

London bulletin

2009/10

MEDIA PACK
AND
RATE CARD

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“the number one magazine for London local government”



London Bulletin is produced by London Councils, the representative body for all of the capital's 33 local authorities. We campaign for more resources for London, help boroughs improve their performance and efficiency, and deliver a number of direct services designed to make life better for Londoners.

- *London Bulletin* is the only magazine sent directly to every London local councillor and senior officer in London, free of charge, every two months
- With more than 3,000 recipients, *London Bulletin* is the most widely read magazine in London local government
- Published since 2000, *London Bulletin* is targeted at key decision-makers in the capital and has developed a strong reputation among readers. In a recent survey, 88% of readers agreed *London Bulletin* keeps them up-to-date with local government issues; 92% found it informative and 94% said it was attractively designed
- Our unique focus on London local government delivers a highly targeted audience of key decision-makers across London
- Bi-monthly publication offers extended shelf-life for your advertisement
- Choice of adverts or inserts, voluntary sector discounts and repeat booking deals available

How much does it cost to advertise?

- Outside back cover (full page) full colour = £1,295 + VAT
- Outside back cover (half page) full colour = £750 + VAT
- Inserts from £595 + VAT for full run
- Discount for voluntary sector organisations
- Repeat booking deals available

What our readers say

“The Bulletin is well set out and always has something that I am interested in”

“Informative and up-to-date”

“Eye-catching and attractive”

“It's easy to read. I always retain each copy until the next issue”

“One of the best publications I regularly receive”

How do I get in touch?

To book an advert or discuss your insert requirements just contact ian.mitchell@londoncouncils.gov.uk or laura.compton@londoncouncils.gov.uk or telephone 020 7934 9715/9628