MEET THE FAMILY

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

**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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Tel: 0121 323 5463  Email: tracy.hawley@landor.co.uk
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) 94mm 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

2010 FEATURE LIST

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

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)

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

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

Events

Each year Parking Review runs three key industry events.

- British Parking Awards
- Enforcement Summit
- Parking Management

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

Display Advertising

Dimensions [width x height]

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<tr>
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Insertions

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<td>£675</td>
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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…

<p>| | | |</p>
<table>
<thead>
<tr>
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Recruitment

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Tenders/public notices

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<tbody>
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Loose inserts

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

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

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Tel: 0121 323 5463  Email: tracy.hawley@landor.co.uk
ONLINE ADVERTISING

(All prices exclusive of VAT – add 15%)

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<tr>
<td>3 months</td>
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<tr>
<td>1 month</td>
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<tr>
<th>Button [120wx90h pixels]</th>
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<td>Duration</td>
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<td>3 months</td>
<td>£650</td>
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<tr>
<td>1 month</td>
<td>£350</td>
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</tbody>
</table>

ONLINE ADVERTISING

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