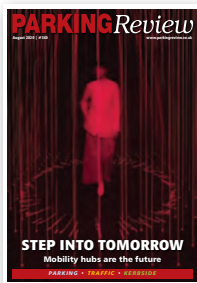
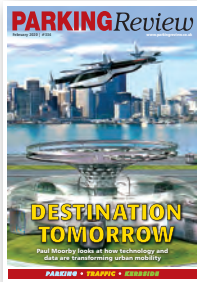
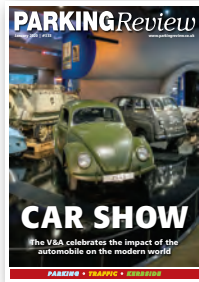


# PARKINGReview

Media Information 2021



*I've just seen the latest Parking Review and it looks fabulous! Thanks ever so much for including all our news (and advert) so beautifully.*

**Anne Snelson,  
RingGo**

*The magazine is always such an interesting read. Thanks for all your work putting it all together.*

**Paul Nicholls,  
Parking Strategy and  
Contracts Manager,  
Brighton & Hove City Council**

*Thank you for the article on our parklets. It reads and looks great – well done.*

**Habib Khan,  
Meristem Design**

*Thank you for such a pleasing article on the Spotlight on Parking. We liked the way you used the event theme. Everything is perfect!*

**Rukhsar Hussain  
Office Manager  
Alpha Parking**

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

**David Barry  
Director  
Keltic Clothing**

Part of the Landor  
LINKS media group



Magazine • Awards • Supplements • Conferences • Exhibitions • Online

### The best parking news

*Parking Review* is the leading source of independent news and analysis for the on-street and off-street parking sectors.

Every month *Parking Review* covers the latest developments in parking and traffic management policy, changes in the business of parking management and the latest technologies and innovations shaping the sector.

The magazine provides a widely read and trusted platform within which to showcase your systems and services via impactful display advertising. In addition, we can offer commercial partners with a range of advertorial options that enable you to tell stories in your own words.

*Parking Review* was launched in 1989 and has been edited since issue no.1 by Mark Moran.

You can follow us on Twitter **@parkingreview**

Read every issue and much more on our website:

**[www.parkingreview.co.uk](http://www.parkingreview.co.uk)**



Founding editor,  
Mark Moran

We also bring you...

british  
parking  
awards



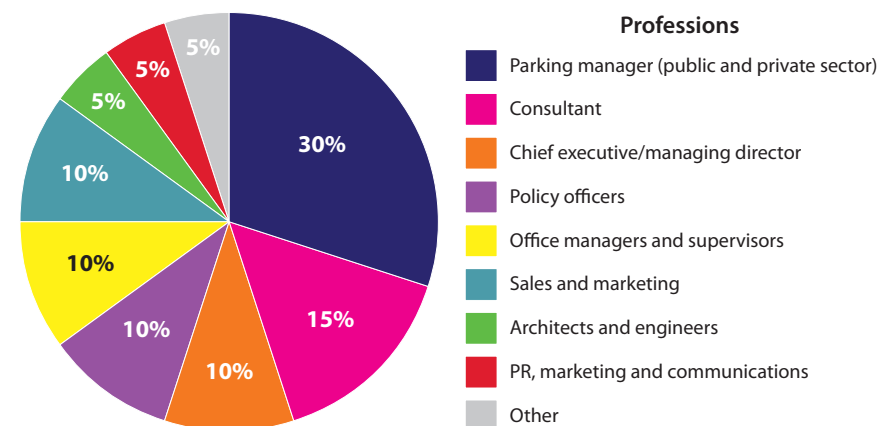
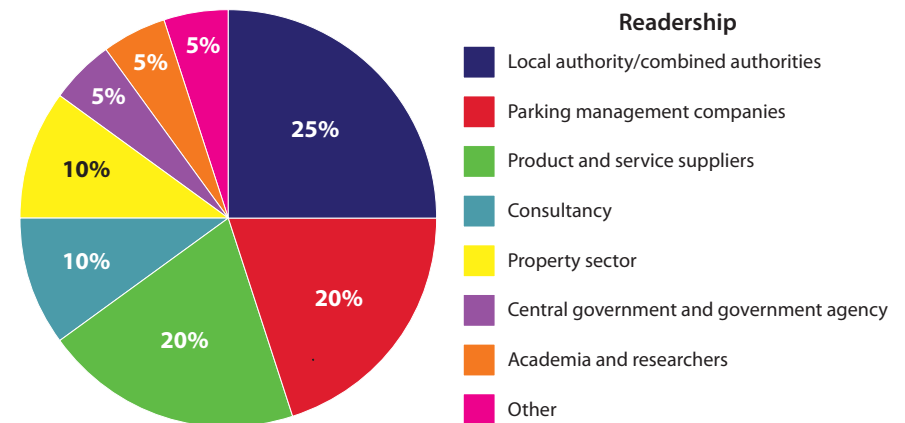
TRAFFIC+  
PARKING

NORTH EAST  
PARKING  
SHOW

### Our readership is your audience

*Parking Review* is the must-read publication for people working in the parking sector. The magazine and its website is read by policy-makers and senior management across the public and private sectors.

*Parking Review* is widely read by consultants, technologists, construction companies, facilities managers and property specialists.



Mark Moran: 0207 091 7871

Email: [mark.moran@landor.co.uk](mailto:mark.moran@landor.co.uk)

 [@parkingreview](https://twitter.com/parkingreview)

**[www.parkingreview.co.uk](http://www.parkingreview.co.uk)**

### The big picture

*Parking Review* covers the entire parking sector. It reports on the kerbside and off-street parking sectors, looking at the latest policy, business and technology developments.

The magazine also covered emerging sectors such as: moving traffic management; moving traffic regulation; air quality schemes; electric vehicle (EV) infrastructure; cycle parking and active travel; TRO modernisation; the use of data; and the development of car clubs.

Throughout 2021, *Parking Review* will also be reporting on how the parking sector is responding to the ongoing COVID-19 pandemic and supporting the recovery of the economy.

Every issue covers a wide range of subjects, including:

- Car park management
- Parking enforcement
- Payment technology
- Car park design
- Structural refurbishment
- Permit schemes
- Public consultations
- Signs and lines
- Apps and websites
- Debt recovery
- Electric vehicle charging
- Moving traffic regulation
- Low Traffic Neighbourhoods
- Clean Air Zones
- Cycle parking

In addition to these themes each issue contains features focussing on specific themes and coverage of key events on the parking calendar.

### 2021 features

<b>JANUARY</b> <ul style="list-style-type: none"><li>• Low Traffic Neighbourhoods</li><li>• Appeals and representations</li></ul>	<b>JULY</b> <ul style="list-style-type: none"><li>• Airports and transport interchanges</li><li>• Permit schemes</li></ul>
<b>FEBRUARY</b> <ul style="list-style-type: none"><li>• Deliveries, loading and unloading</li><li>• ANPR and CCTV systems</li></ul>	<b>AUGUST</b> <ul style="list-style-type: none"><li>• NHS, school and campus parking</li><li>• Retail parking</li></ul>
<b>MARCH</b> <ul style="list-style-type: none"><li>• Payment technology</li><li>• Training and skills development</li></ul>	<b>SEPTEMBER</b> <ul style="list-style-type: none"><li>• Enforcement trends</li><li>• Park &amp; ride</li></ul>
<b>APRIL</b> <ul style="list-style-type: none"><li>• Clean air schemes</li><li>• Debt recovery</li></ul>	<b>OCTOBER</b> <ul style="list-style-type: none"><li>• Safer Car Parks</li><li>• Sensors and apps</li></ul>
<b>MAY</b> <ul style="list-style-type: none"><li>• Moving traffic regulations</li><li>• Car park design and construction</li></ul>	<b>NOVEMBER</b> <ul style="list-style-type: none"><li>• Refurbishment and maintenance</li><li>• Back office systems</li><li>• <i>Traffic + Parking 2021 preview</i></li></ul>
<b>JUNE</b> <ul style="list-style-type: none"><li>• Electric vehicle charging</li><li>• Uniforms and personal protection</li><li>• <i>Parkex 2021 preview</i></li></ul>	<b>DECEMBER</b> <ul style="list-style-type: none"><li>• Cashless parking and pre-booking</li><li>• Green parking</li></ul>

*Features list subject to change*



## Schedule

PARKING REVIEW 2021	COPY DEADLINE	PUBLISHED WEEK COMMENCING
JANUARY	Wednesday 23 December	Monday 18 January
FEBRUARY	Wednesday 27 January	Monday 8 February
MARCH	Wednesday 24 February	Monday 8 March
APRIL	Wednesday 24 March	Monday 5 April
MAY	Wednesday 21 April	Monday 3 May
JUNE	Wednesday 19 May	Monday 31 May
JULY	Wednesday 23 June	Monday 5 July
AUGUST	Wednesday 21 July	Monday 2 August
SEPTEMBER	Wednesday 18 August	Monday 30 August
OCTOBER	Wednesday 22 September	Monday 4 October
NOVEMBER	Wednesday 20 October	Monday 1 November
DECEMBER	Wednesday 17 November	Monday 29 November

### NOTES TO ADVERTISERS:

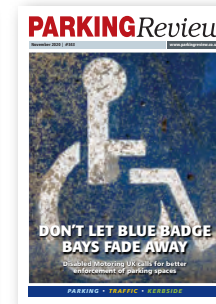
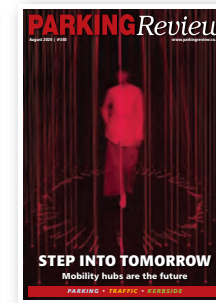
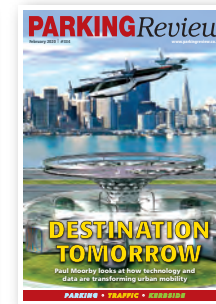
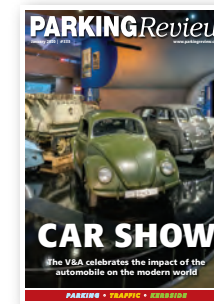
Should you need more time to submit your advertising artwork please contact a member of the sales team to agree an alternative copy deadline.

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



2020: people, places and perspectives

Darryl Murdoch: 020 7091 7891

Email: darryl@landor.co.uk

 @parkingreview

[www.parkingreview.co.uk](http://www.parkingreview.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			

## 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 <a href="http://www.Jobs-in-Transport.com">www.Jobs-in-Transport.com</a>	
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%)

### Advertising data

DIMENSIONS – DISPLAY & CLASSIFIED (width x height)	
Full page (type area)	184mm x 272mm
Full page (trim size)	210mm x 297mm
Full page (bleed – 3mm on all sides)	216mm x 303mm
Double page spread (type area)	396mm x 272mm
Double page spread (trim size)	420mm x 297mm
Double page spread (bleed – 3mm on all sides)	426mm x 303mm
Half page (horizontal)	184mm x 135mm
Quarter page	90mm x 135mm
Strips ads (vertical, aligned to outside margin)	58mm x 272mm
Strips ads (horizontal, foot of page)	184mm x 42mm

DIMENSIONS – ADDITIONAL CLASSIFIED OPTIONS (width x height)	
Half page (vertical)	90mm x 272mm
Eighth page	90mm x 65mm

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](http://www.Jobs-in-Transport.com)

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

### Artwork specifications


*Parking Review* is a 4-colour, saddle-stitched (stapled) magazine.


The finished format is: portrait A4 – 210mm (width) x 297mm (height).


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.

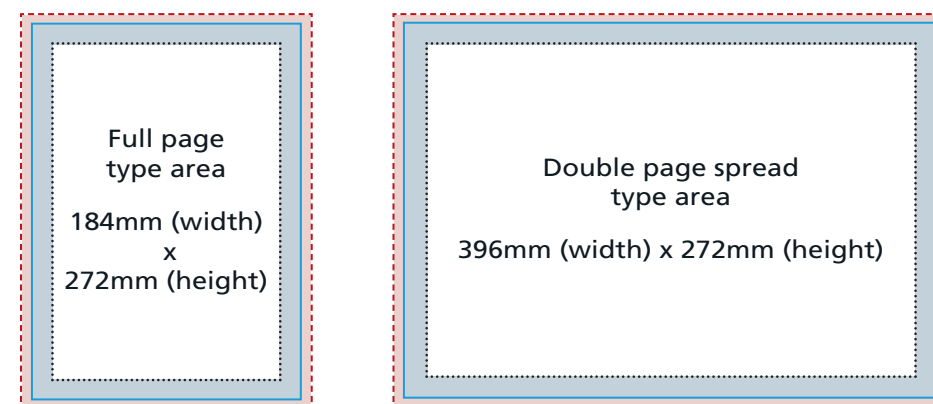
We prefer to receive press-ready PDFs. We will also accept JPEG or TIFF (please ensure a minimum image resolution of 300dpi and a CMYK colour profile) and EPS files (please ensure the file has a CMYK colour profile and fonts are outlined).

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

 Trim size – the finished dimensions after printing:  
A4 portrait – 210mm (width) x 297mm (height).

 Bleed: where colours/images/graphics extend beyond the trim size **add 3mm minimum** to all artwork edges. **Important note:** anything within the 3mm bleed will be trimmed off at finishing stage.

 Type area: this is the safe area where text, logos and any artwork that should not be trimmed must be placed. **Important note:** if you opt to set your artwork beyond the type area, closer to the trim edge, you risk details being trimmed off at finishing stage.



All other advert sizes must be supplied to our specified dimensions.



### Packages: Profiles and promotions

*Parking Review* is an excellent vehicle for showcasing your systems and services. Alongside traditional display advertising, we offer a range of advertorial options and packages that mean the magazine can become a canvas on which you can tell and present your story in your own words.

Options include:

#### Advertising supported features

You can specify that display adverts appear adjacent to editorial sections produced by the *Parking Review* team.

#### Advertising features

These are packages that enable your display advertising to appear alongside articles based on submitted information that are expertly edited by the *Parking Review* team. (The layouts presented as an 'Advertising feature'.)

#### Advertorials

This is a premium option that enables system and service providers to present their message in their own words in a visual style of their choosing. The layouts can be provided as either prepared artwork or created for you by our in-house team. (The layouts will be labelled 'Paid Content' or similar.)

Also ask about:

- Leaflet insertions
- Wraparounds
- Cover mounts



Sample pages from a bespoke 16-page company profile produced for Chipside



Berry System advertising feature from 2020



CDER supplied 'Paid Content' advertorial from 2020

### Supplements and special editions

The *Parking Review* team regularly created special editions showcasing key themes such as **Car Park Design & Refurbishment** and **Electric Vehicle Charging**, as well as covering sector events such as **Parkex** and the **British Parking Awards**.



Parkex coverage



British Parking Awards coverage

### Traffic + Parking Handbook 2021

We also devise supplements, including the well-received **Traffic + Parking Handbook**, an A5 guide to key system and service suppliers. To find out more about the 2021 edition of the Handbook contact Jason Conboy on [jason@landor.co.uk](mailto:jason@landor.co.uk)



### Online Advertising Packages

Through our website, [parkingreview.co.uk](http://parkingreview.co.uk), 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		
<b>Option 1:</b> Premium position – placed on the first two rows of news on <a href="http://parkingreview.co.uk">parkingreview.co.uk</a>	350 x 235	£850 per calendar month
<b>Option 2:</b> Placed on the third to sixth rows of news on <a href="http://parkingreview.co.uk">parkingreview.co.uk</a>	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 <b>Jason Conboy</b> on 0207 091 7895 or email: <a href="mailto:jason@landor.co.uk">jason@landor.co.uk</a>	Prices from £1,500
EVENTS LISTINGS	RATES
Advertise your events, training courses and seminars	£400 for a 90 day listing

### 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

For queries regarding the supply of online advertising, please contact a member of the sales team.