



Media kit 2025

THE MAGAZINE PUBLISHING COMPANY

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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 2025

AUTUMN

DEADLINE: 03/03/2025

FLEET, PLANT & FACILITIES

Running efficient and effective fleet, plant and facility operations are some of the biggest yearly expenses for councils. Effective forward planning and supply chain management are crucial to securing critical plant and equipment at the right time, ensuring optimal asset performance, and achieving a strong return on investment. Prioritising strategic planning and asset management ensures both operational efficiency and long-term sustainability in council operations.

WINTER

DEADLINE: 02/06/2025

HOUSING, CONSTRUCTION & PARKS

Housing and construction are key priorities for Local Government Areas across Queensland, driven by the growing demand for affordable housing and the need to attract residents to regional areas. Addressing the housing crisis requires strategic development, including urban regeneration and new projects. Equally important is preserving and creating green spaces like parks and gardens, which enhance community well-being, support sustainability, and improve the quality of life in expanding neighbourhoods. Balancing growth with green infrastructure is essential for liveable, thriving communities.

SPRING

DEADLINE: 02/09/2025

CYBER SECURITY, ARTIFICIAL INTELLIGENCE, INNOVATION AND RISK

The world of IT is constantly evolving, and as local councils face growing demands, providing effective and responsive ICT solutions is more critical than ever. The integration of AI into our systems and information management is key to driving innovation, improving service delivery, and enhancing resilience. At the same time, local governments must ensure robust cybersecurity measures to protect against emerging threats, such as cyber terrorism, while effectively managing risk profiles to safeguard public services and data.

129TH LGAQ ANNUAL CONFERENCE

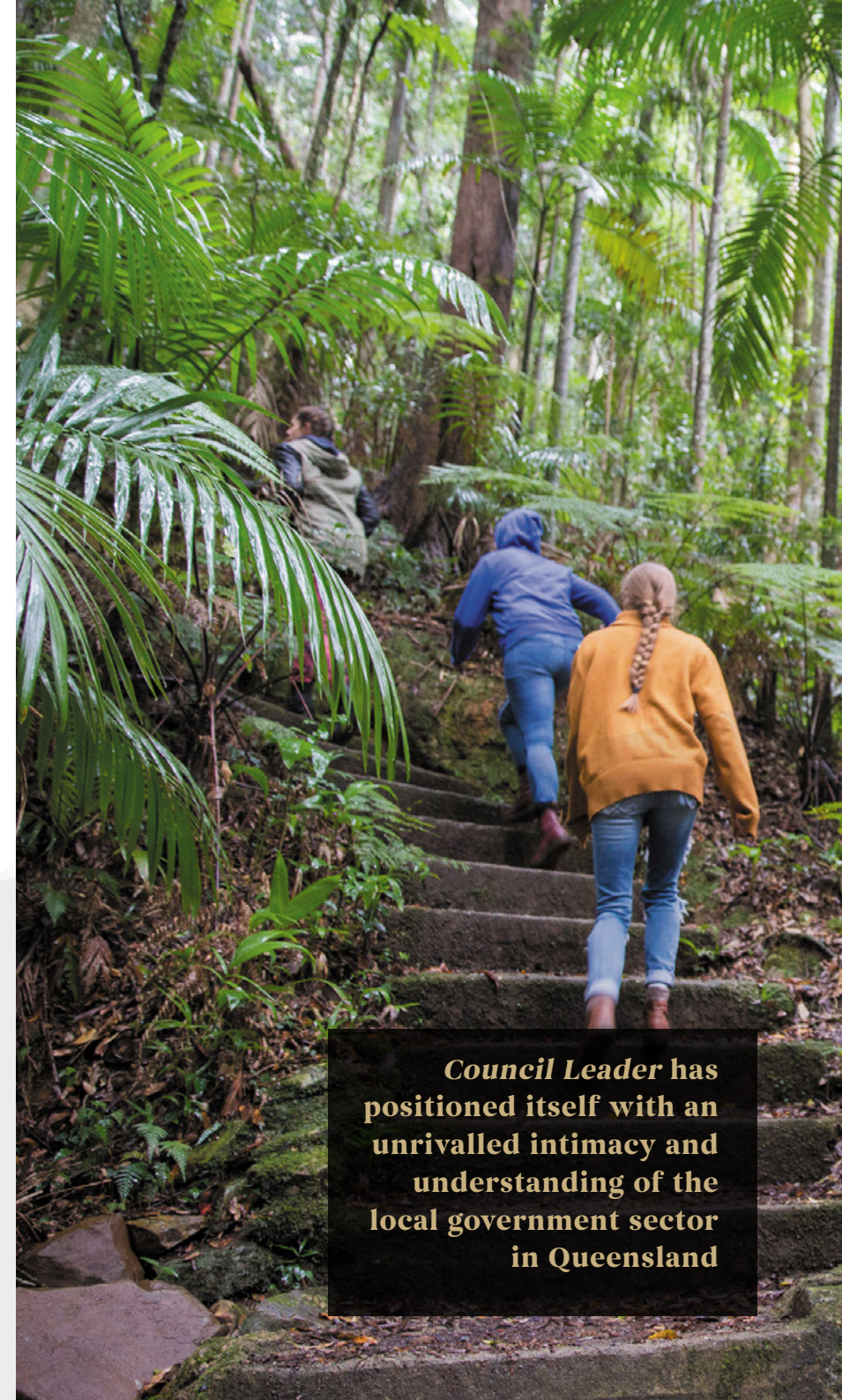
The 129th Local Government Association of Queensland (LGAQ) Annual Conference, held from 20th to 22nd October on the Gold Coast, brings together local council representatives and businesses. With networking sessions, presentations, and a trade show, the event offers a unique platform for companies to engage with decision-makers, showcase their products, and align with the needs of local councils. It's an ideal opportunity for meaningful connections with government leaders and industry professionals.

SUMMER '26

DEADLINE: 02/12/2025

DISASTER RECOVERY

Queensland faces frequent cyclones, fires, and floods, making disaster preparation essential. Councils play a key role in developing recovery plans and building resilience in local communities. By learning from past events and implementing proactive strategies, we can reduce impact, speed up recovery, and create sustainable, liveable spaces for the future. Strong preparation and resilient recovery processes will help Queensland better withstand future natural disasters.



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

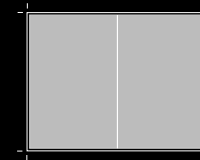
PREFERRED POSITION	CASUAL	4 ISSUES
Gatefold 3 pages	\$5,555	\$5,280
Inside front cover double page spread	\$4,605	\$4,370
Outside back cover	\$2,840	\$2,695
Inside front cover	\$2,715	\$2,585
Other preferred positions	+10%	

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 '25	03 MARCH '25
WINTER '25	02 JUNE '25
SPRING '25	02 SEPTEMBER '25
SUMMER '26	02 DECEMBER '25

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



QUARTER PAGE HORIZONTAL

H 60mm x W 184mm
 no bleed required



QUARTER PAGE VERTICAL

H 120mm x W 90mm
 no bleed required