



The home of parking, traffic and urban mobility management

Media Information 2018



From the same publishers that bring you...

**british
parking
awards**



Magazine • Awards • Supplements • Conferences • Exhibitions • Online

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.



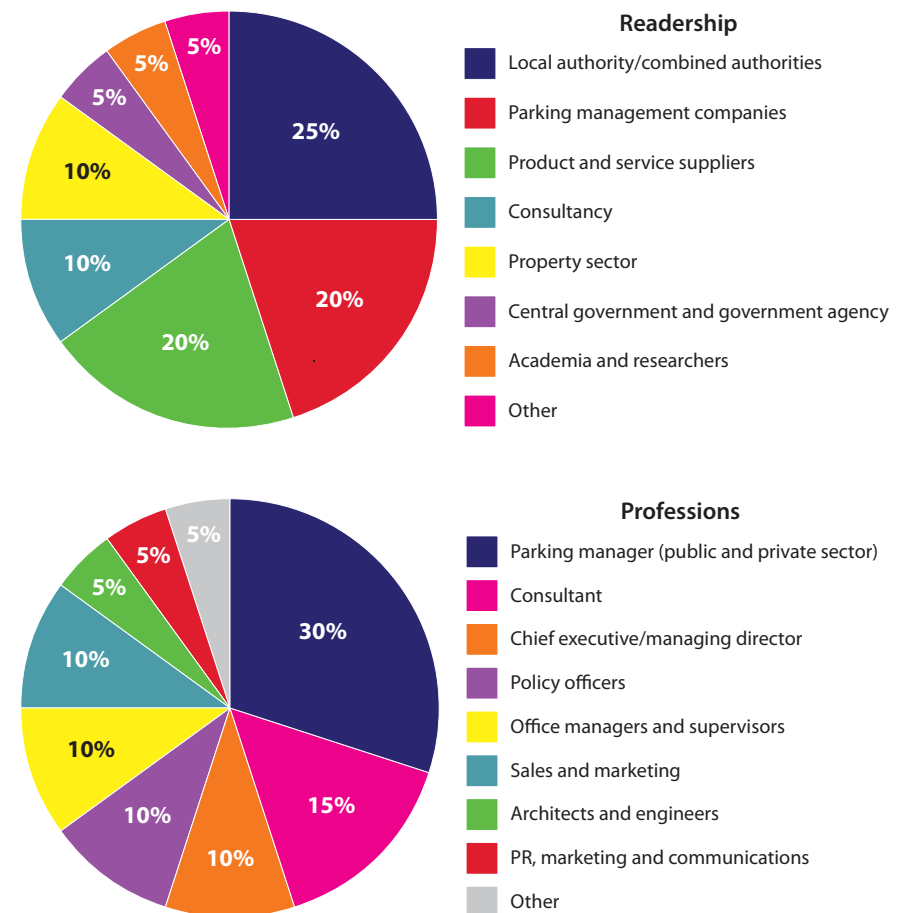
Founding editor, Mark Moran

Readership

Parking Review magazine continues to go from strength to strength with thousands of policy-makers, budget holders and change-makers turning to *Parking Review* to stay on top of the news in this complex and ever changing sector.

We are extremely proud of editorial coverage and the power of our print and online offering via www.TransportXtra.com

- *Parking Review* magazine: Over 7,000 readers every month
- TransportXtra.com: Unique readership per month of over 15,000 readers.



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">• Autonomous vehicles and parking• Car park refurbishment	JULY <ul style="list-style-type: none">• Retail parking• Parking on private land• Appeals and representations
FEBRUARY <ul style="list-style-type: none">• Airport parking• Customer service• The future of urban parking	AUGUST <ul style="list-style-type: none">• Campus parking: Hospitals and universities• Green parking: Electric vehicles, energy management, cycle parking• Car park design and refurbishment
MARCH <ul style="list-style-type: none">• Smart parking• Electric vehicles• European parking trends Plus: Intertraffic 2018 preview	SEPTEMBER <ul style="list-style-type: none">• Civil enforcement, bus lanes and moving traffic offences• Debt recovery• Uniforms
APRIL <ul style="list-style-type: none">• Staff recruitment, skills development and training• Enforcement trends Plus: British Parking Awards 2018: The Winners	OCTOBER <ul style="list-style-type: none">• Parking for transport hubs: Airports, rail and park & ride• Payment technology• Preparing for winter Plus: Smarter Travel LIVE! preview
MAY <ul style="list-style-type: none">• Car park design and refurbishment• Digitising parking services Plus: Parkex 2018 preview	NOVEMBER <ul style="list-style-type: none">• Car park design and refurbishment• Parking IT: Penalty issue, notice processing and correspondence systems Plus: Parking World 2018 preview
JUNE <ul style="list-style-type: none">• Payment technology• Residential parking	DECEMBER <ul style="list-style-type: none">• Street parking: Public consultations, Traffic Regulation Orders, signs and lines• Parking permit systems

Schedule

PARKING REVIEW 2018	COPY DEADLINE	PUBLISHED WEEK COMMENCING
JANUARY	Tuesday 19 December	Monday 8 January
FEBRUARY	Tuesday 6 February	Monday 12 February
MARCH	Tuesday 27 February	Monday 5 March
APRIL	Tuesday 10 April	Monday 16 April
MAY	Tuesday 8 May	Monday 14 May
JUNE	Friday 1 June	Monday 11 June
JULY	Friday 29 June	Monday 9 July
AUGUST	Friday 3 August	Monday 13 August
SEPTEMBER	Friday 31 August	Monday 10 September
OCTOBER	Friday 28 September	Monday 8 October
NOVEMBER	Friday 26 October	Monday 5 November
DECEMBER	Friday 23 November	Monday 3 December

NOTES TO ADVERTISERS:

Should you need more time to submit your advertising artwork please contact a member of the sales team to agree an alternative copy deadline.

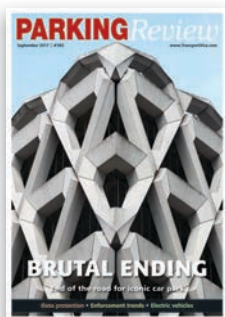
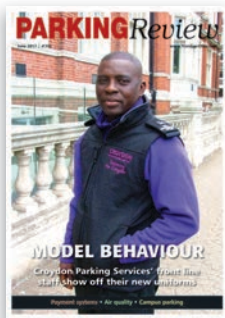
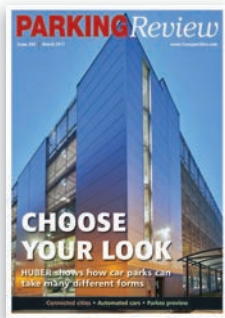
Should you wish to postpone advertising until a later issue you must notify a member of the sales team before the above copy deadline.

If an order is cancelled more than two weeks before publication, 50% of the value of the order shall be paid. If an order is cancelled less than two weeks before publication 75% shall be paid.

Should you withdraw any pre-booked advertising on or after the above copy deadline, and during press week, you will be required to pay the full value of the order.

Note: Dates may be subject to change

Jason Conboy: 020 7091 7895
Darryl Murdoch: 020 7091 7891
Daniel Simpson: 020 7091 7861



2017: people, places and perspectives

Email: prsales@landor.co.uk

Advertising rates – Display



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			

Jason Conboy: 020 7091 7895
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Advertising rates – Classified



RATES – RECRUITMENT

Note: When you book a classified position the contents of your advert will also be uploaded for 1 month to www.Jobs-in-Transport.com

Full page	£1500
Half page	£850
Quarter page	£500
Eighth page	£350

Directory panels

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

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



Prices based on uptake of 12 insertions per series

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

All prices exclusive of VAT (add 20%)

Email: prsales@landor.co.uk

Advertising 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

CLASSIFIED ADVERTISING (width x height)

Note: When you book a classified position the contents of your advert will also be uploaded for 1 month to www.Jobs-in-Transport.com

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

DIRECTORY PANELS (width x height)

Single panel	90mm x 38mm
Double panel	90mm x 83mm

Jason Conboy: 020 7091 7895
Darryl Murdoch: 020 7091 7891
Daniel Simpson: 020 7091 7861

Profiles and promotions



What a fantastic job. My thanks to you and to your team. I have just received my January issue of Parking Review and our company profile looks stunning.

Paul J Moorby
Managing Director
Chipside Limited



Sample pages from the 16-page
Chipside company profile

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 Advertising Packages TransportXtra

Through our website, www.TransportXtra.com, you could communicate with our 40,000 online database through online advertising and promotion, e-shot, pick 'n' mix and consultancy.

Check our great range of options below to see how we can meet your needs.

ONLINE BANNERS	DIMENSIONS (pixels – width x height)	RATES per calendar month
Premium Horizontal Banner – top right hand side of page	468 x 60	£1200 per month

ONLINE PANELS	DIMENSIONS (pixels – width x height)	RATES per calendar month
A panel advert inserted with news items and appearing on pages that relate to similar subject area of the advert		
Option 1: Premium position – placed on the first two rows of news on TransportXtra	350 x 235	£850 per calendar month
Option 2: Premium position – placed on the first two rows of news on TransportXtra	350 x 235	£650 per calendar month

ONLINE LISTINGS
Logo and banners with search facilities, categorised by service, location and individuals
Full company listing – £450 for 12 months (includes full account access)
Add-on bespoke welcome email to key database sector – prices from £1,000 minimum
Please enquire for details



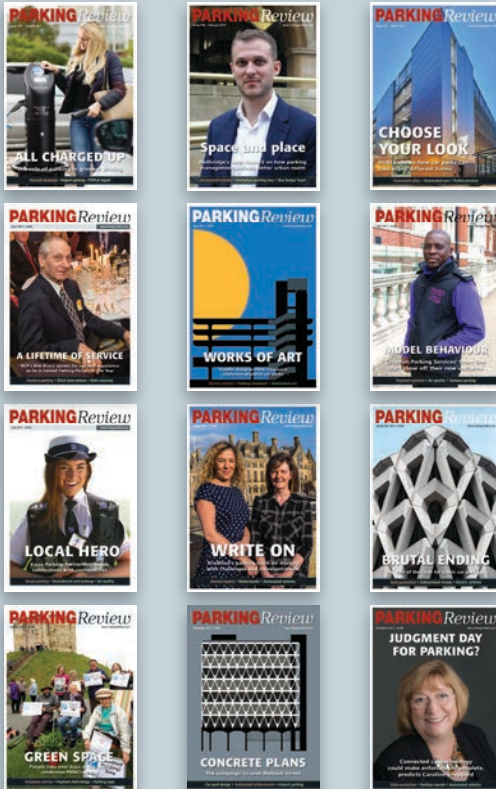
TARGETED E-SHOTS	RATES
Bespoke e-shot opportunities, including advertising features Please contact Jason Conboy on 0207 091 7895 or email: jason@landor.co.uk	Prices from £1,500

EVENTS LISTINGS	RATES
Advertise your events, training courses and seminars	£400 for a 90 day listing

Jason Conboy: 020 7091 7895
Darryl Murdoch: 020 7091 7891
Daniel Simpson: 020 7091 7861

Email: prsales@landor.co.uk

Technical data



Parking Review is a 4-colour A4 magazine.

Colour artwork should be supplied ready for the 4-colour printing process. Any artwork supplied otherwise will be converted to CMYK which may lead to some colour variation.

We prefer to receive press-ready PDFs. We will also accept TIFF (please ensure a minimum image resolution of 300dpi and a CMYK colour profile) and EPS files (please ensure the file has a CMYK colour profile and fonts are outlined).

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

Artwork can supplied by e-mail or, if too large, you can upload to our FTP – details on request.

Online specifications

- Banners and advertising panels 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



Testimonials

Just a note to thank you again for the Croydon article, it was wonderful to see it in print.

David Barry
Director
Keltic Clothing

What a fantastic job. My thanks to you and to your team. Our company profile looks stunning.

Paul J Moorby
Managing Director
Chipside Limited

I found the presentations thought provoking and informative.

Paul Nicholls
Parking Strategy & Contracts Manager
Brighton & Hove City Council

I very much enjoyed Parking World 2017. It was actually much better than a number of other conferences I have attended this year. The quality of the presentations was excellent. I have also made some good connections.

Alan Nettleton
Senior Technologist
Transport Systems Catapult

I thought Parking World 2017 was the best I have attended. You got some very good speakers together and they made the day interesting and informative.

Jo Abbott
formerly RAC Foundation