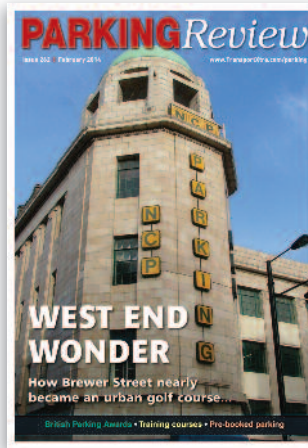


PARKINGReview



2015 INFO PACK



british parking awards 2015



MAGAZINE • SUPPLEMENTS • CONFERENCES • EXHIBITIONS • AWARDS • ONLINE

The world's best parking magazine

Parking Review is the leading source of independent news and analysis for the on-street and off-street parking sectors. Every edition contains a mix of news and features looking at the management, enforcement, design and business of parking.

Last year *Parking Review* celebrated its Silver Jubilee. 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, its website (www.TransportXtra.com/parking), supplements and events such as the **Parking & Property** and **Parking World** 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.

Parking Review 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.

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



Editorial: Mark Moran on 0207 091 7871
Email: mark.moran@landor.co.uk

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2015 Features

<p>JANUARY The Park & Ride Issue <i>Focus on:</i> Park & ride operations, bus lane enforcement and the workplace parking levy</p>	<p>JULY The Resident Parking Issue Consultation and surveys, permit schemes, parking standards and the driveway parking market</p>
<p>FEBRUARY The People Issue Training, recruitment and customer service <i>Focus on:</i> Uniforms</p>	<p>AUGUST The Transport Issue Airports, rail stations, park & ride and cycle parking <i>Focus on:</i> Campus parking - Hospitals, colleges and universities</p>
<p>MARCH Enforcement Trends Civil parking enforcement, moving traffic, bus lanes and ANPR technology <i>Focus on:</i> Debt recovery</p>	<p>SEPTEMBER Parking Payment Special Pay stations, pre-booking apps and ticket technology <i>Plus:</i> EPA Congress Preview</p>
<p>APRIL Parkex 2015 Preview Preview of systems and services at Parkex 2015 <i>Focus on:</i> Retail parking - design, management and enforcement <i>Plus:</i> British Parking Awards - Winners Special</p>	<p>OCTOBER The Management Issue Parking operators, ANPR enforcement, additional revenues (ie. advertising, filming etc) <i>Plus:</i> The top parking companies</p>
<p>MAY The Car Park Special Design, refurbishment, maintenance and inspection <i>Focus on:</i> Safer Parking - Lighting, CCTV and access control <i>Plus:</i> Parking & Property 2015 Preview</p>	<p>NOVEMBER The Car Park Special Maintenance and Life Care Plans, energy management systems, electric vehicle charging and robotic parking technology <i>Plus:</i> Parking World 2015 Preview</p>
<p>JUNE Intelligent Parking Issue Parking sensors, parking apps and 'the sharing economy' <i>Plus:</i> The top parking consultants</p>	<p>DECEMBER Enforcement Trends Civil parking enforcement, penalty processing, appeals and representations</p>

The Parking Handbook 2015

Summer 2015 sees *Parking Review* publish the second edition of *The Parking Handbook*.

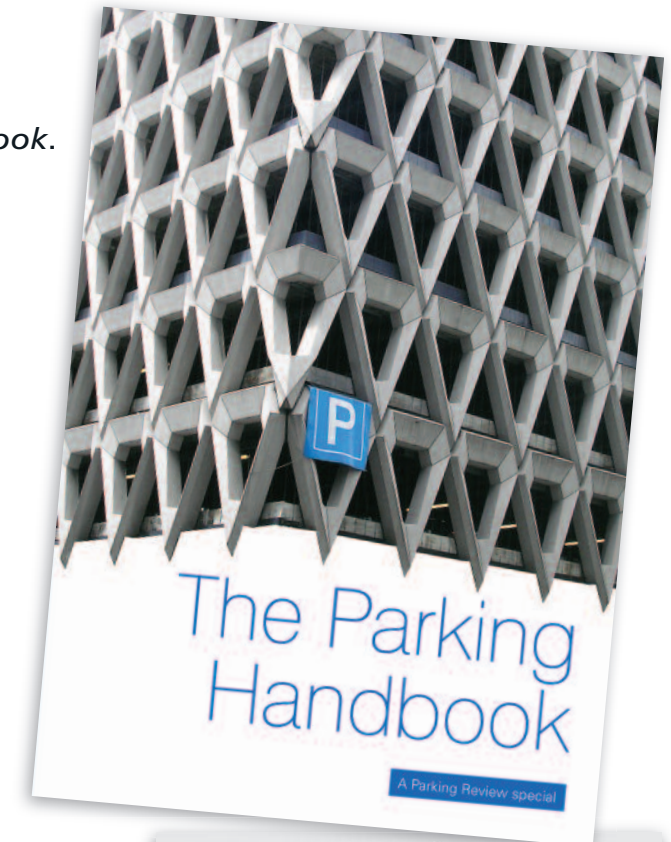
Launched in 2014 to great acclaim, it provides a long shelf life guide to parking management, a look at who's who in the sector and covers the innovative thinking that will shape the future.

The Parking Handbook will showcase the latest and best in:

- Parking payment technology
- Management and enforcement outsourcing
- Permit operations
- Parking enforcement IT and support services
- Training and skills development
- Debt recovery
- Car park design, refurbishment and maintenance

The Parking Handbook also includes an A-Z listing of key suppliers (A-Z listings are paid for).

To arrange your listing please call: **Tracy Hawley** on **0121 218 0542**



Sales: Tracy Hawley on 0121 218 0542
Email: tracy.hawley@landor.co.uk

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Parking Review Live

As part of the Landor LINKS team, *Parking Review* programmes a series of sector-defining events. These conferences, exhibitions and awards events provide excellent opportunities to meet potential and existing clients face-to-face.

Sponsorship and Exhibition Opportunities

Parking Review events offer a chance to network, showcase new services and products and promote your organisation's brands. For details of sponsorship and exhibition packages contact: **Daniel Simpson**.

Tel: 0207 091 7861 or
Email: daniel@landor.co.uk



Parking & Property – 13 May, London

This seminar brings together professionals working in the property development, architectural, engineering, construction, parking and facilities management sectors. It will look at trends in the development, finance, construction, refurbishment and management of car parks.
www.TransportXtra.com/events



Parking World – 12 November, London

The leading annual event for public and private sector parking managers. The conference discusses themes such as enforcement, payment systems, sensor and guidance technology and skills development. The seminars are supported by a major exhibition which this year will feature over 40 companies.
www.parkingworld.co.uk



The British Parking Awards showcase excellence in parking management, design and innovation. The gala lunch, attended by around 600 people, is the social highlight of the parking calendar.

This year's awards ceremony, hosted by Ade Adepitan, will be held at the Lancaster Hotel, London on 6 March 2015.

FOR SALES & SPONSORSHIP OPTIONS CONTACT:

Tracy Hawley on 0121 218 0542
Email: tracy.hawley@landor.co.uk

www.britishparkingawards.co.uk

british parking awards 2015

Sales: Tracy Hawley on 0121 218 0542
Email: tracy.hawley@landor.co.uk

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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 (vertical)	90mm x 275mm
Half page (horizontal)	184mm x 135mm
Quarter page	90mm x 135mm
Quarter page <i>Plus</i> (solus)	90mm x variable
Strips ads (horizontal, foot of page)	184mm x 42mm
Banner ads (vertical, column width)	42mm x variable

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
Quarter page <i>Plus</i> (solus)	Available on request			
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.TransportXtra.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	£2900
Half page	£1675
Quarter page	£995
Eighth page	£625

RATES – TENDERS/PUBLIC NOTICES	
Full page	£1550
Half page	£1100
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
- Car Park 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
- Directory listings – Company logo and company descriptions in special editions of *Parking Review* and supplements
- 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 advertising will be uploaded to www.TransportXtra.com		
Premium Horizontal Banner	468 x 60	£1000
Secondary Horizontal Banner	468 x 60	£800
Vertical Banner	120 x 400	£750
Premium Button	120 x 60	£800
Square Button	120 x 120	£650

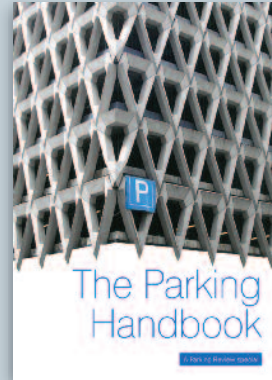
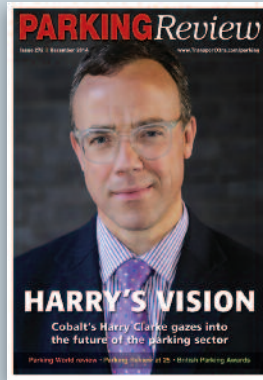
Targeted mailing

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%)

Technical data



All our publications are 4-colour. Colour artwork should be supplied ready for the 4-colour printing process. Any artwork supplied otherwise will be converted to CMYK.

We prefer to receive press-ready PDFs. We will also accept TIFF and

EPS files as long as there is a minimum image resolution of 300dpi and all images are split into CMYK. In all cases please ensure, where appropriate, all fonts and images used are supplied and please provide a PDF proof of your advertisement.

Artwork can be supplied on CD, by e-mail or, if too large, you can upload to our FTP – e-mail: production@landor.co.uk for login details.

Design and typesetting service is available starting from £100 per advert.

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

Queries on the above to: production@landor.co.uk



Meet our readers

Parking Review has a high quality readership of parking professionals spanning the on-street and off-street sides of the business. It is read by people working both in the public and private sector, as well as consultants, facilities managers, designers, construction companies and the suppliers of parking systems and services.

READERSHIP



- Private sector – 50%
- Public sector – 40%
- Organisations, agencies, etc – 3%
- Other – 7%

JOB TITLE



- Manager/officer – 40%
- Director/head of service – 30%
- Supervisor/team leader – 15%
- Other – 15%

PRIVATE SECTOR BY ACTIVITY



- Management contractors – 30%
- Enforcement IT, CCTV & back office systems – 20%
- Car park owners (private sector) – 10%
- Building design & refurbishment – 10%
- Payment systems – 10%
- Consultants – 10%
- Debt recovery – 5%
- Other (training, recruitment, media, etc) – 5%

Sales: Tracy Hawley on 0121 218 0542
 Email: tracy.hawley@landor.co.uk

Meet the family

Parking Review is published by Landor LINKS, the leading knowledge network in the parking, highways management, passenger transport, urban design and related fields. Landor LINKS produces a wide range of print and online publications as well as running key events throughout the year.

Publications include:

- Local Transport Today
- Get Britain Cycling
- Smarter Travel
- Bus Rapid Transit Update
- Data & Modelling
- Placemaking
- The Future of Highways Delivery

Websites include:

- TransportXtra.com
- GetBritainCycling.net
- RUDi.net
- Jobs-in-transport.com
- Jobs-in-rail.com
- Urbandesign.jobs

Events include:

- British Parking Awards
- Cycle City
- Parking & Property
- Parking World
- Rail & Parking
- Smarter Travel
- UK Rail & Freight

