



Media kit 2024

THE MAGAZINE PUBLISHING COMPANY

Ground Floor, 33 Nundah St, Nundah Qld 4012
PO Box 406, Nundah Qld 4012

P: 07 3866 0000

E: info@tmpc.com.au

W: www.tmpc.com.au

Welcome to

Profile

Published since 1969, *Council Leader* magazine has become Queensland local government's number one communication tool. Working directly with the Local Government Association of Queensland (LGAQ), the magazine has become a trusted, 'must-read' source within the local government sector. *Council Leader* features the latest news and views, council profiles and issue-based feature stories, while also keeping abreast of the latest products and services to help local councils improve the viability of their operations.

The magazine's high-quality content, coupled with a clean, contemporary design enables *Council Leader* to deliver the whole package to both readers and advertisers. *Council Leader* has positioned itself with an unrivalled intimacy and understanding of the local government sector in Queensland and has worked hard over the last 40 years to maintain this.

Council Leader magazine is published four times a year, with a distribution of more than 2,250 copies per issue landing straight in the laps of Queensland's council decision-makers.

Printed Magazine (per issue)

2,250 
COPIES
mailed direct



11,250
READERS

In addition to the printed version of the magazine, we distribute to 1,173 readers who prefer to read the magazine in a digital format. Our digital magazine on average achieves page views of 41,650 per issue.

Digital Magazine (per issue)

1,173 
DIGITAL
READERS

41,650 **PAGE**
IMPRESSIONS

Audience

Council Leader reaches the top tier of the industry, including mayors, councillors, CEOs, town planners, federal and state parliamentarians, and purchasing and procurement officers.

Job role

96%
OF READERS
INFLUENCE
OR APPROVE
PURCHASES

57%
COUNCILLORS/MAYORS
38% **CEO/HEAD**
OF DEPARTMENT/
PURCHASING OFFICER

5% **OTHER**

Features 2024

AUTUMN

DEADLINE: 01/03/2024

FLEET & PLANT

Running efficient and effective fleet and plant operations is one of the biggest yearly expenses for councils. Forward planning and supply chain management are more important than ever to ensure you can secure critical plant and equipment at the appropriate time to manage your whole-of-life costs and return on investment with these large capital assets.

WINTER

DEADLINE: 03/06/2024

WORKS FOR QUEENSLAND, HOUSING AND CONSTRUCTION

\$200 million has been committed for eligible councils for 2024-27 by the Queensland Government under the Works for Queensland Program. This essential funding is available to eligible councils for specific projects. Housing and construction is a major focus for all Local Government Areas across Queensland. With the demand for housing ever increasing and the requirements to retain and attract more people to the state's regions, a focus on housing is essential to create liveable communities.

SPRING

DEADLINE: 02/09/2024

CYBER SECURITY, ARTIFICIAL INTELLIGENCE, INNOVATION AND RISK

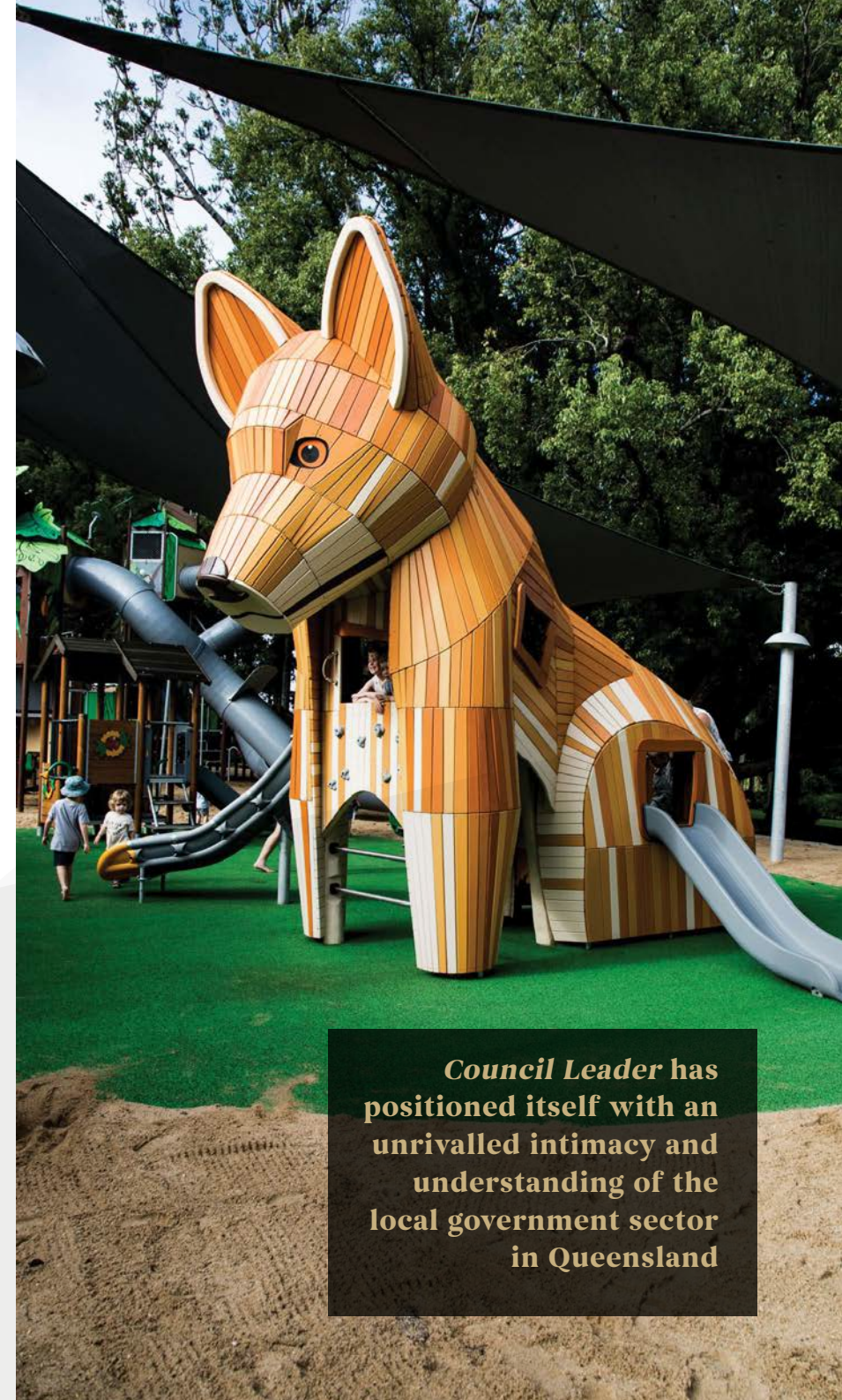
The world of IT is constantly evolving and adapting to meet the needs of the community through effective and responsive ICT solutions is more critical than ever. The use of AI in our systems and information management through innovative practice, whilst ensuring resilience against cyber terrorism and managing our risk profile in local government.

SUMMER '25

DEADLINE: 02/12/2024

DISASTER RECOVERY

Queensland has its fair share of natural disasters and as we recover and learn from weather events, we need to start implementing preparation plans and recovery processes for the future. Building resilience in recovery efforts will help save time, reduce impact and create liveable and sustainable communities for the future.



Council Leader has positioned itself with an unrivalled intimacy and understanding of the local government sector in Queensland

Magazine Advertising Rates & Specs

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	4 ISSUES
Double page spread	\$3,665	\$3,485
Full page	\$2,365	\$2,250
Half page	\$1,540	\$1,465
Third Page	\$1,230	\$1,170
Quarter page	\$905	\$860

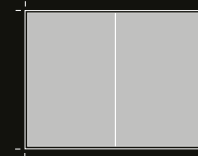
PREFERRED POSITION	CASUAL	4 ISSUES
Gatefold 3 pages	\$5,555	\$5,280
Inside front cover double page spread	\$4,605	\$4,370
Outside back cover	\$2,840	\$2,695
Inside front cover	\$2,715	\$2,585
Other preferred positions	+10%	

INSERTS	PRICE
Maximum size for inserts: H 275mm X W 210mm	
One page (2 sides)	\$1,705
Two page (4 sides)	\$1,870

Deadlines

ISSUE	DEADLINE
AUTUMN	01 MARCH
WINTER	03 JUNE
SPRING	02 SEPTEMBER
SUMMER '25	02 DECEMBER

Ad Dimensions



DOUBLE PAGE SPREAD

TRIM SIZE:
H 275mm x W 420mm
 + add 5mm bleed
 (Keep type & logos 10mm in from trim)



FULL PAGE

TRIM SIZE:
H 275mm x W 210mm
 + add 5mm bleed
 (Keep type & logos 10mm in from trim)



HALF PAGE HORIZONTAL

H 120mm x W 184mm
 no bleed required



HALF PAGE VERTICAL

H 250mm x W 90mm
 no bleed required



THIRD PAGE HORIZONTAL

H 80mm x W 184mm
 no bleed required



THIRD PAGE VERTICAL

H 250mm x W 60mm
 no bleed required



QUARTER PAGE HORIZONTAL

H 60mm x W 184mm
 no bleed required



QUARTER PAGE VERTICAL

H 120mm x W 90mm
 no bleed required