

LAPV | MEDIA INFORMATION
2020



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LAPV – THE EDITOR'S VIEW

LAPV is the ultimate thought-leading publication for the public sector fleet and plant management industry.

Designed for fleet and transport managers in the public sector and its contracting organisations, LAPV's dedicated editorial is crafted to help readers find solutions in times where the profession is changing rapidly. Fleet and plant managers have to look into safer, cleaner and more cost effective technology in order to comply with stringent environmental targets and to reduce emissions.

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.

Whether in the printed magazine, online at www.lapv.co.uk, via our regular digital newsletter or by a range of face-to-face events, LAPV can help you deliver innovative and out of the box marketing solutions that are suited to your brand.

We look forward to working with you.

Kind regards,

William Eichler
Editor, LAPV
Organiser, Future Fleet Forum

CIRCULATION & READERSHIP

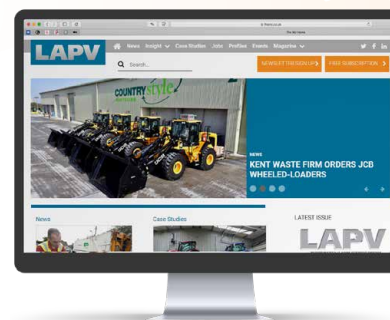
Each issue of LAPV is sent to an average circulation of 5,000 professionals responsible for fleet and plant management in local authorities, contracting organisations, airports, utilities, police, ambulance and fire services. By utilising our existing contacts within Local Government and associations, we are able to provide the most up-to-date circulation of senior decision makers, including Heads of Transport, Fleet Directors, Fleet Managers, Workshop and Depot managers, Contract Hire Managers, Waste Managers, Contract Officers, Grounds Maintenance, Community Transport, Street Cleansing Managers, Highways/ Winter Maintenance Operators and Recycling Managers.

TOTAL COVERAGE

CIRCULATION: **5,000**

AVERAGE NUMBER OF READERS
FOR ONE COPY OF LAPV: **5**

TOTAL READERSHIP OF LAPV: **25,000**



EXTRA COVERAGE

LAPV has exclusive media partnerships UK, Ireland and further afield throughout the year, providing extra coverage for your advertisement including:

- LAPV Future Fleet Forum ● Cold Comfort ● Road Expo ● National Refuse Championships
- OWL Wales, Scotland, Midlands, and Northern Ireland ● Impulsion Montreal

ADVERTISING IN LAPV

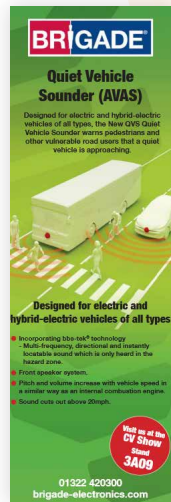
LAPV has played a major role in helping companies build and maintain their brand in the challenging public sector fleet and plant industry. Coming out in print and digital version four times per year, advertising within LAPV puts your company in front of over 5,000 key decision makers in the UK and Ireland, and a pass on readership of 25,000 - generating sales leads and building valuable relationships with public sector clients and their contracting organisations.

We feature highly targeted supplements in each issue that provide very strong overviews of what is going on in the industry.

Full page



Half page (Vertical)



Half page (Horizontal)

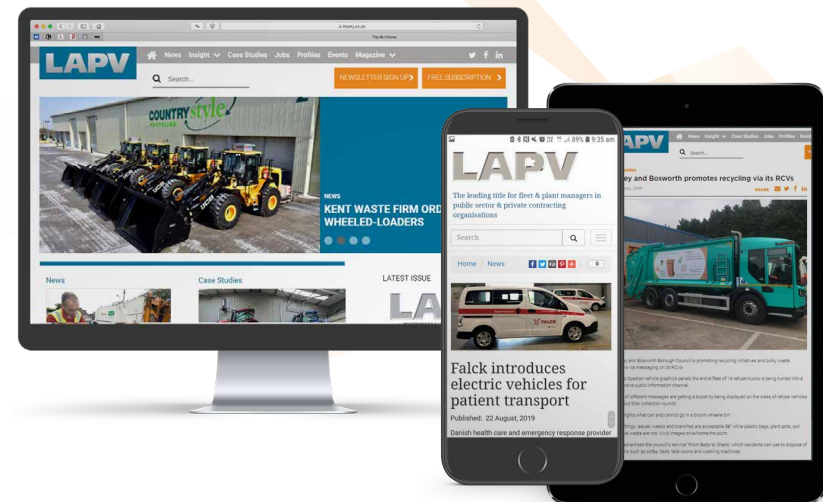


DIGITAL ADVERTISING

Advertising on lapv.co.uk firmly puts your company ahead of others when creating your digital foot print. LAPV has an increasingly strong social media footprint with a large viral reach due to its strong position on several digital platforms.

We can also produce tailored email shots, and company profiles, which you can change four times a year with your own content.

The dedicated LAPV newsletter goes out once a week to over 5,000 senior decision makers in the public sector fleet and plant industry, and offers digital marketing and advertising options to suit every need.



TO DISCUSS A PACKAGE COVERING PRINT, ONLINE AND FACE-TO-FACE OPTIONS.

PLEASE GET IN TOUCH WITH VINNY QUARTERMAINE VIA EMAIL V.QUARTERMAINE@HGLUK.COM OR TELEPHONE **0207 973 4645**

FORWARD FEATURES

LAPV Spring 2020

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 Summer 2020

Copy deadline: 4th June

Special focus:

Workshop Management solutions
Future Fleet Forum review

Technical reports:

RCVs for 2020
Sweepers Waste handling equipment and earthmovers
Bin lifts
Grounds maintenance equipment

Efficiency:

Safety for vulnerable road users
Vehicle test

LAPV Autumn 2020

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

Efficiency:

Vehicle test

LAPV Winter 2020

Copy deadline: 4th November

Special focus:

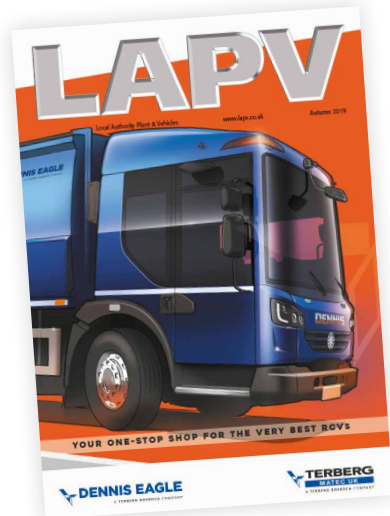
Future Fleet preview
Future Fleet Awards case study
Trends and developments in waste collection equipment for 2019

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



ADVERTISING RATES & DIMENSIONS

Print Rates

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

Full page £2,000

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

Half Page £1,300

Type – 133 x 190mm (Horizontal)
Type – 275 x 90mm (Vertical)

Quarter Page £900.00

Type – 133 x 90mm

Online Rates

Banner advert £500 / month 728w x 90d

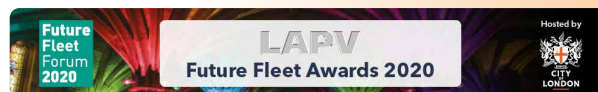
Tile advert £300 / month 120w x 100d

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

“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.”

Managing Director, Hako Machines

FUTURE FLEET FORUM & AWARDS



LAPV's Future Fleet Forum 2020 is hosted by The City of London, partnered with the City of New York, the City of Montreal, the Chartered Institute of Logistics and Transport (CILT) and the Society of Operations Engineers. Held at the historic Guildhall in the City of London, this world-class event 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 and qualified individuals in contracting organisations.

FUTURE FLEET AWARDS

The Future Fleet Awards are hosted by the City of London, supported by City of New York, City of Montreal, CILT and SOE.

Running in the evening after the conference, the Future Fleet Awards acknowledge the most innovative strategic, safety, and sustainability initiatives in the UK fleet management sector.



"A premium networking event"

Director, Thomas Auto Distribution

"A thoroughly enjoyable, very well organised event, that is clearly gaining momentum and interest with each year."

National Account Manager,
NRG Fleet Services Ltd



FUTURE FLEET ROADSHOWS

LAPV is organising half-day strongly targeted mini conferences (free to attend for qualified professionals) concluded with panel debates on essential industry topics identified by the Future Fleet team.

These days will take place at different venues all over the country with a different local authority host. They will be CPD accredited and address urgent industry issues. There will be four sponsors per session, a lunch sponsor, and one local authority host. There will also be an opportunity to drive vehicles brought by sponsors.

For information on the LAPV Future Forum Event, awards and other sponsorship opportunities please get in touch with Vinny Quartermaine via email v.quartermaine@hgluk.com or telephone 0207 973 4645.

GET IN TOUCH

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.

Gareth Toogood, Production Manager
+44 (0)20 7973 6603
Hemming Group Ltd

BESPOKE PACKAGES

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.

"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.

Readers trust it. We trust it."

UK Director, Geesinknorba

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LAPV



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

020 7973 4645 | WWW.LAPV.CO.UK

The Hemming Public Sector Portfolio also includes:

THE MJ

HEALTH MJ

LocalGov

LocalGovJobs

ACHIEVEMENT
AWARDS 2020
THE MJ

Local Government News
STREET DESIGN AWARDS

PUBLIC PROPERTY