



Your Gateway to Local Authority Professionals

SPONSORSHIP & PARTNERSHIP PROSPECTUS



63,000+

Monthly Website Visits



18,000+

Social Media Followers



8,000+

Daily Bulletin Subscribers



Connect with the influencers that matter with LocalGov

We help suppliers reach the key influencers in local government, providing them with unprecedented levels of exposure for their brands and services.

An estimated 40% of our readership is made up of decision-makers and budget-holders, as well as the key stakeholders who will be using your products and services day-to-day. This latter group – the influencers across the local government sector – will be imperative in pushing the decision-makers to sign off and work with you.

Routes to market



Website
Advertising



Daily Bulletin
and Channel
Sponsorship



Editorial/
Advertorial



Recruitment
and Job Boards



Direct Digital
Marketing

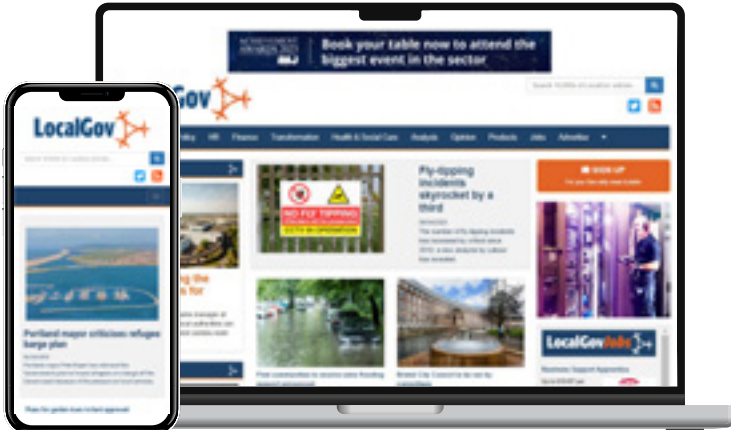


Digital
events

LocalGov

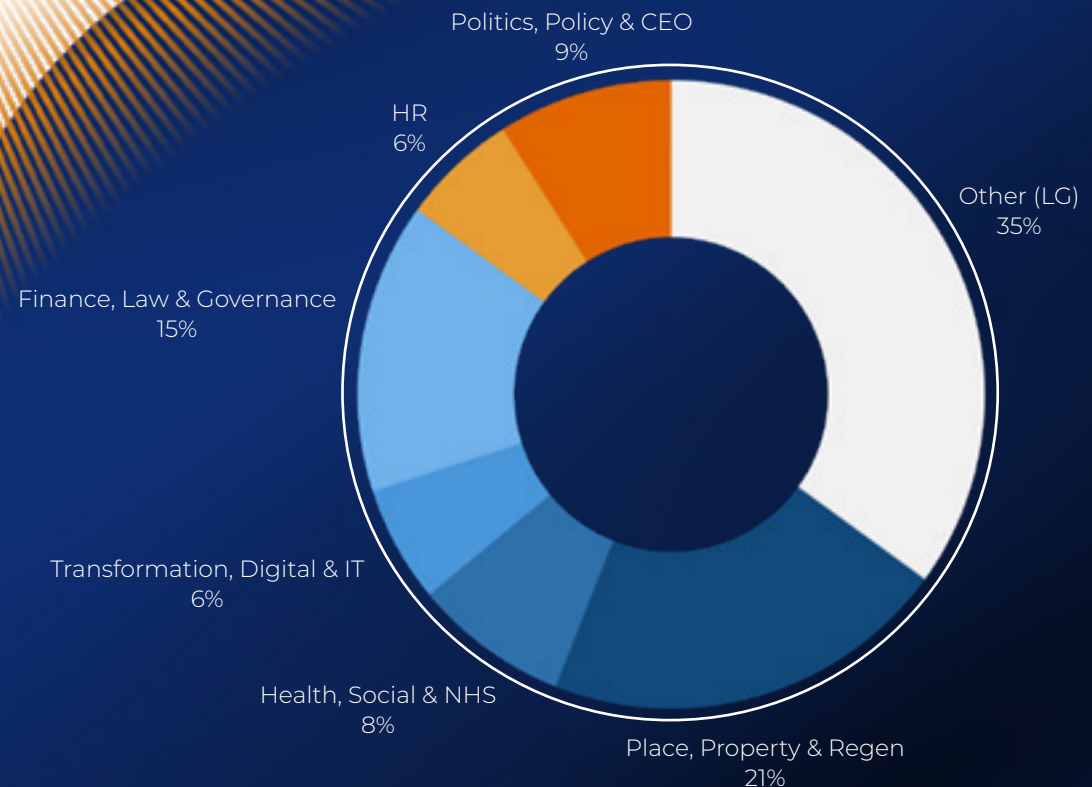
LocalGov is the leading local government news website and is accessed every month by thousands of frontline staff, managers, and senior leaders across the UK. Around 85% of our readership visit our website more than 3 times a week making LocalGov the most sought-after platform in the UK for local government news and commentary.

We also reach and engage our audience through dedicated social media platforms with daily posts on Twitter, LinkedIn, Instagram and Facebook.



80.9%

of our readers would recommend LocalGov to a colleague



Lead Generation

Drive qualified leads through multi-channel campaign success that will improve your sales pipeline. Our recent campaign “Does Labour Have What it Takes to Transform Local Government?” illustrates exceptional results that could be yours:

- 🔗 848 qualified decision-maker leads through form submissions
- 👤 2,321+ influenced local government contacts
- 📄 402 high-intent PDF downloads
- 🌐 634 engaged website visitors
- 🔄 741 social media impressions across LinkedIn and X

Your All-Inclusive Lead Generation Package

Leverage our established LocalGov network through a comprehensive campaign that includes:

- **Strategic Content Development:** Collaborate with LocalGov's Editor and Marketing team to create compelling, data-driven content that resonates with local government decision-makers
- **Multi-Channel Distribution:**
 - Targeted email campaigns to our curated LocalGov Newsletter subscribers and wider database
 - Strategic social media promotion across LinkedIn and X
 - Custom HubSpot landing page optimised for conversions
 - Downloadable thought leadership content
- **Brand Visibility:** Increase your brand awareness with prominent brand placement across all campaign touchpoints
- **Lead Delivery:** Receive detailed contact information for every form submission, directly supporting your sales pipeline

Enhanced Value Features:

- Full campaign performance analytics
- Flexible packages to match your objectives

*Ready to generate qualified local government leads?
Contact us to discuss your campaign objectives.*



Website 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 daily basis. With over 28,000 unique visitors a month, LocalGov is the perfect solution.

Advertising on a trusted brand matters because audiences are much more likely to engage with your advertising and, more importantly, take action. We have a range of options, from leaderboards to MPUs, plus exclusive channel sponsorship where you can strategically place your brand next to the most relevant content.



52,000+

Average leaderboard impressions per month



30+

Average MPU clicks per month



Leaderboard banner

£1,995

per month

Exclusive channel sponsorship from

£4,995

per month

MPU

£1,495

per month

Amplify your message

Demonstrate how your organisation has its finger on the pulse when it comes to understanding the challenges within the sector and showcase through sponsored content how your expertise and innovative solutions can help local government.

Place your brand at the forefront of the minds of your target audience when considering new delivery partners.

Work with the LocalGov editor who 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.

Place your brand at the forefront of the minds of your target audience when considering new delivery partners. Nearly 40% of our readers are decision-makers and budget holders



LocalGov Daily Bulletin

The LocalGov Daily Bulletin has over 8,000 subscribers and provides the day's top headlines, stories and commentary.

Over 91% of our subscribers told us in the 2023 readership survey that they use the bulletin to keep up to date with the news making LocalGov a highly valued source of information.

70% of our readers told us that the daily bulletin is their main source of news, competing with national platforms such as BBC News and The Guardian.



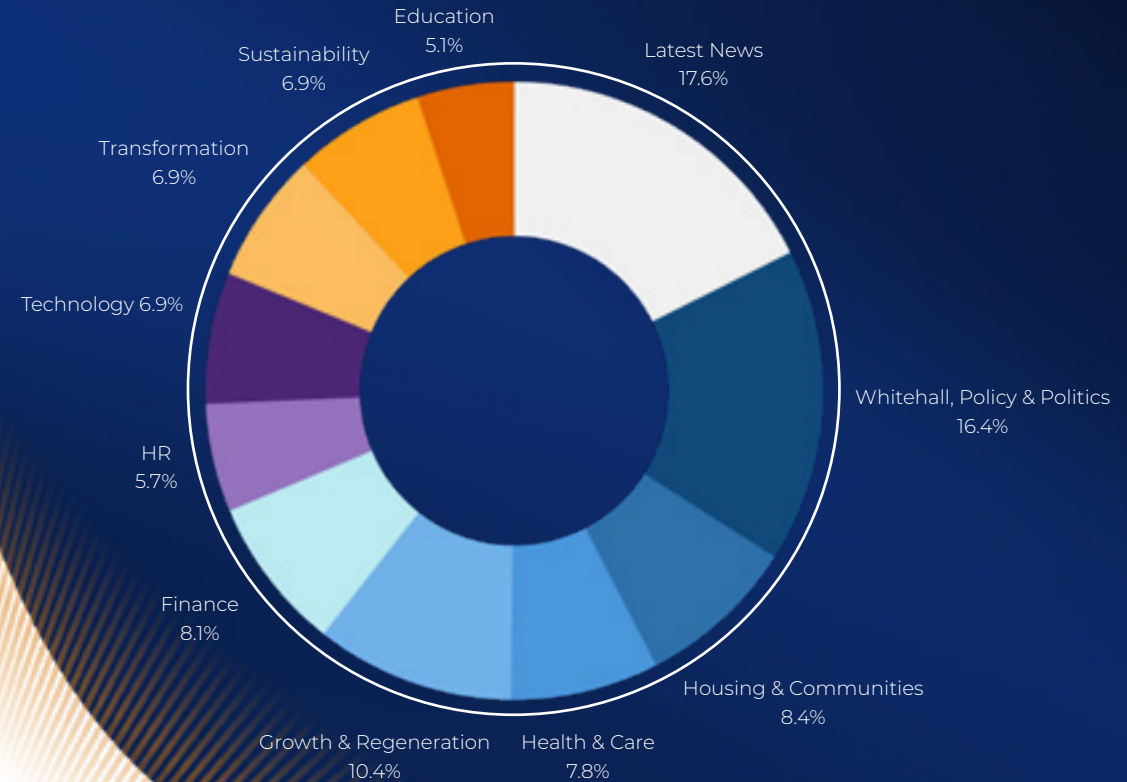
70%

Use the LocalGov bulletin as their main source of news



91%

Use the LocalGov bulletin to keep them up to date with the news



Daily bulletin sponsorship from

£400

a week

Direct HTML mailer

£1,450

per send

Digital advertorial

£1,695

per month

Topic E-bulletin

£1,650

per send

Recruitment: LocalGov and The MJ Job Boards

Advertise new and exciting roles within local government, frontline roles, management to CEO, director-level and head of service vacancies through **LocalGov Jobs** and **The MJ 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

Virtual Roundtables

From £8,000

Partner with LocalGov to connect with 8-12 hand-picked decision-makers relevant to your product and services at a virtual roundtable.

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

Partnering with LocalGov ensures you:

- Connect with the right people
- See a return on investment
- Create valuable and meaningful conversations

Sponsorship includes:

- Work closely with the LocalGov 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



Webinars

From **£3,000**

Sponsored webinars are a cost effective way to raise brand awareness and generate leads for your sales team.

We will work with you to create a topic of interest to the local government sector and will help source engaging and topical speakers. As well as driving our readers to attend the webinar through news stories and digital advertising, a post-event recording will be promoted to our audience, providing multiple opportunities to promote your brand.

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 on LocalGov
- Generate qualified leads





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