

PARKINGReview

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www.TransportXtra.com



Media Information 2017



 @parkingreview

Magazine • Awards • Supplements • Conferences • Exhibitions • Online

PARKINGReview

Media Information 2017

The best parking news

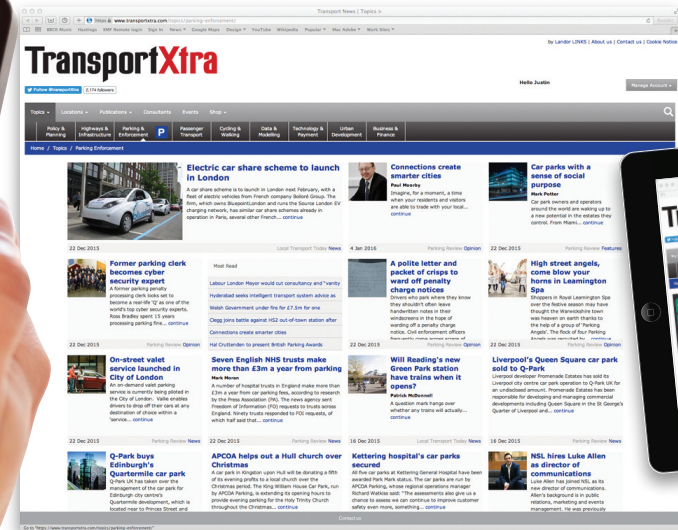
Parking Review is the leading source of independent news for the on-street and off-street parking sectors. Every edition looks at the management, enforcement, design and business of parking.

It is an essential read for anyone working in the parking and highways management sectors, as well as for facilities managers and property owners running car parks serving airports, shopping centres, supermarkets, hospitals and mixed-use developments.

The magazine was first published in 1989 and has gone on to define the parking sector. Its founding editor, Mark Moran, and his team have ensured that the magazine and its website (www.TransportXtra.com) provide expert, independent and trusted information.

And via the **British Parking Awards Parking Review** organises the social highlight of the year, an event that recognises the excellent work of those working in the sector.

As part of the Landor LINKS team, *Parking Review* programmes a series of sector-defining events such as **Parking & Property** and **Parking World**. These events provide excellent opportunities to meet potential and existing clients face-to-face, and offer a chance to network, showcase new services and products and promote your organisation's brands.



british parking awards 2017



Editorial: Mark Moran on 0207 091 7871

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@parkingreview

2017 Features

Parking Review is the ideal vehicle in which to advertise and promote awareness of your systems, services and ideas. Call Mark Moran to discuss ways in which our magazine, website and events can help raise your profile.

JANUARY <ul style="list-style-type: none">• PCNs and appeals: Representations and tribunals• Parking and health: Parking at hospitals, improving air quality and low emissions zones	JULY <ul style="list-style-type: none">• Residential parking: Consultations, permits, planning, housing estates and automated car parks• Recruitment and training: Courses, qualifications and skills development
FEBRUARY <ul style="list-style-type: none">• Parking permits: Blue Badge fraud prevention, resident parking schemes and virtual permits• Smarter vehicles: Connected cars, automated vehicles (AVs) and electric vehicles (EVs)	AUGUST <ul style="list-style-type: none">• Shopping centres and supermarkets: Parking loyalty and validation schemes• Intelligent parking: ANPR, sensors, data collection, VMS and satnavs
MARCH <ul style="list-style-type: none">• The front line: Uniforms, body-cams and communications systems• Retail parking: High Streets, shopping centres, supermarkets and deliveries Plus: Parkex 2017 Preview	SEPTEMBER <ul style="list-style-type: none">• Decriminalised enforcement: Parking, moving traffic and environmental enforcement• Street parking: Surveys, signs and lines, loading and unloading Plus: European Parking Congress Preview
APRIL <ul style="list-style-type: none">• Parking revenue: Maximising revenue streams• Debt recovery: Collecting overseas debt and debt management Plus: British Parking Awards 2017 Winners	OCTOBER <ul style="list-style-type: none">• Enforcement trends: Parking, moving traffic and environmental enforcement• Debt recovery: Road traffic debt and working with vulnerable debtors Plus: Parking World Preview
MAY <ul style="list-style-type: none">• Parking structures: Car park design and refurbishment• Green parking: Electric vehicle charging, LED lighting, car clubs, car-sharing and cycle parking	NOVEMBER <ul style="list-style-type: none">• Design and maintenance: New builds and car park renovation• Parking at transport hubs: Park & ride, rail station and airport parking
JUNE <ul style="list-style-type: none">• Payment systems: Cashless, contactless, apps and pre-booking systems• Campus parking: Schools, colleges, universities, business parks and hospitals Plus: Parking & Property 2017 Preview	DECEMBER <ul style="list-style-type: none">• Enforcement trends: Parking and moving traffic• Environmental enforcement: Tackling anti-social behaviour and creating safer neighbourhoods

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Advertising rates and data

DISPLAY ADVERTISING (width x height)	
Full page (type area)	184mm x 275mm
Full page (trim size)	210mm x 297mm
Full page (bleed – 3mm on all sides)	216mm x 303mm
Half page (horizontal)	184mm x 135mm
Quarter page	90mm x 135mm
Strips ads (horizontal, foot of page)	184mm x 42mm



RATES PER INSERTION	1	3	6	12
Double page spread	£2500	£2000	£1750	£1500
Full page	£1500	£1300	£1200	£1100
Half page	£1200	£1100	£1000	£900
Quarter page	£700	£650	£550	£500
Strips/banners	Available on request			
Special position	Available on request			

CLASSIFIED ADVERTISING (width x height)	
Note: When you book a classified position the contents of your advert will also be uploaded to www.Jobs-in-Transport.com for 1 month	
Full page (type area)	184mm x 272mm
Full page (trim size)	210mm x 297mm
Full page (bleed – 3mm on all sides)	216mm x 303mm
Half page (vertical)	90mm x 248mm
Half page (horizontal)	184mm x 122mm
Quarter page	90mm x 122mm
Eighth page	90mm x 58mm



RATES – RECRUITMENT	
Full page	£1500
Half page	£850
Quarter page	£500
Eighth page	£350

RATES – TENDERS/PUBLIC NOTICES	
Full page	£1090
Half page	£790
Quarter page	£650
Eighth page	£450

All prices exclusive of VAT (add 20%)

Directory panels

Each edition of *Parking Review* contains a number of specialist directories, including:

- Parking Consultants
- Parking Systems & Services
- Construction & Refurbishment
- Parking Recruitment Services



DIMENSIONS (width x height)	
Single panel	90mm x 38mm
Double panel	90mm x 83mm

FORMAT	SINGLE	DOUBLE
Full colour	£1800	£3000
2nd colour	£1350	£2230
Mono	£1010	£1690

Prices based on uptake of 12 insertions per series

Profiles and promotions

Besides traditional display advertising and flyers there are a number of ways in which companies and organisations can promote their products and services. These include:

- Company profiles – Pull-out and stitched in feature advertorial sections
- Cover-mounts, belly-bands and spread-markers – Customised promotional leaflets
- Online adverts – Buttons, banners and e-shots

Inserts and wrap arounds

A range of loose and stapled-in insert options are available, as are high impact advertising and promotional options including stick-ons, spread-markers and belly-bands.

Loose inserts

£1300 for up to 15gms. Heavier items by arrangement.

Online rates

TransportXtra

DIMENSIONS (pixels – width x height)		
Online adverts will be uploaded to www.TransportXtra.com		
Premium Horizontal Banner – <i>top right hand side of page</i>	468 x 60	£1200 pcm
Advertising Panel – <i>panel advert inserted with news items and appearing on pages that relate to similar subject area of the advert</i>	Premium position	
	350 x 235	£850 pcm
Options: Premium position – <i>placed on the first two rows of news on TransportXtra</i>	Standard position	
	350 x 235	£650 pcm
Standard position – <i>placed anywhere below first two rows of news on TransportXtra</i>	350 x 235	£650 pcm

Targeted mailing

Sponsorship of monthly pre-issue e-bulletin (12 per year). Includes editorial. Ideal for profile building. A great way to support product launches.

£500 per mailing or £1200 for a series of three

All prices exclusive of VAT (add 20%)

Sales: Tracy Hawley on 0121 218 0542

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