

# LOCAL GOVERNMENT first



**first** is the flagship publication of the Local Government Association (LGA). Together with its e-versions, it is essential reading for around 16,700 councillors and chief executives – the decision-makers in local government – in the LGA’s member councils in England and Wales. It is delivered free 10 times a year to named individuals and provides updates on the LGA’s work, as well as news, features and political comment reflecting current issues facing the local government sector.

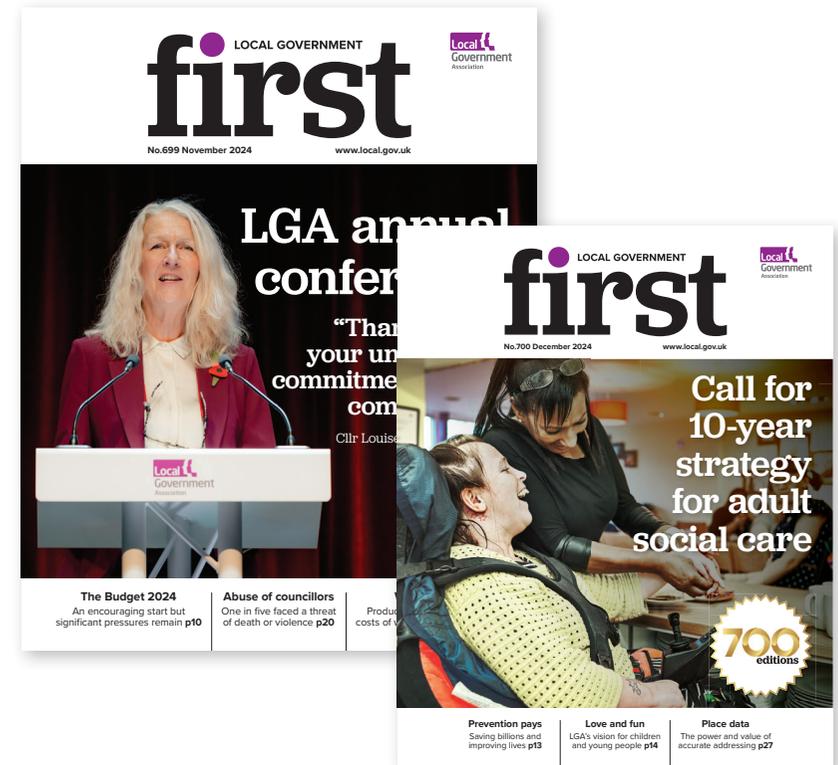
Local authorities are expected to spend around £127.1 billion on more than 800 vital services for residents and businesses in England in 2024/25, plus a further £30.9 billion on capital expenditure.

Councillors make decisions about services, agree the council’s budget, and sign off its policy framework. They also act as regulators, dealing with planning applications and licences for pubs and restaurants, and ensuring that businesses comply with the law.

## Testimonial

**“As a business that works across multiple sectors, including local government, it was a natural choice for us to advertise in Local Government First. The variety of advertising options allow our adverts to feature in front of our target audience. The team at CPL One were helpful throughout the whole process from booking and choosing the most appropriate options, to proofing our features and sharing copies of the final edition.”**

**John Leaver, Marketing Director, Alliance Leisure**



# Advertise with the market-leading local government magazine



## Forecast council spending 2023-24

Total revenue spending	<b>£127.1 billion</b>
Housing (excluding Housing Revenue Account)	<b>£2.5 billion</b>
Highways and transport	<b>£5.2 billion</b>
Children's social care	<b>14.1 billion</b>
Adult social care	<b>£24.5 billion</b>
Cultural, environmental and planning	<b>£11.3 billion</b>
Public health	<b>£4.0 billion</b>
Education	<b>£41.7 billion</b>

Total capital spending – **£30.9 billion**, including **£8.3 billion** on highways and transport, **£9.9 billion** on housing, and **£202 million** on digital infrastructure

Source and dates for all figures: 'Local authority revenue expenditure and financing: 2024-25 budget, England'; and 'Local authority capital expenditure and receipts in England: 2023 to 2024 provisional outturn and 2024 to 2025 forecast'.

**16,700**  
circulation

**Primary audience**  
councillors and chief executives

**54%**  
have additional responsibilities eg. as a committee chair



**64%** of councillors hold a degree, or an equivalent or higher qualification

**20%**  
have brought a product/service to their council's attention after seeing it in **first**

**15%**  
of readers requested or downloaded a publication featured in **first**

**SECONDARY AUDIENCE:**  
stakeholders, MPs, peers, other parts of the public sector, lobbying organisations and staff of the LGA

**15%** attended an event advertised in **first**

**10**  
editions a year

**55%**  
regularly read **first**

The average age of a councillor in 2022 was

**60**

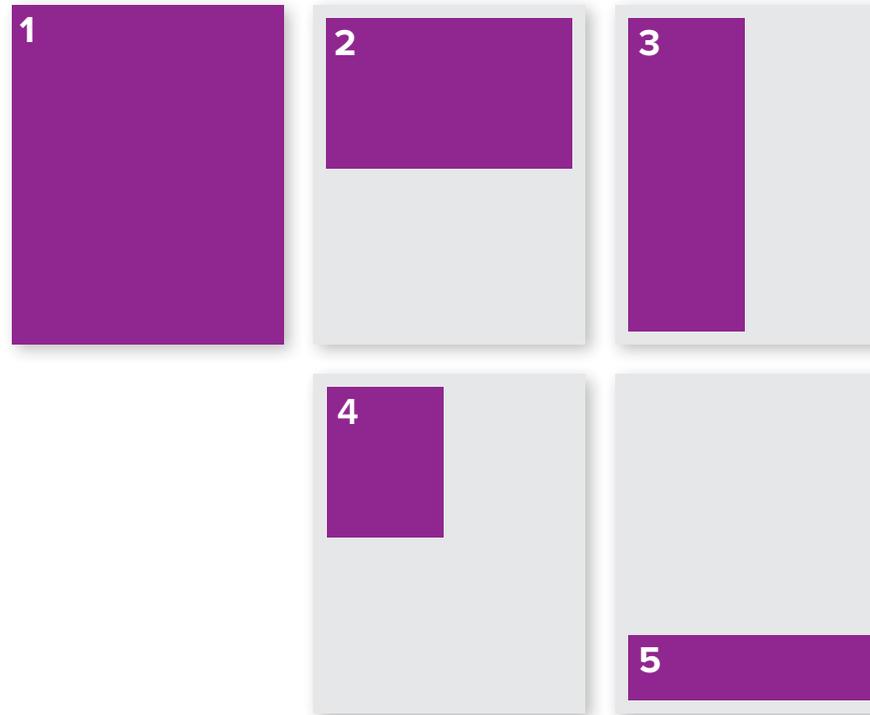
**52%**  
read more than half of every edition

**85%**  
say first is 'very' or 'fairly' useful in keeping them informed about local government news and policy issues

**74%**  
are 'very' or 'fairly' satisfied with the quality of **first**

# Rates and mechanical details

Sizes	1 issue	2-4 issues	5-8 issues	9-10 issues
Outside back cover	£2,145	£1,930	£1,715	£1,500
Inside front cover	£2,145	£1,930	£1,715	£1,500
Full page	£1,925	£1,730	£1,540	£1,345
Half page	£1,210	£1,090	£970	£850
Quarter page	£770	£695	£620	£540
All prices + VAT				



- 1. Outside back cover**  
 Bleed 216mm (W) x 266mm (H)  
 Trim 210mm (W) x 260mm (H)  
 Type 200mm (W) x 250mm (H)
- 1. Inside front cover**  
 Bleed 216mm (W) x 266mm (H)  
 Trim 210mm (W) x 260mm (H)  
 Type 200mm (W) x 250mm (H)
- 1. Full page**  
 Bleed 216mm (W) x 266mm (H)  
 Trim 210mm (W) x 260mm (H)  
 Type 200mm (W) x 250mm (H)
- 2. Half-page horizontal**  
 Trim 190mm (W) x 115mm (H)  
 Type 180mm (W) x 105mm (H)
- 3. Half-page vertical**  
 Trim 90mm (W) x 240mm (H)  
 Type 80mm (W) x 230mm (H)
- 4. Quarter-page vertical**  
 Trim 90mm (W) x 115mm (H)  
 Type 80mm (W) x 105mm (H)
- 5. Quarter-page horizontal**  
 Trim 190mm (W) x 50mm (H)  
 Type 180mm (W) x 40mm (H)

**ARTWORK REQUIREMENTS**

Please supply artwork as: **CMYK HIGH RES (300 DPI), PDF, TIFF OR EPS**  
 We can accept artwork on CD (please include laser proof) or email: [chris.dixon@cplone.co.uk](mailto:chris.dixon@cplone.co.uk)  
 Responsibility cannot be accepted for poor reproduction when advert artwork is supplied at incorrect specification.

**Inserts**  
 POA

# first features

## The LGA's current business priorities include:

- sufficient and sustainable local government funding, including funding reform
- building the homes we need, homelessness, and temporary accommodation
- supporting children and young people, including special educational needs and disabilities, and early years
- reform and funding of adult social care, including care workforce, reform and prevention
- delivery of inclusive growth, including local economic development and employment and skills
- backing local climate action.

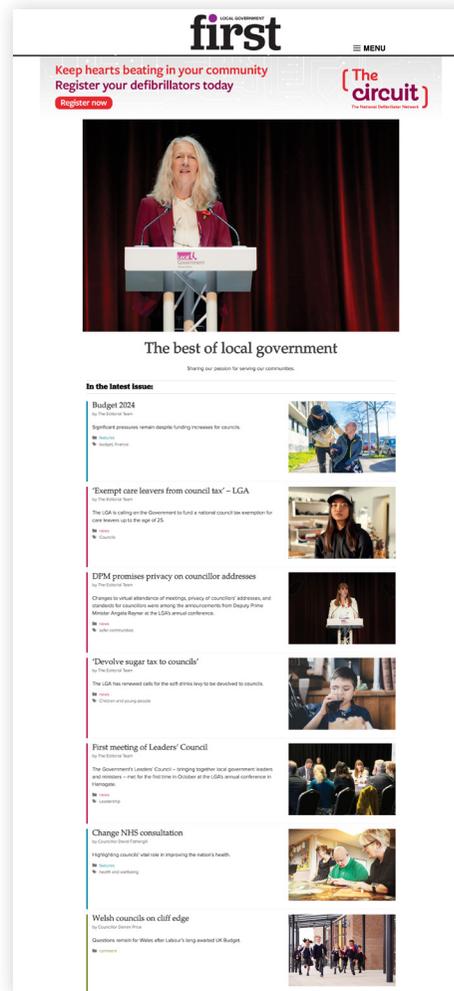
Consequently, stories on these issues will feature regularly in **first** – alongside editorial reflecting the full range of council services, from parks, sport and leisure to trading standards, licensing and libraries.

Please contact us for the most up-to-date information.



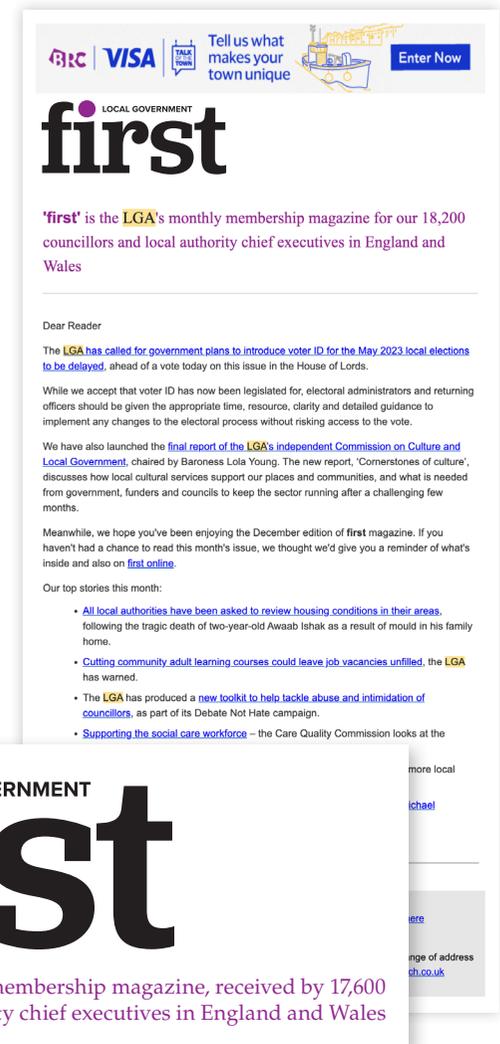
**first online** is the official website of the Local Government Association's (LGA's) membership magazine, **first**. It is the place where councillors and chief executives from the LGA's member councils get the news they need about what is happening in local government.

As well as images, we can accommodate videos, animated gifs and html5 animations. While we have no restriction on file types, we ask that an effort is made to adhere to industry standards. By doing so, we can guarantee a good loading speed for both the advert and the website. In certain circumstances, we may be able to convert your advert to the appropriate format to help facilitate this.



## first e-bulletin

The **first** e-bulletin is sent to around 16,000 councillors and other stakeholders, including the magazine's readership, and local authority chief executives ahead of the publication of the print copy of **first** magazine each month. It has an open rate of 23-25 per cent and offers a number of advertising options.



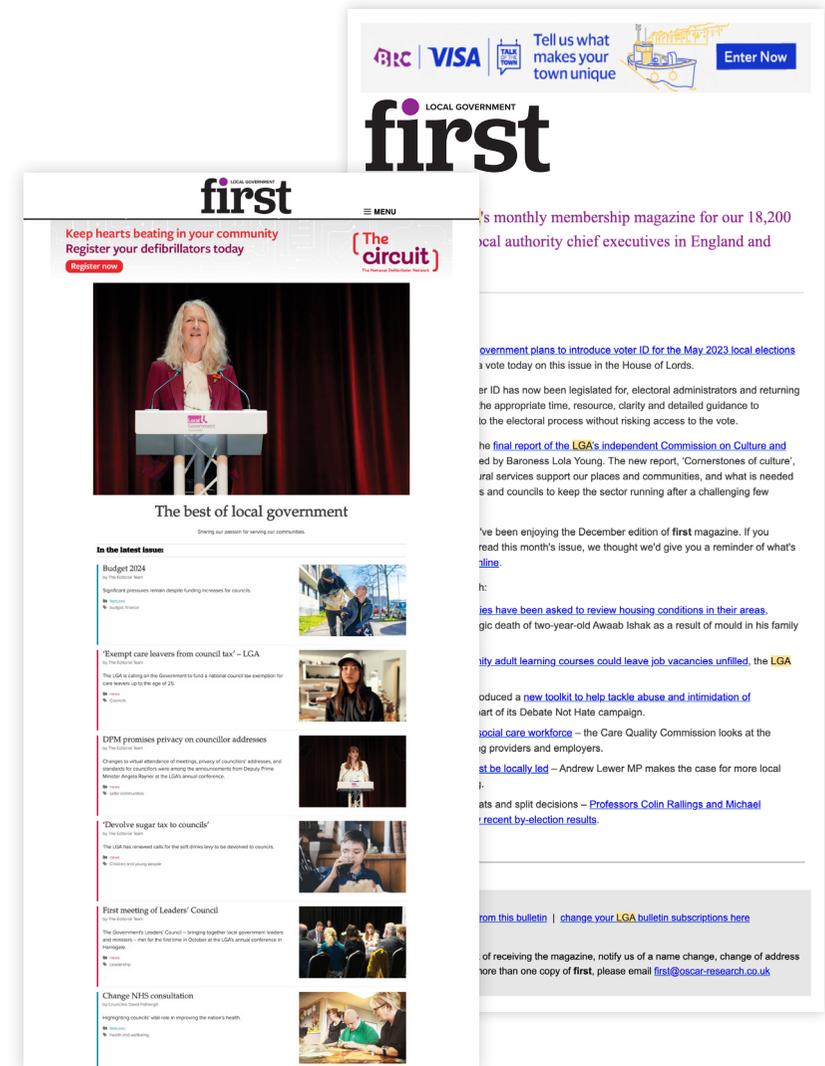
# Rates and mechanical details

## Website (monthly costs)

1. Leaderboard  
**£825 + VAT**  
 970 x 90px for desktop  
 320 x 50px for mobile
2. Skyscraper  
**£660 + VAT**  
 300 x 600px for desktop only
3. MPU  
**£550 + VAT**  
 300 x 250px for desktop and mobile

## E-newsletter (per email send)

1. Leaderboard  
 650 x 90px for desktop and mobile  
 Top: **£825 + VAT**  
 Bottom: **£605 + VAT**
2. MPU **£825 + VAT**  
 300 x 250px for desktop and mobile
3. E-newsletter advertorial  
**£1,925 + VAT**  
 Short article (60 words max) , flagged 'advertorial' on newsletter, linking to full version of advertorial on [local.gov.uk/first](http://local.gov.uk/first)
4. Advertorial package  
**£3,025 + VAT**  
 As above, including full page in printed magazine



# first online

## Schedule

Edition	Dated	Publication date
first 701	January 2025	17 January 2025
first 702	February 2025	14 February 2025
first 703	March 2025	21 March 2025
first 704	April/May 2025	24 April 2025
first 705	June 2025	30 May 2025
first 706	July 2025	27 June 2025
first 707	August 2025	25 July 2025
first 708	September 2025	12 September 2025
first 709	October-November 2025	24 October 2025
first 710	December 2025	5 December 2025
first 711	January 2026	16 January 2026
first 712	February 2026	13 February 2026
first 713	March 2026	20 March 2026
first 714	April-May 2026	24 April 2026
first 715	June 2026	29 May 2026
first 716	July 2026	3 July 2026
first 717	Aug 2026	31 July 2026