Media Pack 2018

In the fiscal year ending in 2018, total UK public spending is expected to be £814.0 billion.
Why should I advertise in Gov Politics?
Being amongst the top earners in the country the our readers have
Billions in Spending power.

The average salary for Government jobs is £67,500.

In December 2017, the average salary for Government jobs rose by £3,668 (8%).

In the fiscal year ending in 2018, total UK public spending is expected to be
£814.0 billion.

Widely respected, Gov Politics provides a unique platform for promotion of goods and services in the fields of IT, health and wellbeing, HR, education, public works, fleet, roads and transport, security, emergency services and finance. For all advertising enquiries please contact our sales and marketing team.

Each issue seeks to review initiatives in local, government and provide commentary on a broad range of issues, topics and projects relating to government. The cutting edge editorial highlights a wide range of government and private sector activities, ranging from local projects to major government ventures.

Gov Politics serves as a valuable reference tool to all those involved in both daily decision making and the formation of long term strategic relationships.

I already advertise locally, how will advertising in Fast response benefit me?

Magazines enable businesses to reach out to a specific audience; they catch the reader in the right frame of mind to be receptive to advertising. Relevant advertising is not only valued by readers but is consumed with interest meaning they are more likely to take an action as a result of the advert. Gov Politics is a high quality publication which will deliver a high quality message to compliment your products and services, adding value and credibility to your existing brand.

Advertorial Advertising

Advertorials are adverts wrapped up in an editorial they are a highly effective way to convey your message or product and connect with potential customers

An advertorial is a highly effective way of getting your message across to potential customers. It allows you to tell the story of your business/product and have full control over the end product. You can tell people what you have to offer, how long you’ve been in business or why someone should deal with you...all in a format which makes it easy for potential customers to understand.

We make advertorials as easy as possible by providing you with professional writing services, photography as well as an award winning design team to ensure the end product is attractive and effective.

Advertorials are available in a minimum of 1/2 a page if you would like us to help you create an advertorial, please call our sales team, for a friendly no obligation chat on: 0844 357 4327

Distribution

Reading from print publications offers a memorable and leisurely experience as you fold page corners to save your favourite articles, tossing from page to page and digesting slowly. With that in mind we print 20,000* copies of Gov Politics * all supplements are distributed to our full circulation. The beauty of digital publishing is that it makes it very easy to share your favourite articles to spark discussions on social networks that creates a much higher reader engagement. We also create digital-only theses magazines are available to download and are also emailed out to key figures and our subscriber base. We conservatively estimate our readership at 50,000*.

*All Distribution figures are estimated and are subject to change
## Free Artwork Design Service

The free artwork design service from **Gov Politics** magazine gives you a chance to have your artwork created without having to worry about learning complicated design applications, or worrying about file formats and phrases such as JPG, PDF and DPI's.

**Gov Politics** magazine tries to stand out from the crowd and find unique ways to offer extra services to its customers. Many people find it difficult to create and design their artwork and it can be expensive to pay a professional designer.

A lot of companies charge to design your artwork and they even charge if they have to make small amendments to it. at **Gov Politics** the whole process is free of charge allowing you to concentrate on your business.

We look professional... that means your business/product will look professional.

All you need to do is provide us with the basics: We'll need you to provide us with, your company logo, contact information and any pictures you want included. We will discuss with you your requirements to help you create your advertisement and then we will send you a proof before publication for your approval. If you're not happy with it before the publication deadline we will work on it until you are (within reason).

Our award winning design service will help ensure that you get the perfect, polished look you are looking for.

**Bonus.** When your artwork is completed we will send you a royalty free copy free for you to use in any other publication you please.

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>DOUBLE PAGE H 285mm W 192mm</td>
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<tr>
<td>INSIDE FRONT COVER H 285mm W 192mm</td>
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<tr>
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<td>£995*</td>
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<tr>
<td>QUARTER PAGE  PORTAIT H 120mm W 88mm</td>
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<tr>
<td>EIGHTH PAGE H 63mm W 88mm</td>
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## Artwork Requirements

If you want to design it yourself please ensure that all Whole Page A4 bleed adverts have 3mm 'bleed' on all sides, ALL live matter i.e. text or logos should be kept within the live matter area - 265mm high x 182mm wide.

All artwork should be supplied as High-Resolution PDF files, Minimum 300 cpi, with all fonts embedded. Pages should contain accurate crop marks that are true to Fast Response’s trimmed size 297mm high x 210mm wide. All PDFs must be single pages and NOT spreads.

PDF files can be supplied by FTP, email or CD-ROM together with either a Matchprint, Hard Copy proofs should be sent by mail to our office for all emailed artwork.

Make sure you are using high resolution images that will be easy to see and create a quality looking print. It is recommended that all artwork images are 300 dpi.

**Gov Politics** magazine has a FTP website for artwork uploads, please contact us for details. Any work undertaken to adjust a copy not supplied as a PDF, to comply with **Gov Politics** magazines mechanical specification, will not incur extra financial charges.

Reproduction materials supplied will be returned on request.

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*No VAT*