew Jellings – Business Development Director, Equans UK



# Roundtables

From £8,000 - £13,000

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

## WORK WITH US:



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