

MEDIA INFORMATION in print • online • events • exhibitions • supplements

PARKING *Review*

• 20th Birthday Issue •

PARKING *Review*

Issue No. 210

20

The Parking Professionals

Featuring

- Mark Moran
- David Haverly & Patrick McDowall
- Alan Ashbee
- Kateia Reynolds
- Rick Pittman
- Raven Taylor
- Alastair Macmillan
- David Mackenzie
- Alastair Trank
- Barry Tucker & Lee Knight
- Graham Ross

the enforcers

Issue No. 10



A STEP CHANGE

Aberdeen's new style city wardens take to the street



Home | Parking Review

www.parkingreview.co.uk

LOGIN or REGISTER

Welcome to **www.parkingreview.co.uk**

PARKING *Review*

Top Picks

November issue contains

Parking Summit & Training survey

Hospital parking debate

ESSENTIAL GUIDE TO DESIGN & REFURBISHMENT

To request your sample copy click here

the enforcers

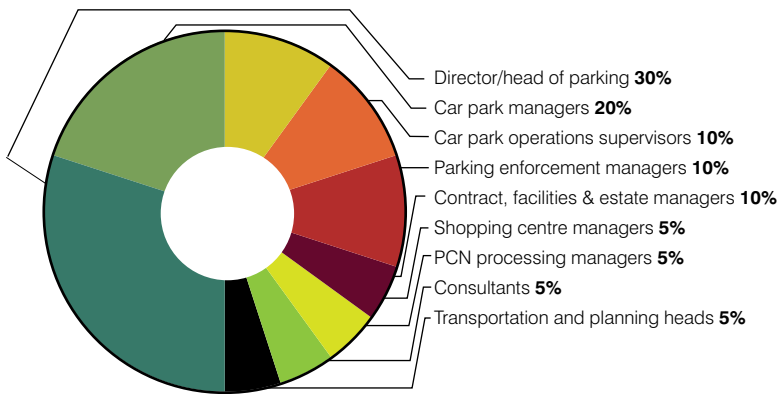
UNEASY RIDERS

Enforcers 10 contains

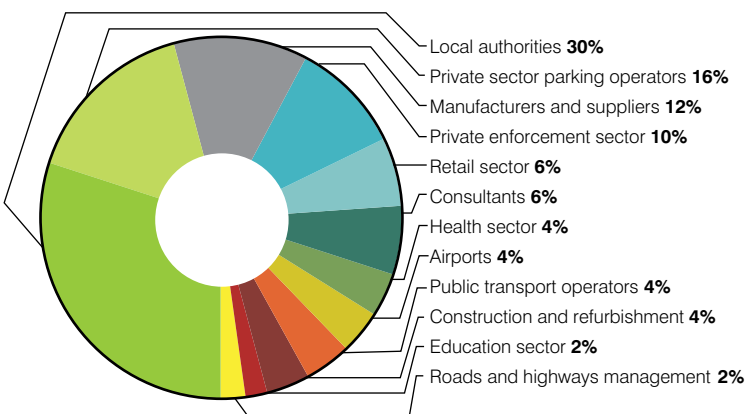
MEET THE FAMILY



Readership by profession



Readership by sector



Every month *Parking Review* provides unrivalled news, views and analysis of the latest developments in both the on and off-street parking sectors. The magazine is read by management level professionals in public and private sector parking management and covers everything from local authority parking enforcement to the refurbishment of multi-storeys, residents' parking permit schemes and the management of shopping centre car parks.

Since its beginnings in 1989 as a bi-monthly journal our family has grown to include *The Enforcers* and key annual events such as the **British Parking Awards**, **Enforcement Summit** and **Parking Management Conference** — events that offer a number of effective advertising, exhibition, sponsorship and promotional opportunities enabling you to engage with an audience of parking managers, facility managers, consultants, developers and other key players in the sector.

Our website – www.parkingreview.co.uk – provides live news, products and services listings, events and a wealth of archive information. It is the perfect platform to reach even more potential clients. We can usually place your advertisement online within 24 hours — so you can get results fast.

We are only too pleased to discuss how we can create bespoke packages that complement the message that you want to communicate to this fast-growing and vibrant sector. Besides our excellent print and online display, classified and directory advertising, we can offer you a wide range of other ways of reaching our readership, including bound and loose inserts, cover-mounts, company profiles, email alerts and direct mail. If you don't see the option you want printed just ask and we will devise a bespoke solution.

parkingreview.co.uk

Our new look website comes with all you would expect from a magazine-based site. With up-to-the minute industry news, jobs and tender advertising, directory and event listings, it's the must visit website for parking and enforcement professionals.

The site features:

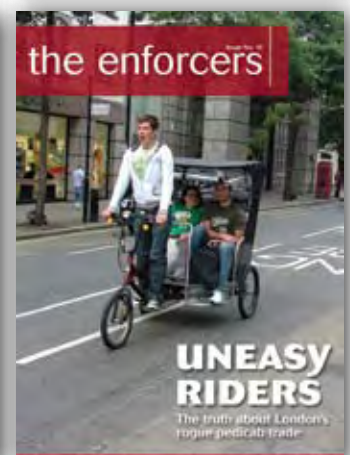
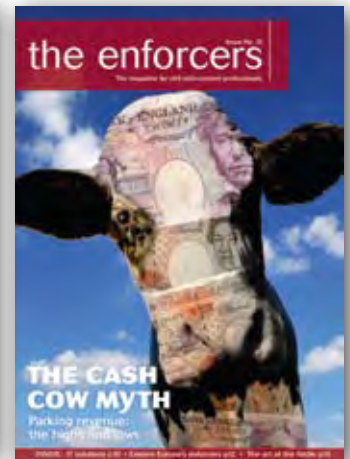
- Interactive classified directories
- Banner and skyscraper advertising positions
- Button advertising positions
- Frequent news updates
- Word searchable archives
- Parking events calendar
- Essential links



The Enforcers

The widely acclaimed quarterly publication produced by the Parking Review team. The Enforcers provides sector-defining intelligence on the worlds of:

- Civil parking enforcement
- Congestion charging
- Highways enforcement (vehicle tax evasion, speeding, drink driving)
- Street-scene and neighbourhood management
- Revenue collection & debt recovery



Sales Contacts

Frank Kingaby (South), Suite 17, Spice Court, Plantation Wharf, Battersea, London SW11 3UE
Tel: 020 7924 5885 Email: frankkingaby@cjplconsultants.com

Tracy Hawley (Midlands & North), 121 Slade Road, Sutton Coldfield B75 5PB
Tel: 0121 323 5463 Email: tracy.hawley@landor.co.uk

Essential Guides & Supplements*

Throughout the year Parking Review produces a series of Essential Guides on a range of themes. These special supplements allow us to explore issues such as parking management, payment systems, debt recovery and car park refurbishment in more detail. They are produced both in A4 and the large-scale Parking Review formats.

Details of dates of publication are available from the advertising team.



Construction & Refurbishment

The Essential Guide will include features and site profiles covering:

- Refurbishment
- Maintenance & Inspections
- Fit-outs
- Design trends

Includes: A-Z of key contractors and system suppliers



Parking Payment Systems

The Essential Guide will contain case studies and profiles covering:

- Pay & display
- Pay-on-foot
- Card payment
- Phone parking

Includes: A-Z of key suppliers



Enforcement & The Who's Who in Debt Recovery

The Essential Guide will feature interviews, profiles covering:

- Road Traffic Debt
- Legislative changes
- Bailiff training
- Debt management services

Includes: A-Z of key companies and suppliers



Parking Management

The Essential Guide will contain:

- Profiles of top companies
- CEO interviews
- Market trends
- Case studies

Includes: A-Z of key management companies

Traffic Management



The Essential Guide will include features and analysis of themes such as:

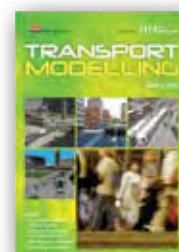
- Traffic Management Orders
- Controlled Parking Zones
- 20mph and Home Zones
- Bus Lanes
- Consultations, surveys and data collection

Supplements and guides



Parking Review and its sister paper Local Transport Today also produce a range of supplements, guides and directories covering themes such as travel planning, IT systems and transport modelling.

For details of these contact Daniel Simpson on 0845 270 7861 or email daniel.simpson@landor.co.uk



*Some supplements are printed 'run of paper' with Parking Review, to Parking Review size.

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2010 FEATURE LIST

Display Advertising for the Guides

Dimensions [width x height]

Full page (type area)	194mm x 276mm
Full page (trim size)	210mm x 297mm
Full page (bleed-5mm all sides)	220mm x 307mm
Half page (vertical)	95mm x 276mm
Half page (horizontal)	194mm x 135mm
Quarter page	95mm x 135mm

Full page	£1900
Inside front cover	£2150
Half page	£1400
Quarter page	£760

All prices quoted are for colour advertising, bleed and guaranteed positions: Add 15%

Enhanced Directory Entry

To include your company logo alongside your directory entry £100



EVENTS

Each year Parking Review runs three key industry events.

- British Parking Awards
- Enforcement Summit
- Parking Management



Sales Contact

Matthew Knight, Apollo House, 359 Kennington Lane,
London SE11 5QY Tel: 0845 270 7969
Email: matthew.knight@landor.co.uk

January

- Parking enforcement: Outsourcing and procurement
- Car park refurbishment

February

- CPZs, residents' parking permits, signing & lining
- Payment technology

Parkex Preview

March

- Parking enforcement IT systems
- Fraud prevention and revenue protection

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April

- Safer Parking: Security, CCTV and ANPR
- Car clubs and car sharing

British Parking Awards review (tbc)

May

- Training and skills development
- Car park construction and refurbishment

June

- Traffic management: Bus lanes, roadworks, the street-scene
- Civil Parking Enforcement (CPE)

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July

- Campus parking: Hospitals, colleges, universities
- Railway stations and Park & Ride

August

- Airport parking: Marketing, design and management
- Motorbike & cycle parking

September

- Public consultation, surveys and consultants
- Bus lane enforcement

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October

- Cashless parking: Phone parking, card payment, etc
- Customer service: Parking shops, websites, etc

November

- Car park design & refurbishment
- Parking guidance and VMS systems

December

- Retail parking
- Uniforms and manned guarding

the enforcers

PRINT ADVERTISING

(Prices held since January 2008. All prices exclusive of VAT – add 15%)

Display Advertising

Dimensions [width x height]

Full page (type area)	220mm x 305mm
Full page (trim size)	240mm x 332mm
Full page (bleed-5mm all sides)	250mm x 342mm
Half page (vertical)	106mm x 305mm
Half page (horizontal)	220mm x 150mm
Quarter page	106mm x 150mm
Mini page (solus)	163mm x 210mm
Strips/Banners	Available on request

Insertions

	1	3	6	12
Double Page Spread	£2500	£2000	£1750	£1500
Full page	£1900	£1800	£1750	£1690
Inside front cover/back	£2150	£2020	£1990	£1900
Mini page (solus)	£1630	£1550	£1500	£1450
Half page	£1400	£1350	£1310	£1250
Quarter page	£760	£710	£690	£675

All prices quoted are for colour advertising. bleed and guaranteed positions: Add 15%



Sales Contacts

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Tel: 020 7924 5885 Email: frankkingaby@cjplconsultants.com

Tracy Hawley (Midlands & North), 121 Slade Road, Sutton Coldfield B75 5PB
Tel: 0121 323 5463 Email: tracy.hawley@landor.co.uk

Classified Advertising

(When you book a classified position the contents of your advert will also be uploaded on www.parkingreview.co.uk for 1 month)

Dimensions [width x height] as for display except...

Full page (type area only)	220mm x 282mm
Half page (vertical)	106mm x 282mm
Half page (horizontal)	220mm x 140mm
Quarter page	106mm x 140mm
Eighth page	106mm x 65mm

Recruitment

Full page	£2900
Half page	£1675
Quarter page	£995
Eighth page	£625

Tenders/public notices

Full page	£1550
Half page	£1100
Quarter page	£650
Eighth page	£450

Loose inserts

£1240 for up to 15gms. Heavier items by arrangement



Recruitment Agency Panels

Dimensions [width x height]

Single	108mm x 46mm
Double	108mm x 96mm

Insertions

	Single	Double
Full colour	£1800	£3000
2nd colour	£1350	£2230
Mono	£1015	£1690

Insertions are based on an uptake of 12 per series



Recruitment Sales Contact

Jimmy Deane, Apollo House, 359 Kennington Lane, London SE11 5QY
 Tel: 0845 270 7893 Email: jim.deane@landor.co.uk

Directory Panels

Dimensions [width x height]

Single	108mm x 46mm
Double	108mm x 96mm

Insertions

	Single	Double
Full colour	£1800	£3000
2nd colour	£1350	£2230
Mono	£1015	£1690

Insertions are based on an uptake of 12 per series



For print & online package add £200 to above rates

Online entry comprises text entry, contact details, links and your company logo



Sales Contacts

Frank Kingaby (South), Suite 17, Spice Court, Plantation Wharf, Battersea, London SW11 3UE
 Tel: 020 7924 5885 Email: frankkingaby@cjlconsultants.com

Tracy Hawley (Midlands & North), 121 Slade Road, Sutton Coldfield B75 5PB
 Tel: 0121 323 5463 Email: tracy.hawley@landor.co.uk

ONLINE ADVERTISING

(All prices exclusive of VAT – add 15%)



Banner [728x90 pixels]

Skyscraper [120x600 pixels]

Duration	Cost
12 months	£1900
6 months	£1000
3 months	£650
1 month	£350

Button [120wx60h pixels]

Duration	Cost
12 months	£1500
6 months	£900
3 months	£500
1 month	£250

Button [120wx90h pixels]

Duration	Cost
12 months	£1550
6 months	£950
3 months	£550
1 month	£300

TECHNICAL SPECIFICATIONS

All our publications are four colour. Colour artwork should be supplied ready for four colour printing process. Any artwork supplied otherwise will be converted to CMYK.

Print specifications

- Images (logos, pictures, graphics) 300dpi minimum
- TIFF/EPS/BMP (please try to avoid supplying JPEGs)
- 4 colour ads to be pre-split for CMYK
- PDFs must be PRESS OPTIMISED with fonts outlined and images embedded
- Artwork can be supplied on CD, by e-mail or, if too large, FTP (e-mail us at production@landor.co.uk for details)
- Production Email: production@landor.co.uk (max. 10MB)
- Ensure all disks are supplied with FONTS and IMAGES
- Wherever possible please supply a PDF proof of your advert
- Design and typesetting service available at a cost of £50 per advert

Programs used

- QuarkXpress 7 • Adobe Creative Suite 3

We do not accept artwork supplied in Word/Powerpoint/Publisher/Freehand/CorelDraw.

Queries regarding the above can be made to the production department on 0845 270 7882



Online specifications

- Banners, skyscrapers and buttons may be GIF or Flash file format
- File sizes must be no larger than 25k
- Flash banners must have the link embedded