



LAPV

MEDIA INFORMATION 2019

LAPV – THE EDITOR'S VIEW



LAPV is unique in its exclusive focus on the fleet, plant and waste sector.

Our dedicated editorial is designed to help readers find solutions. A combination of high editorial standards, input from industry experts and independent articles by top writers ensures that the latest technological advances are covered. LAPV combines journalistic integrity with the commercial interest of our advertisers that enables us to offer newsworthy stories, case studies, reports and comprehensive vehicle tests to the industry.

Over the last nine years, since I have been editor of LAPV, the local authority climate has changed considerably. Budget cuts have driven the search for quality and efficiency, which goes hand in hand with best value. It is in this challenging environment that demand for LAPV has increased.

In addition to our market leading publication, we have **www.lapv.co.uk** and our brand new conference, **Future Fleet Forum**. The website has been designed to bring you the latest local authority news on a daily basis, and to assist our audience in making the most informed fleet management decisions. The Future Fleet Forum brings together a high quality conference programme with an exhibition, workshops and vehicle demonstrations. The aim is to improve the current vehicle procurement process for the future and also inform more people of the latest legislation and technical developments taking place.

We look forward to working with you in the future.

Ann-Marie Knegt
Editor, LAPV

CIRCULATION & READERSHIP

Each issue of LAPV is sent to an average circulation of 4,500 professionals responsible for fleet and plant management in local authorities, contracting organisations, airports, utilities, police and fire services.

By utilising our existing contacts within Local Government and associations, we are able to provide the most up-to-date circulation of senior decision makers, including Heads of Transport, Fleet Managers, Waste Managers, Contract Officers, Grounds Maintenance, Community Transport, Street Cleansing Managers, Highways/ Winter Maintenance Operators and Recycling Managers.

TOTAL COVERAGE

Circulation: **4,500**

Average number of readers for one copy of LAPV: **5**

Total readership of LAPV: **22,500**

EXTRA COVERAGE

LAPV previews and reviews a number of key events in the UK and Ireland throughout the year, providing extra coverage for your advertisement including:

- LAPV Future Fleet Forum
- Cold Comfort
- Road Expo
- Southern Municipal Exhibitions
- National Refuse Championships
- OWL events



ADVERTISING IN LAPV

Since its inception in 1972, LAPV has played a major role in helping companies build and maintain their brand in the challenging public sector fleet and plant industry.

Advertising within LAPV puts your company in front of over 4,500 key decision makers in the UK and Ireland, and a pass on readership of 22,500 - generating sales leads and building valuable relationships with public sector clients and their contracting organisations.

In 2015, LAPV launched a brand new conference called **The LAPV Future Fleet Forum** and alongside the development of **www.lapv.co.uk** we can provide even more routes to market for you to promote your products and services to this sector in a co-ordinated approach. We can also produce tailored email shots, newsletters and round table events to best fit your marketing needs, and we would be delighted to discuss a package covering print, online and face-to-face options.

Please get in touch with Jason Pidgeon via email **j.pidgeon@hgluk.com** or telephone **0207 973 4645**.

FORWARD FEATURES

LAPV Q1 2019

Copy deadline: 4th March

Special focus:

Future Fleet Forum review
Future Fleet Awards

Technical reports:

Fleet and asset finance
Waste and recycling vehicles
Safety systems and software
Weighing systems

Efficiency:

Vehicle test

LAPV Q2 2019

Copy deadline: 4th June

Special focus:

Workshop Management solutions
Future Fleet Forum review

Technical reports:

RCVs for 2018
Sweepers
Waste handling equipment and earthmovers
Bin lifts
Grounds maintenance equipment

Efficiency:

Safety for vulnerable road users
Vehicle test



Local Authority Plant & Vehicles

Future Fleet Forum 2020

Wednesday 22 January 2020 | Guildhall, City of London

Hosted by



Register your interest today at futurefleetforum.co.uk

The LAPV Future Fleet Forum 2020 hosted by The City of London brings together Fleet and Transport Managers from the public sector and its contracting organisations, to address key challenges faced by our industry, including procurement issues, compliance, safety, and sustainability.

The Future Fleet Forum is the only international public sector fleet management event that offers new ways of thinking, examples of global best practice and solutions to overcome the challenges of managing a fleet in a constantly changing political environment.

The event features a conference, workshops, internal and external exhibitions which is free to attend for local government.

Running alongside the conference, The Future Fleet Awards acknowledge the most innovative strategic, safety, and sustainability initiatives in the UK fleet management sector. The Awards are supported by the City of London, City of New York, CILT and the City of London Police.

LAPV Q3 2019

Copy deadline: 5th August

Special focus:

Low emissions technology
Future Fleet Awards case study

Technical reports:

Vans and multi-use equipment carriers
Winter maintenance vehicles
Gulley and sweeper waste recycling systems
Earth movers and waste and treatment facility equipment
Vehicle test

Efficiency:

Vans and multi-use equipment carriers
Winter maintenance vehicles
Gulley and sweeper waste recycling systems
Earth movers and waste and treatment facility equipment
Vehicle test

LAPV Q4 2019

Copy deadline: 4th November

Special focus:

Future Fleet preview
Future Fleet Awards case study
Trends and developments in waste collection equipment for 2019

Technical reports:

Highways and verge maintenance
Street cleansing operations
Construction equipment
Safety systems
Bin lifts and bin weighing systems

Efficiency:

Tyre management
Streamlining fleet management operations – software focus
Vehicle test

PAGE RATES AND DIMENSIONS FOR 2019

Outside Front Cover Package includes:

- Cover photo and logo on outside front cover
- Full page advertisement in the main issue
- Full page advertorial piece in the magazine
- 100 copies of the magazine for your use

Total cost = £3,750

Please note, this package is limited to four per year and only one per customer

Double Page Spread £3,200

Bleed – 303mm x 426mm
Trim – 297mm x 420mm
Type – 275mm x 400mm

Full page £2,000

Bleed – 303mm x 216mm
Trim – 297mm x 210mm
Type – 275mm x 190mm

Online rates and dimensions

Banner advert £500 / month 728w x 90d

Tile advert £300 / month 120w x 100d

Company Profile £2,000 / year 120w x 100d

Half Page (Horizontal) £1,300

Type – 133mm x 190mm

Half Page (Vertical) £1,300

Type – 275mm x 90mm

Quarter Page £900.00

Type – 133mm x 90mm



For information on the LAPV Future Forum Event and other sponsorship opportunities please get in touch with **Jason Pidgeon** via email j.pidgeon@hgluk.com or telephone **0207 973 4645**.



"Advertising in LAPV magazine has given us the ability to increase our brand and product awareness in the Local Authority sector and convey our marketing messages across to key influencers in the Municipal sector."

Sylvie Giangolini, Hako Machines Ltd

GET IN TOUCH FOR YOUR BESPOKE PACKAGE

Do get in touch with us, so we can discuss the perfect package to reach out to your potential market. No other automotive publication in the UK solely targets the Local Authority plant and vehicle market. We do not just cover waste management but every aspect that touches the working life of fleet and plant managers working for Councils, Direct Service and Contracting Organisations.

If you are looking to make an impact, LAPV is the right magazine for you.

TECHNICAL SPECIFICATIONS

- Colour files to be supplied as composite CMYK. Mono as Greyscale
- Images supplied or contained within the advert must be effective resolution 300 dpi
- All required fonts must be embedded or included with the file
- PDF files should be high res press ready PDFs
- 3mm bleed and crop marks must be included on all full-page adverts, and all adverts where necessary.
- If all above specifications are met, files may be supplied as high res JPEG, ADS/Fnt or EPS formats

Email to g.toogood@hgluk.com

Or you can download your files onto our ftp site, please contact the Production department for information.

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Hemming Group Ltd

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"Geesinknorba has been working with LAPV for many years. It's a magazine with a very significant readership among our customers, so it's a good match. We value having our news reported by a magazine, which has maintained its editorial integrity and not buckled under commercial pressure, as some publications have.

We like the way LAPV looks beyond the news – who's done what with whom – and seeks to understand why they did it and what they'll do next. And we love the idea of being able to help shape the future of our industry which is why we support Future Fleet Forum in which we're taking an active role. And it happens to be organised by LAPV.

Readers trust it. We trust it."

Mick Hill, Geesinknorba





LAPV is the official magazine for:



Local Authority Plant & Vehicles

Future Fleet Forum 2020

Wednesday 22 January 2020 | Guildhall, City of London

Hosted by



CITY OF LONDON

Register your interest today at futurefleetforum.co.uk

020 7973 4645 | WWW.LAPV.CO.UK

The Hemming Public Sector Portfolio also includes:

