



Connect with Local Government Decision-Makers
and Reach Your Business Goals

SPONSORSHIP & PARTNERSHIP PROSPECTUS



30,000+

Social Media Followers



48,500+

Monthly Website Visits



12,000+

Print & Digital Subscribers



Connect with local government decision-makers

At The MJ, we help public sector suppliers cut through the noise and connect directly with the decision-makers who matter most. Our platform delivers tangible results by placing your brand at the heart of the conversations that drive local government forward.

With a trusted voice and a vital, high-level audience, The MJ offers unparalleled access to senior officers, chief executives, and elected leaders. We provide an insider's perspective on the challenges and innovations shaping local politics – making us the go-to source for those who lead and influence change.

Partner with The MJ to position your organisation as a thought leader, build credibility, and drive meaningful engagement in the public sector.

The MJ: the trusted voice of local government

The MJ (Municipal Journal) is the UK's leading publication for senior local authority professionals, providing news, insight, and analysis to those shaping policy and delivering frontline services. For over a century, we've been at the heart of the public sector – connecting decision-makers across councils with the information and inspiration they need to lead effectively.

With unrivalled access to chief executives, directors, and senior officers, The MJ is where local government turns for trusted reporting, sector-leading commentary, and real-world solutions.

Whether you're a supplier looking to engage the public sector or an organisation seeking to influence local government thinking, The MJ offers a direct line to the people who lead, strategise, the decision-makers and budget holders.

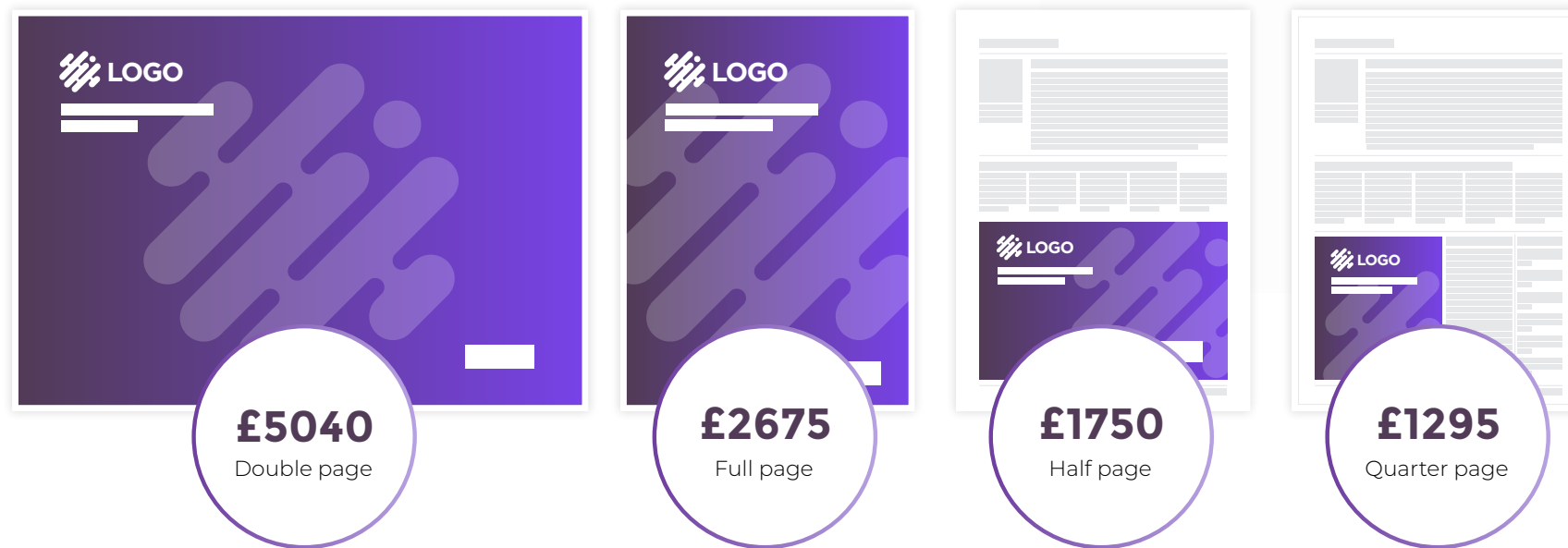
59%

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



Print Advertising: be seen where decisions are made

The MJ is the leading and only weekly magazine for UK local government, landing directly on the desks of senior officers, directors, and chief executives across the country. With a reputation built over decades, our print edition offers a highly trusted and targeted platform for brands looking to influence those shaping the public sector.



Why choose print?

- ✓ **Guaranteed delivery to senior decision-makers:** Our weekly circulation reaches top-tier local authority professionals – those with influence over strategy, services, and spending.
- ✓ **Credibility and context:** Your brand appears alongside in-depth analysis, exclusive interviews, and thought leadership – giving your message weight and relevance.
- ✓ **High engagement, long shelf-life:** The MJ is read, shared, and referenced throughout the week – ensuring your advert works harder, for longer.

Digital Advertising: put your brand in front of the people who matter

Our website is a daily destination for the UK's most influential local government officers who need to stay informed. Your brand will sit alongside essential sector news, thought leadership, and practical guidance – ensuring you're seen in the right place, at the right time.

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

Leaderboard
£2495*

Skyscrapers
£3995*

Half Page Scroller
£1995*

Leaderboard 1
£2495*

Leaderboard 2
£2495*

MPU
£1695*

Why choose digital?

- ✓ Real-time results: Track impressions, clicks, and engagement – so you know what's working.
- ✓ Precision targeting: Promote your brand alongside content that matters to *The MJ* readership, 24/7.
- ✓ Multi-device reach: Your message is optimised for visibility wherever our users engage.
- ✓ Add on opportunity: lead generation: Turn awareness into action by becoming a trusted partner of *The MJ* with gated content campaigns, webinar and face-to face opportunities.

Amplify your message

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

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

Why choose advertorial or content opportunities?

- ✓ Build trust with a high-level audience
- ✓ Show your sector understanding, not just your offer
- ✓ Support long-term brand positioning and lead generation
- ✓ Be seen as a partner in solving real public service problems



Content: go beyond advertising – build influence

Local government decision-makers don't just want to know what you offer – they want to know why it matters and how it helps them solve real challenges.

Through The MJ's editorial partnership opportunities, your brand can position itself as a trusted partner.

We offer a range of formats that allow you to demonstrate thought leadership, share best practice, and align your organisation with the sector's most pressing priorities.

Sponsored Columns

These thought pieces are clearly labelled but designed to blend seamlessly with our editorial style - offering both credibility and impact.

Loose Inserts

Ideal for showcasing case studies, whitepapers, or event invitations.

Sponsored Editorial Features

Tell your story through in-depth articles shaped in collaboration with our editorial team.

Content Partnerships and Lead Generation

Co-create long-form content such as reports, that position your organisation as a thought leader. Amplify the impact with strategic add-ons like a webinar follow-up to drive engagement and harness quality leads for your Sales and Marketing team.

focus



Fiscal devolution

Partnership may provide the answer to scarce net zero resources

Daniella Barrow warns that achieving net zero is not going to be easy, and councils risk resources not being available to meet the challenge



Daniella Barrow is senior director of Norse Consulting

Local government faces multiple challenges, and economic and financial targets are only adding to this. I am concerned that there is risk of underestimating one of the most important challenges – achieving net zero.

Across the UK, councils have declared their commitment to net zero, but recent conversations with local government leaders make me believe people are only now beginning to realise how much achieving it entails.

However, well prepared we are locally, net zero depends on central government action – infrastructure, reliable energy supplies, and a framework which enables local government to implement decarbonisation and change the way services are delivered. Without significant Government support and investment, we and our local authority partners will find it very hard to achieve our objectives.

There is an alternative: partnership working, with the flexibility and access to wider resources it offers, can provide councils with the expertise they need

However, there is also the question of capacity at local level.

After years of budgetary pressure, many councils have had to cut internal resources to the bone, leaving people with the experience and qualifications to deliver their net zero strategies – especially when it comes to designing new buildings and bringing existing stock up to the required standard. They have come to rely on outsourcing to the private sector to ensure they have the necessary resources – and a widespread skills shortage means that the demand is not being met.

There is an alternative: partnership working, with the flexibility and access to wider resources it offers, can provide councils with the expertise they need. Norse's specialist environmental consultancy is already working with our local authority partners to develop a comprehensive strategy to achieve net zero in a timely and cost-effective way as possible, using their powers and their close relationship with residents, councils can control the delivery of low carbon help means that they have the resources necessary to meet their net zero ambitions.

www.norsepartnerships.co.uk/norse-consulting

norse
CONSULTING

Thursday 23 November 2023

the citizens decide

asks if the public hold the key to navigating economic challenges, and highlights research trying the chancellor to roll out fiscal devolution nationwide

Which economy is broken? The public's weekly trader on the streets of London's public confidence in the economy is at a low ebb. The Chancellor's recent three-quarterly report towards the future of the economy, published this week by the Treasury, is a stark warning. The Treasury's Economic Policy (CEP), which I work on, suggests that the public's confidence in the economy is at a low ebb. The Treasury's Economic Policy (CEP), which I work on, suggests that the public's confidence in the economy is at a low ebb. The Treasury's Economic Policy (CEP), which I work on, suggests that the public's confidence in the economy is at a low ebb.

The public are more than capable of grappling with the specifics, nuances and trade-offs policy-makers are often faced with

Local Economy Tracker shows an attack – the public's confidence in the economy is at a low ebb. The Chancellor's recent three-quarterly report towards the future of the economy, published this week by the Treasury, is a stark warning. The Treasury's Economic Policy (CEP), which I work on, suggests that the public's confidence in the economy is at a low ebb. The Treasury's Economic Policy (CEP), which I work on, suggests that the public's confidence in the economy is at a low ebb.

Following this, we undertook further deliberation to develop a set of principles the public believed would form a sound starting point to develop a model for fiscal devolution that took account of these concerns, primarily around geographic inequalities.

The principles concluded with five principles they believed were central to ensuring fiscal devolution can contribute towards our starting promise to develop the recommendations on fiscal devolution, that featured in our report.

Best Made is research analyst at the Centre for Progressive Policy
X – @CentreProPolicy

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



Connect with Local Government Decision-Makers
and Reach Your Business Goals

FORUMS, AWARDS, ROUNDTABLES AND WEBINARS



4

Major Local Government
Calendar Events



40+

Sponsorship Opportunities



1,000+

Delegates to Connect With

The MJ Future Forums: Connect. Influence. Lead the conversation

The MJ Future Forums are exclusive, invitation-only events designed for senior local authority officers to come together in a focused, informal setting to tackle the sector's most urgent challenges.

The annual forums are located across the North, South and Midlands, each one bringing together 40 senior council officers for a full 24 hours of in-depth discussion, benchmarking, networking, and idea-sharing – alongside carefully selected public and private sector experts who can offer real-world solutions, innovation, and insight.

The MJ Future Forums are unique. We create a collaborative space that fosters trust, openness, and candid conversation throughout the day as well as during a drinks reception and networking dinner, where the private and public sectors engage as partners in solving complex problems.



40+

Senior officer and
chief executive
attendees



5

Sponsorship
opportunities



3

Regional locations



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

Testimonials from previous sponsors:

The MJ Future Forums are unique events, comprising of superb content and an unrivalled ability to discuss challenges opportunity with a high calibre mix of people both directly within the sector and those supporting from the outside. The sessions are always on point and I never fail to be amazed by the level of high-quality learning, conversations and relationship-building.

Ken Lyon, Managing Director, Lyon Local Gov Ltd

Add on opportunity: Extend the value of your Forum sponsorship with high-impact follow-up content – such as whitepapers for lead generation, bespoke roundtables, or targeted webinars – designed to deepen audience engagement, reinforce your expertise, and generate high-quality leads.



The MJ Awards: Celebrate excellence. Align your brand with the best in local government

The MJ Awards are the gold standard in UK local government – recognising the people, teams, and authorities driving innovation and delivering real impact in communities across the country.

Attracting record-breaking entries year after year, the ceremony itself is an inclusive celebration attended by 900+ senior officers, chief executives, front line staff and leaders. For sponsors, The MJ Awards offer unparalleled visibility, credibility, and connection with the public sector's most influential figures.



900+

Guests from teams of frontline staff, managers and senior leaders



20+

Categories focusing on best practice and the finest examples of innovation

Why sponsor the MJ Awards?

- ✓ Associate your brand with excellence
- ✓ Unrivalled exposure before, during, and after the event
- ✓ Opportunity to present awards
- ✓ Network with decision-makers
- ✓ Numerous add on opportunities with profile-raising coverage in *The MJ*



The MJ Awards sponsorship package

From £20,000

Pre-awards promotional activity investment

- 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

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



The MJ Roundtables: Listen. Learn. Lead

From £8,000 - £13,000

The MJ Roundtables offer sponsors a rare opportunity to sit down with a carefully selected group of 8-12 senior local authority officers for a deep-dive discussion on a critical topic of your choosing.

Each session is invite-only, chaired by The MJ and shaped to explore the sector's most urgent challenges.

These are high-trust, off-the-record conversations that give sponsors direct access to decision-makers' unfiltered views, allowing you to gather actionable insight, shape your strategy, and build meaningful relationships.

Why sponsor a roundtable?

- ✓ **Gain strategic insight from your audience:** Discover what keeps local authority leaders up at night – directly from the people shaping delivery and policy. Use their feedback to inform your positioning, messaging, and solutions.
- ✓ **Build trust through meaningful face-to-face interaction:** Unlike conferences or panels, roundtables are personal and conversational – creating space for genuine dialogue and long-term relationship building.
- ✓ **Target the right people, not just any people:** We work with you to curate a guest list aligned to your goals, whether by service area, geography, or seniority.
- ✓ **Add on opportunity: Amplify your involvement with post-event content:** Roundtable themes and outcomes can be enhanced into co-branded reports for wider lead generation, thought leadership articles, or interviews in The MJ – extending your influence across the sector.



Webinars with The MJ: Position your brand. Engage your audience. Generate real leads

From £6,000 - £10,000

Webinars are one of the most effective tools for combining thought leadership, targeted outreach, and measurable engagement – all within a flexible, low-barrier format.

Whether it's sharing a success story, tackling a major policy challenge, or exploring new technology in local government, The MJ's webinars give you a platform to speak directly to engaged, senior local authority professionals – with all the credibility of our editorial team and trusted brand.

Why choose to sponsor?

- ✓ **Lead generation with insight:** Receive a fully GDPR-compliant list of attendees, for your Marketing team to turn into qualified leads.
- ✓ **Thought leadership at scale:** Position your spokespeople alongside senior public sector leaders to explore meaningful issues – live or on-demand.
- ✓ **End-to-end production support:** We handle everything from content planning and registration to moderation, promotion, and follow-up.
- ✓ **Reach more people, more easily:** Webinars remove geographic barriers – allowing busy public sector professionals to engage from wherever they are and follow up on-demand if they can't make the live session.
- ✓ **Add on opportunity: Extend value with evergreen content:** Enhance your webinar content into a gated replay to generate even more leads, a highlights article in The MJ, or a lead generation campaign.





Your Gateway to
Local Government Leaders

LET'S EXPLORE WHAT'S POSSIBLE

This media pack is just the starting point. We'd love to help you shape a campaign that delivers real impact with the audiences that matter.



Get in touch with **Kasia Brzeska-Reffel** directly
to start the conversation:

✉ k.brzeska@hgluk.com | ☎ 07917 464 193



Get in touch with **Scott Pascal-Murray** directly
to start the conversation:

✉ s.pascalmurray@hgluk.com | ☎ 07818 596 468