

# LOCAL GOVERNMENT FOCUS

## 2023 RATECARD

DISPLAY ADVERTISEMENTS, INSERTS & ONLINE SERVICES

Local Government FOCUS is a highly regarded, independent newspaper reporting on the key issues that impact this vital sphere of government.

Local Government FOCUS is:

Produced monthly

Distributed to the key decision makers in Local Government – elected members and senior staff

Every Council in Australia receives on average 18 copies of LG FOCUS free of charge

Each edition is archived on our website at [www.lgfocus.com.au](http://www.lgfocus.com.au) and can be accessed digitally as a pdf page turner.

It is free to receive a copy direct to your mailbox each month. Just log on and click subscribe, enter email and name.

We cover

- Local government news
- Events
- Intergovernmental relations
- Best practice examples of councils large and small.
- Showcase your products or services via our monthly features covering specific areas of Local Government's diverse role. (See our features list on page 2).
- We offer editorial support, plus excellent discounts for multiple bookings.
- You have the added option of online exposure at [www.lgfocus.com.au](http://www.lgfocus.com.au)
- We can distribute your brochure as an insert to our total distribution or can dissect whereby insert only delivered to a nominated state.

Local Government across Australia is a rapidly growing sector. With ever increasing community expectations, annually councils spend over \$38 billion on a vast range of products and services.



To place your booking or for further information contact Local Government FOCUS  
Contact: Michelle Gibson M 0413 608 678 [michelle.gibson@starnewsgroup.com.au](mailto:michelle.gibson@starnewsgroup.com.au)

W: [www.lgfocus.com.au](http://www.lgfocus.com.au)

Classifieds: P: 1300 666 808

E: [sales@NetworkClassifieds.com.au](mailto:sales@NetworkClassifieds.com.au)

# Editorial Topics & Deadlines 2023

## JANUARY

Booking and Material Deadline 5th January  
Published 13th January

### National Issues

- Environmental sustainability & climate change
- Infrastructure, roads, trucks, fleet & asset management
- Rural & Regional Australia
- Financial sustainability & inclusive communities
- Broadband & communications
- Community engagement
- Recreation & the arts

## FEBRUARY

Booking and Material Deadline 2nd February  
Published 10th February

### Human Resource Management, OH&S

- Skills shortage, recruitment, courses & seminars
- Rehabilitation programs & OH&S courses
- Performance appraisals & other HR initiatives
- Work/life balance
- Training materials, inhouse, offsite & online training
- Safe work practices & safety products
- Insurance, security & risk management

## MARCH

Booking and Material Deadline 2nd March  
Published 10th March

### Information & Communication Technology (ICT)

- The latest software & hardware
- Internet, broadband & telecommunications development
- 24/7 services, CCTV & security
- Online training
- IT including electronic lodgements & content management
- GIS, GPS, VoIP & social media
- Libraries

## APRIL

Booking and Material Deadline 30th March  
Published 7th April

### Engineering, Public Works & Community Infrastructure

- Innovations in road design
- Water, drainage & other infrastructure
- Waste management & litter control
- Parks & gardens
- Traffic management & road safety
- Trucks & fleet, quality assurance
- Asset management & GIS mapping

## MAY

Booking and Material Deadline 4th May  
Published 12th May

### Administration, Management Systems & Customer Service

- Latest software systems
- State of the art office equipment
- Quality assurance/performance monitoring
- Financial management & procurement, benchmarking
- Human resources, staff development & risk management
- Contract management & customer service
- Training & courses

## JUNE

Booking and Material Deadline 1st June  
Published 9th June

### Environmental Management

- Climate change & a carbon economy
- Water conservation
- Recycling & waste management
- Landcare, open space, parks & gardens, bushcare
- Energy & resource efficiency
- Coastal & stormwater management
- Environmental health & environmental audits

## JULY

Booking and Material Deadline 6th July  
Published 14th July

### Financial Sustainability & Asset Management

- Roads & infrastructure, facilities management, innovative business practices
- Trucks & fleet
- Civil engineering & public works
- GIS & asset management techniques
- Software packages
- Debt management, budgeting, accountability & transparency

## AUGUST

Booking and Material Deadline 3rd August  
Published 11th August

### Community Services, Leisure, Parks & Gardens

- Initiatives & innovations in community development programs
- Recreation & the arts
- Parks & gardens, urban & open spaces
- Libraries
- Social planning
- Cultural & economic development
- Customer service

## SEPTEMBER

Booking and Material Deadline 31st August  
Published 8th September

### Best Practice in all aspects of Council operations

- Asset management, GIS & infrastructure
- Quality assurance, business development
- Environmental management
- Telecommunications, IT, software, hardware & icloud
- Roads and fleet
- Community engagement including social media

## OCTOBER

Booking and Material Deadline 28th September  
Published 6th October

### Training & Professional Development

- Innovative courses & seminars
- Staff development, performance appraisals
- Work/life balance, other HR initiatives & risk management
- Training videos & publications
- Inhouse & offsite training, online & distance education
- Community services, supporting youth
- Promotion of mental health

## NOVEMBER

Booking and Material Deadline 26th October  
Published 3rd November

### Tourism & Economic Development

- Regional development & ecotourism
- Economic development at a local or regional level
- Joint ventures between Local Government & the private sector
- Mainstreet projects
- Parks & gardens, public open spaces
- Water conservation & stormwater management
- Cultural & community development

## DECEMBER

Booking and Material Deadline 23rd November  
Published 1st December

### Business Efficiency & Sustainability

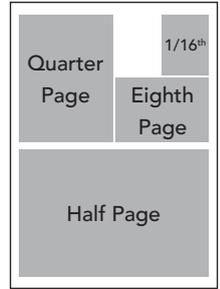
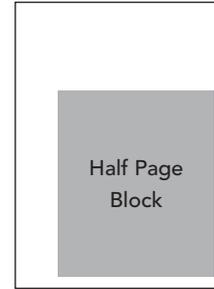
- Customer service, efficiency enhancing products & services
- IT & management systems
- Procurement, financial services & resource sharing
- Insurance
- Training programs
- Climate change & environmentally friendly business practices

# Advertising Rates 2023 (Full colour and GST included)

EFFECTIVE JANUARY 2023 AND VALID UNTIL DECEMBER 2023

	Sizes Height x Width	Casual	x3 Bookings	x6 Bookings	x12 Bookings
Full Page	377mm x 261mm	\$5,279	\$4,715	\$4,462	\$4,186
Half Page Block	282mm x 195mm	\$3,508	\$2,933	\$2,783	\$2,611
Half Page Horizontal	187mm x 261mm	\$2,921	\$2,473	\$2,323	\$2,185
Quarter Page Block	187mm x 129mm	\$1,656	\$1,438	\$1,323	\$1,242
Eighth Page Block	92mm x 129mm	\$909	\$759	\$736	\$690
Sixteenth Page Block	92mm x 63mm	\$449	\$403	\$357	\$339
Front Page Strip	60mm x 261mm	\$1,461	\$1,288	\$1,208	\$1,121

PREFERRED PAGE		FEATURE	
Requested Page	Loading	Requested Page	Loading
Page 3	25%	First Page	25%
Page 5	20%	Third Page	20%
Page 7	10%	Fifth Page	15%
Back Page	50%	Any Other Page	10%
Any Other Page	10%		



**Classifieds:**  
Contact us direct on: P: 1300 666 808 E: sales@NetworkClassifieds.com.au

## Artwork (Email to [advertising@lgfocus.com.au](mailto:advertising@lgfocus.com.au))

### MATERIAL SPECIFICATIONS

The preferred material format is a hi res PDF however we accept materials using these applications:

#### Electronic Artwork Specifications

The preferred material format is a PDF however we accept materials using these applications:

- InDesign CS5 - Documents must be accompanied by all images and fonts
- Adobe Illustrator (up to CS5) - Documents must have all fonts outlined and in an illustrator EPS format
- Photoshop (up to CS5)
- Acrobat 10.0
- Microsoft Word (.txt files only). DO NOT supply finished material, logos and pictures set in this program

#### Logos & Pictures

- JPEG - uncompressed, 200dpi at size
- Illustrator EPS (fonts outlined)
- TIFF - uncompressed, 200dpi at size

#### Material Transfer

- Quickcut
- Websend
- Email to Sales Rep
- True Type fonts are not accepted; your final material should be made up of only Postscript fonts.
- All artwork supplied must be in CMYK and 200dpi.

DO NOT supply photos which have been scanned bigger than they have been used in your material. This only makes the file size larger than it has to be.

- Please note that newspaper print has a dot gain of 25%. Four colour process jobs should be adjusted to allow for this dot gain.
- Total ink coverage of a flat CMYK colour should not exceed 240%.
- Maximum number of nodes in a single path not to exceed 1600

## Online Services 2023

The online version of LG Focus is found on our website at [lgfocus.com.au](http://lgfocus.com.au) where the latest story posts as well as content from previous editions can be found. A digital edition of the newspaper is produced each month and is freely available. This digital edition is an electronic version of the newspaper. Readers of LG Focus may register to receive monthly alert emails with the latest stories as well as a link to the digital edition. Advertising options include online banner ads, integrated content and unique opportunities using the LG Focus database to reach your audience online. For rates speak with your LG Focus advertising representative.

## INSERTS

### States Distribution By Breakdown

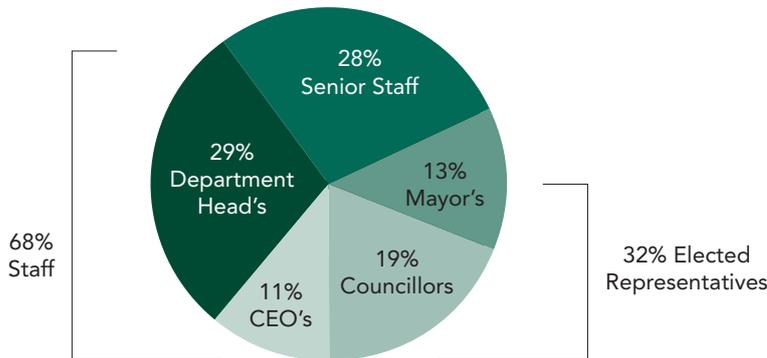
Distribution	Brochures	Cost
National coverage	10,000	\$3,380
NSW only	2,590	\$1,230
QLD only	1,350	\$950
VIC only	1,500	\$950
SA only	1,250	\$920
NT only	300	\$600
WA only	2,660	\$1,230
TAS only	550	\$720

Deadline for Inserts	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	03/01	31/01	28/02	28/03	02/05	30/05	04/07	01/08	29/08	26/09	24/10	21/11

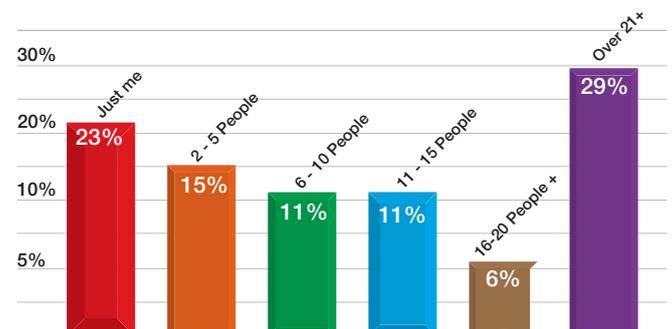
# Reader survey reaffirms our strong market penetration

91% OF RESPONDENTS READ LOCAL GOVERNMENT FOCUS

Positions of respondents



How many other people read your copy of Local Government Focus



\*Source Kantar Public January 2021  
Readership over 114,000

## Advertiser and reader feedback

### From Earthco Projects

"Local Government Focus (LGF) is the publication we use to get our message across to our customers, just last week a councillor was on site on a road project and commented that he had read about our PolyCom Stabilising Aid product in LGF and that was why we were on site.

Great publication that is straightforward and gets the job done. Online as well. What more can you ask for! "

**Mark Holding,**  
Managing Director,  
Earthco Projects

### From Harbour Software Pty Ltd

"Local Government FOCUS newspaper has been the predominate means for us to successfully launch our iPad application, Docs On Tap, to the Australian Local Government sector.

From the very first day our ad appeared we started to receive enquiries and the common refrain was "we read about your app in the LG FOCUS..."

Our experience has shown that LG FOCUS is accessed by the people we need to speak to and apart from that the team at LG FOCUS are great to deal with making the whole process so much easier. "

**Michael Craig,**  
Business Development Manager,  
Harbour Software Pty Ltd

## Comments from our reader survey

Great Newspaper for Local Government particularly regional LG – Mayor

It is a really valuable source of understanding what is happening in the sector  
– Department Head

Good background source of strategies and innovation across broad area of local gov. Not as overwhelming as many other formats of legislative or administrative input. More human. Informative, accessible. Particularly good for Councillors. – Councillor

I enjoy the updates and seeing what other LG's are doing. – Department Head

I enjoy stories that show what other councils are doing to improve their community – Mayor

Driving best practice, not just best LG practice  
– CEO

The LG Focus newsletter does provide an opportunity to see what is occurring around Australia and to make some comparisons with other councils. – Councillor

A number of our Councillors find it of great value – CEO

Our Councillors find the publication an excellent resource – Department head