

LAPV

Your Gateway to Fleet and
Plant Professionals

SPONSORSHIP & PARTNERSHIP PROSPECTUS



3,000+

Monthly Website Visits



12,000+

Annual Website Sessions



5,000+

Weekly Bulletin Subscribers



Connect with fleet and plant vehicle professionals with LAPV

We help suppliers connect and engage with the local authority fleet and plant vehicle professionals who matter with tangible results.

LAPV unifies its readers by offering an insider's view of what's taking place within the industry and helps local authorities adapt and respond in a rapidly changing landscape.



Digital
Advertising



Print
Advertising



Editorial



Onsite visits and
Interviews



Face-to-face
events



Digital
events

LAPV magazine

LAPV is the most competitive thought-leading publication for the public sector fleet and plant management industry. Sought after by teams across the UK, every copy of the magazine gets read by up to 5 people in the local authority fleet sector.

LAPV provides expert views of what's taking place within the industry and helps local authorities adapt and respond in a rapidly changing landscape.



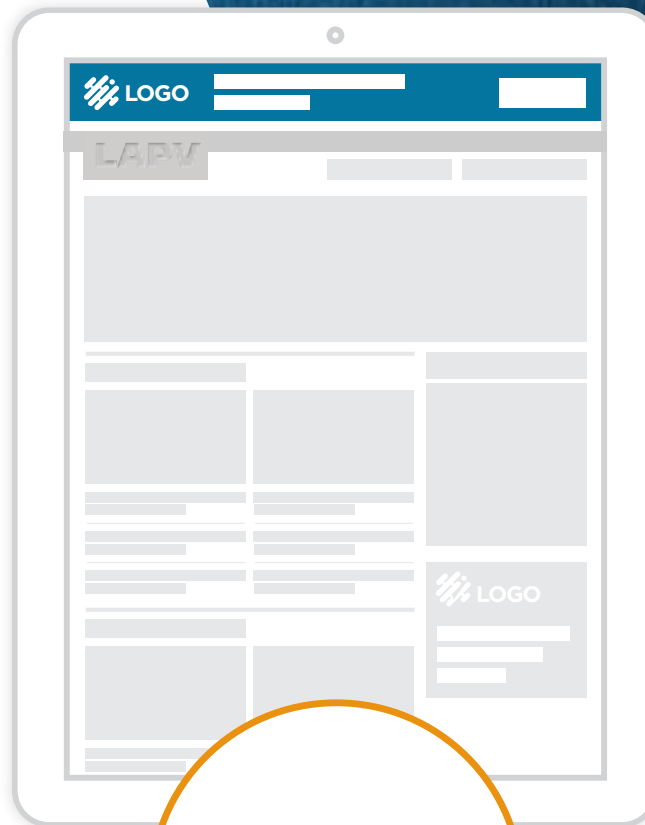
78%

of readers would recommend LAPV to their colleagues

Display Advertising

If you want your advertising to reach the key decision-makers in local government, you need to engage with platforms that interact with them on a weekly and daily basis.

Advertising on a trusted brand matters because audiences are much more likely to engage with your advertising and, more importantly, take action.



£695/month
Leaderboard



£495/month
MPU

Print Advertising

LAPV's wide range of topics covered in every quarterly magazine attracts the highest calibre of decision-makers and their teams providing the perfect environment for your advertising campaigns.



£2295

Front cover



£3195

Double page



£1995

Full page



£1295

Half page



£895

Quarter page

Amplify your message

Expand your reach even further through the weekly LAPV newsletter and access unrivalled editorial support.

The LAPV Editor will help you maximise the value of your content and promote this through social media to ensure a high return on investment.

- Weekly bulletin sponsorship £495/week
- Digital content piece £795
- HTML mailer £495



Editorials

Demonstrate how your organisation has its finger on the pulse when it comes to understanding the challenges within the sector and showcase your expertise and innovative solutions through sponsored columns and reports.

Illustrate how you can improve the lives of senior leaders and their teams by ensuring you place your brand at the forefront of their minds when considering new delivery partners.

- 12 month online profile £1295/year
- Advertorial full page £2,925
- Loose inserts £1,620



LAPV Forward Features 2024

LAPV Spring 2024

Copy deadline: Tuesday 26th March 2024

Published: Friday 12th April 2024

- In Focus: Profiles of four leading refuse collection vehicles
- Local authority fleet case study
- Bin lifts and bin weighing systems
- Food waste and recycling vehicles
- Fleet decarbonisation
- Road maintenance
- Digital Insight: The latest from the world of telematics

LAPV Autumn 2024

Copy deadline: Wednesday 21st August 2024

Published: Friday 6th September 2024

- In Focus: Profiles of four leading sweepers
- Local authority fleet case study
- Street cleansing
- Safety systems and software
- Driver and staff wellbeing
- Livery
- Air quality
- Digital Insight: The latest from the world of telematics

LAPV Summer 2024

Copy deadline: Thursday 13th June 2024

Published: Friday 28th June 2024

- In Focus: Profiles of four leading vans
- Local authority fleet case study
- Highways and verge maintenance
- Workshop management
- Vehicle hire and procurement
- Electric charging infrastructure
- Route optimisation
- Digital Insight: The latest from the world of telematics

LAPV Winter 2024

Copy deadline: Thursday 21st November 2024

Published: Friday 6th December 2024

- In Focus: Profiles of four leading pothole-repairing machines
- Local authority fleet case study
- Winter maintenance
- Driver safety and wellbeing
- Gritters
- Tyre management
- Digital Insight: The latest from the world of telematics

Roundtables

From £8,000 - £12,000

Partner with LAPV to connect with 8-12 hand-picked senior local government leaders and specialist buyers at a F2F or digital roundtable.

The LAPV Editor will moderate the conversation and nurture an open and spontaneous format, with the goal to generate as many different ideas and opinions from as many different people in the time allotted.

Sponsorship includes:

- Work closely with the LAPV Editor to brainstorm a relevant and stimulating topic
- Define an agenda and predetermine questions that are engaging and valuable to you and your participants
- Deliver a highly targeted marketing campaign to register the top-tier participants

**Partnering
with LAPV
ensures you**



Connect with
the right people



Clear return on
investment



Create valuable
and meaningful
conversations



Webinars

From £6,000 - £10,000

Bring together a wider and more varied audience within local government, with a panel of expert speakers to discuss and debate the most relevant topics challenging the sector.

Showcase your brand and expertise, and position yourself as a leader in the market. Participate by sharing your understanding and experience on how to overcome the challenges experienced by local government.

Benefits of sponsoring a webinar

- Establish your brand as a leader
- Build trust with your target audience
- Gain a better understanding of your audience pain points
- Reach a bigger and wider audience
- Create stronger, lasting business relationships
- Content lead generation opportunities in LAPV
- Generate qualified leads



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WORK WITH US:



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