

**LAPV** | MEDIA INFORMATION  
**2022**



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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](http://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:

- Let's Recycle Live
- Cold Comfort
- Road Expo
- National Refuse Championships

# PARTNERS & SPONSORS



# 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 SCOTT PASCAL-MURRAY VIA EMAIL [S.PASCALMURRAY@HGLUK.COM](mailto:S.PASCALMURRAY@HGLUK.COM) OR TELEPHONE **0207 973 4619**

# FORWARD FEATURES

## LAPV Winter 2022

**Copy deadline:** 7th January 2022

Fleet challenges for 2022  
Trends and developments in waste collection equipment  
Street cleansing  
Decarbonisation  
Highways and verge maintenance  
Health and safety

## LAPV Spring 2022

**Copy deadline:** 1st April 2022

Grounds maintenance  
Bin lifts and bin weighing systems  
Cherry pickers/boom lifts  
Safety systems and software  
Fuel efficiency/green energy

## LAPV Summer 2022

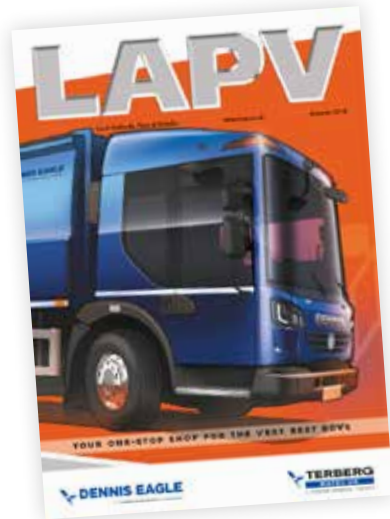
**Copy deadline:** 1st July 2022

Workshop management  
Vans and multi-use equipment carriers  
Waste and treatment facility equipment  
Tyre management  
Fleet management and asset finance

## LAPV Autumn 2022

**Copy deadline:** 7th October 2022

Winter maintenance vehicles  
Gully and sweeper waste recycling systems  
Earth movers and waste and treatment facility equipment  
Safety for vulnerable road users  
Autonomous vehicles



## 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

# 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](mailto: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 – Editor**  
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# LAPV



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The Hemming Public Sector Portfolio also includes:

