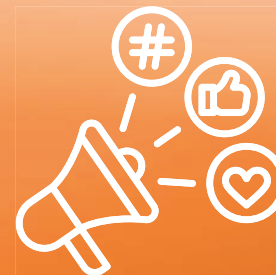




Partner With LocalGov
Sales Media Pack



60,000+
Monthly
Website Visits



21,400
Social Media
Followers









10,500
Daily Bulletin
Subscribers







Our Audience



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.

85% of our readership visit our website more than 3 times a week and 80.9% of readers would recommend LocalGov to a colleague.

Seniority Breakdown	
 384	Chief Officer
 179	Deputy/Assistant Chief Officer
 1632	Top Level Director
 5077	Second Level/Head of Service
 7372	Third Level/Head of Service/Manager
 722	Councillors & Cabinet Members

Job Function Breakdown	
 1779	Politics & Policy
 643	Human Resources
 1158	Finance
 707	Transformation
 3066	Health & Social Care
 3888	Housing & Regeneration



We know how much pressure local government professionals are under — which is why we work hard every day to bring news, analysis and insight that matters most to our audience. From finance and policy to social care and transformation, we cover the full breadth of council life.

William Eichler, Editor, LocalGov

Routes to Market



We help suppliers reach the key influencers in local government, providing them with unprecedented levels of exposure for their brands and services. With a selection of routes to market, LocalGov is your partner to achieving your business goals.



Partnering with LocalGov, you should expect:

- ✓ **Brand exposure:** We help suppliers reach key influencers in local government with unprecedented levels of exposure.
- ✓ **Influence:** 60% of the readership consists of decision-makers and budget-holders.
- ✓ **Impact:** Influencers across the sector are imperative in pushing decision-makers to sign off on services.
- ✓ **Options:** We tailor our services to your business needs through high quality multi-channel campaigns.

Lead Generation



Gain high-quality leads for your sales pipeline with our 3 phase multi-channel campaign.

Phase 1 Lead Gen Special Report £8,495

Insight Report Campaign (Marketing lead time: 4-5 weeks)

- Co-produce an exclusive 8-page digital supplement focused on a specific topic.
- Supplements are created with you and include Op-eds, interviews, case studies, and specialised research.
- Gain visibility of every download, with full contact details at the end of the campaign.
- This creates the perfect opportunity to transition into a Webinar or Virtual Roundtable.

Phase 2 Webinar or Virtual Roundtable from £6,995

Interactive Webinar or Virtual Roundtable (Marketing lead time: 4 weeks)

Virtual Roundtables:

- 30 to 45min video recorded discussion with 8-12 hand-picked decision-makers (invite only).
- Full access to registration data.
- Write up sent to all subscribers.

Webinars:

- 30 to 45 minute digital webinar open to all.
- The Lead Gen Special Report is leveraged to build an engaged audience for your webinar. Marketed to audiences who downloaded the report and wider audience to capture more interest.
- All questions, data and statistics available post-webinar.

Phase 3 Post-Event from £2,995

Sustained Nurture Campaign of Webinar (Marketing lead time: 3 weeks)

- Increase leads by up to 15% with a sustained nurture, multi-channel campaign.
- The webinar recording is placed behind a data capture form to capture additional leads, securing its longevity.
- Marketed across social media, the LocalGov Daily Bulletin, website and TheMJ Daily Bulletin.
- Full access to data-capture data.

[Click here to arrange a meeting with our sales team](#)

Lead Gen Case Study



Our 3-Phase Lead Gen campaign with Multiverse, we generated 510 high quality leads.

Special report page examples

Webinar recording MPU ad

Webinar leaderboard ad

Case Study: Bridging the data skills gap at Cheshire West and Chester Council.

DIGITAL TRANSFORMATION, AI AND LOCAL GOVERNMENT: THE CASE FOR WORKFORCE UPSKILLING

LocalGov multiverse

LocalGov DISCOVER HOW SHEFFIELD CITY COUNCIL IS TRANSFORMING SERVICES WITH DATA WATCH NOW

FUTURE SHEFFIELD: HOW ONE CITY COUNCIL IS UPSKILLING ITS WORKFORCE FREE WEBINAR, 5TH FEBRUARY 2026 SAVE MY PLACE SPONSORED BY multiverse

Phase 1: Special Report - Position your brand as a sector expert
312 leads from downloads

Phase 2: Webinar - Engage the LocalGov audience live with case studies and Q&A. **244 registrations | 119 attendees**

Phase 3: On-demand - Extend reach with webinar recordings
55 additional leads

The result?
Over 50% of leads engaged with two or more touchpoints, delivering warm prospects ready for sales

Why our Lead Generation approach works for Local Government Suppliers:

- ✔ Demonstrates your expertise through real-world examples
- ✔ Builds credibility through useful, practical insight, not another sales pitch
- ✔ Positions your team as experienced partners in local government delivery
- ✔ Engages decision makers and influencers at the same time before, during and post-event

Qualified Leads Generated

- 🚀 **510** Total Leads Generated
- 🚀 **65%** Senior Leadership
- 🚀 **30%** Management Tier
- 🚀 **5%** Specialist

Web Advertising



Reach key decision-makers and influencers from a trusted platform that is visited daily by thousands of visitors.

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.

30,000

UNIQUE MONTHLY VISITORS

52,000

MONTHLY LEADERBOARD IMPRESSIONS

30+

MONTHLY MPU CLICKS



Rates

- ✓ **SITE WIDE** Leaderboard: **£1,995 per month**
- ✓ **SITE WIDE** MPU: **£1,495 per month**
- ✓ **EXCLUSIVE** Channel Sponsorship: **from £3,995 per month**

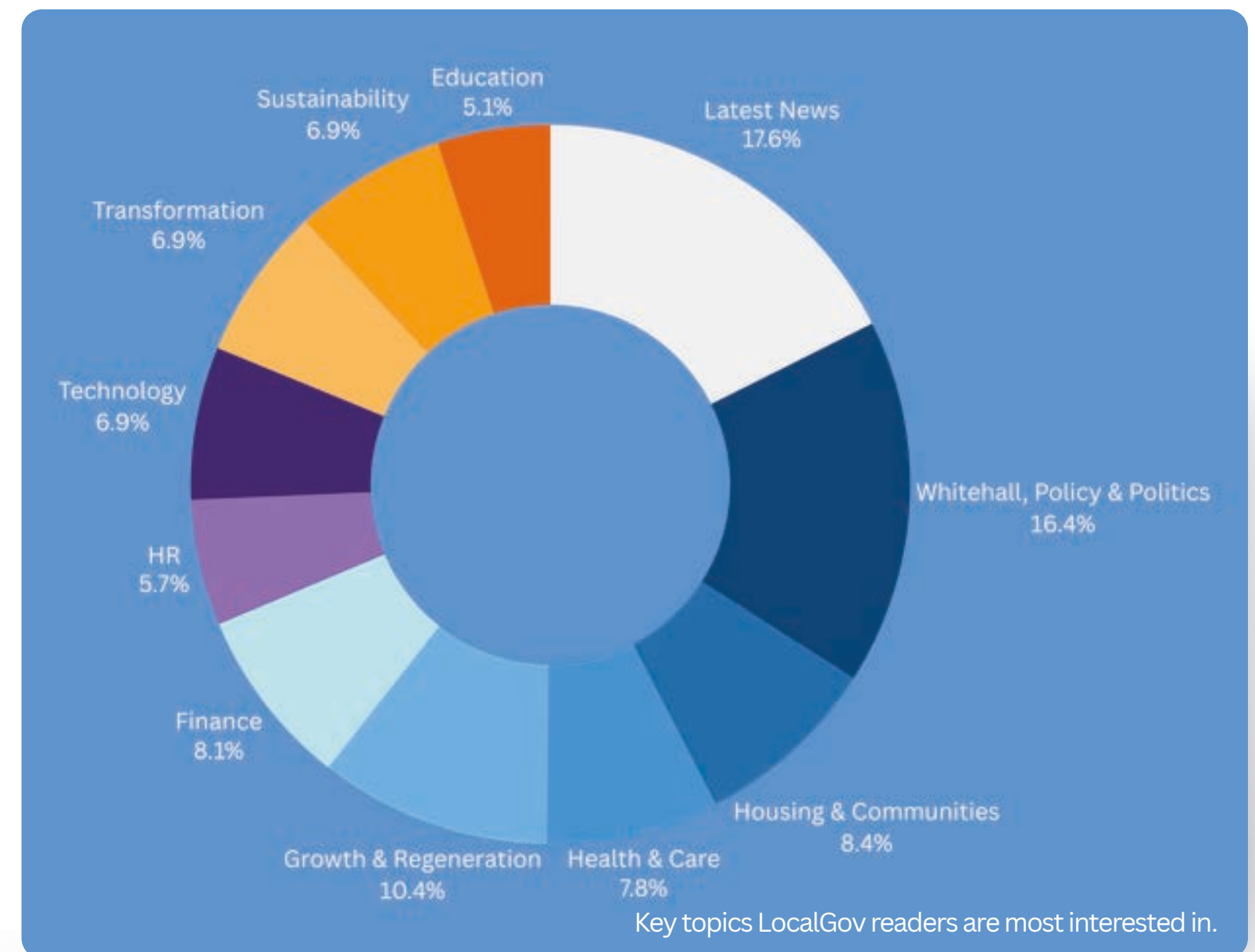
Channels: Politics & Policy, HR, Finance, Transformation and Health & Social Care

With 10,500 subscribers, the LocalGov Bulletin is integral to providing the sector with the top headlines, stories and commentary.

70% of readers use the bulletin as their main news source and an impressive 91% use the bulletin as a key tool to stay up to date with news.

Partnering with LocalGov, you can:

- ✓ **Exclusively sponsor the Daily Bulletin: £495 a week**
- ✓ **Send direct HTML mailers: £1,495 per send**
- ✓ **Upload your digital content: £1,695 per upload**
Included in the Daily Bulletin as a top story and pushed to over 18,000 social media followers
- ✓ **Local Gov Deep Dives: £2,995 per upload**
Enhance your content with a video recorded interview with the editor of LocalGov going into more detail about the topic







Recruitment




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.

Key Metrics

-  **45,000** Print & Digital Readership of TheMJ
-  **32,000** Combined social media followers on TheMJ & LocalGov
-  **20,000** Website job board visits
-  **19,000** Combined TheMJ & LocalGov bulletin subscribers featuring job roles

Benefits of recruitment advertising

-  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 James Smith, Deputy Managing Director
for local government recruitment information
james@spacehouse.co.uk / 07545 900599





With With Us



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[Click here to arrange a meeting
with the sales team](#)

Work with us

- ✦ **£8,495** LocalGov Special Report
- ✦ **from £6,995** Webinars
- ✦ **from £6,995** Roundtables
- ✦ **from £1,495** Web Advertising
- ✦ **£495** LocalGov Daily Bulletin
- ✦ **£1,495** Direct Mailers
- ✦ **£1,695** Content Pieces

Cost-effective packages available