



PARKING *Review*
Media Pack 2024



The world of parking

Welcome to the leading source of independent news, views and analysis of the UK traffic and parking sector.

Did you know that cars spend an estimated 95% of their time stationary and 44 hours a year each on average searching for somewhere to park?

The provision of parking is key to the successful operation of destinations such as high streets, shopping centres, airports, rail stations and leisure venues. The operation of car parks is a significant revenue generator for local authorities and landowners, a fact that has led to the emergence of specialist operators and development of payment terminals, apps, permit systems and enforcement services.

Parking Review magazine is published in print, as a digital 'turning page' edition and online as website with breaking news and an extensive archive. The editorial team also produces **Evolution**, a ground-breaking online news channel which is mapping the development of infrastructure to power electric vehicles and zero-emission transport.

Parking Review also programmes a series of sector-defining events and runs the acclaimed **British Parking Awards** competition and gala lunch.

www.parkingreview.co.uk





Words on the street...

Parking Review magazine covers the latest developments in parking and traffic management, policy thinking, business news and the latest technological innovations shaping the sector.

Parking Review was launched in 1989 and has been edited since issue no.1 by Mark Moran. For more than 30 years **Parking Review** magazine has been the UK's leading journal for the public and private parking management sectors.

In parallel to the magazine, website and a variety of supplements, the **Parking Review** team organises the prestigious annual **British Parking Awards** and produces conferences, seminars, webinars, networking and technology showcases in partnership with key industry organisations and leaders.

PARKING*Review*

Mark Moran: mark.moran@landor.co.uk

www.parkingreview.co.uk

Forward features

January

- The National Parking Platform
- Parking on Private Land
- School Streets 2024 Preview

February

- Representations and Appeals
- Safer Parking
- Engagement and Consultation

March

- Greener Parking
- Cycles and E-scooters
- Car Parks 2024 Preview

April

- Payment Technology
- Event parking
- Parkex 2024 Preview

May

- Car Park Construction
- School Streets
- Mobility Hubs 2024 Preview

June

- Hospital and Campus Parking
- Airport Parking
- Enforcement Summit 2024 Preview

July

- Mobility Hubs
- Park & Ride and Rail Stations
- **EVolution Special: EV Charging**

August

- Moving Traffic Regulations
- The Blue Badge Scheme
- Debt Recovery

September

- Clean Air Schemes
- Managing the Kerbside
- Training and Skills Development
- British Parking Awards Preview

October/November

- British Parking Awards Winners
- Traffic + Parking 2024 Preview
- Parking AI 2024 Preview

December

- Residents Parking Schemes
- Cashless and Pre-booked Parking
- Car Park Refurbishment
- **EVolution Special: EV Charging**

Features list is subject to change

The evolution of parking

The worlds of parking and electric vehicle (EV) charging are connecting. This convergence is embodied in **EVolution**, a news website developed by the **Parking Review** team to cover the world of zero-emission travel.

Launched in 2021, **EVolution** is an independent source of news and analysis for organisations planning, creating and operating electric vehicle and zero-emission charging infrastructure.

While other magazines, websites and events covering EVs focus on the vehicles themselves, **EVolution** makes the business of providing electric vehicle infrastructure its core mission.

EVolution is the first content space dedicated to the emerging business of developing the infrastructure required to support the transition to electric vehicles. This infrastructure will primarily be deployed where cars, buses, taxis, vans, HGVs and public service vehicles are parked and garaged.

In parallel to the **EVolution** website and a regular section in **Parking Review** magazine there are:

- Digital editions
- Webinars
- Conferences and exhibitions
- The EVolution Awards

EVolution is produced by the highly regarded **Landor LINKS** editorial team, led by Mark Moran, along with expert contributors, who bring knowledge and expertise grounded in the worlds of transport, parking, traffic management and urban development.



Mark Moran: mark.moran@landor.co.uk
www.evolutionmagazine.co.uk



Showcase your services

Parking Review is an excellent vehicle for showcasing your systems and services. Each edition of **Parking Review** covers all aspects of the traffic and parking sector, with dedicated sections covering:

- News
- Business news
- Car park structures
- Parking technology
- Electric vehicle infrastructure

Every issue contains a range of features and comment pieces reflecting the worlds of kerbside and off-street parking management.

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

Alongside traditional display advertising, we offer a range of advertising feature options and packages that mean the magazine can become a canvas on which you can tell and present your story in your own words.

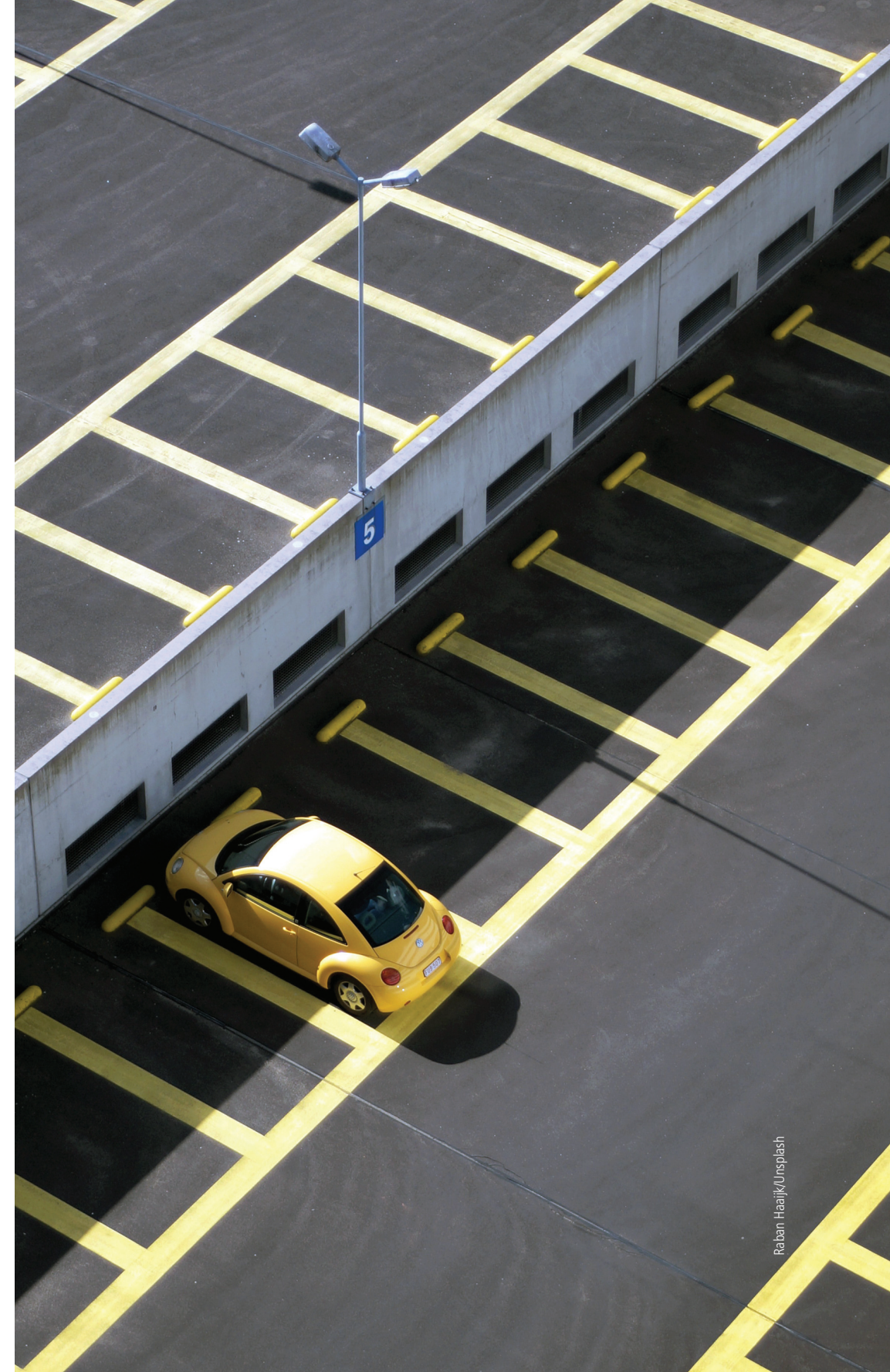
Please also ask about:

- Leaflet insertions
- Wraparounds
- Cover mounts
- Website advertising
- E-shots and e-bulletins

Call us today and we can share your journey together.

Jason Conboy: 020 7091 7895

Email: jason@landor.co.uk



Advertising options

Display advertising

RATES PER INSERTION	1	3	6	10
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			

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 10 insertions per series

FORMAT	SINGLE	DOUBLE
Full colour	£1800	£3000
2nd colour	£1350	£2230
Mono	£1010	£1690

Classified advertising rates



RATES – RECRUITMENT
 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

Full page	£1500
Half page	£850
Quarter page	£500
Eighth page	£350

All prices exclusive of VAT (add 20%)

Our AI handles your PCN calls and webchats. **Expertly.**

Get a PCN? I can help!

Contact us to find out how

Barbour Logic
 Parking AI & AI partners
 Contact us for a demo: info@barbourlogic.co.uk

21 We're on our way to Wembley

22 The business of parking

27 A good result for Ipswich

30 Following secure parking

32 Harvesting sunshades

36 The evolution of motorway

40 A new vision for road pricing

42 Technology trends

43 Technology trends

Lichfield car park faces demolition

Lambeth to take out resident bays

Call to legalise e-scooters

You're in safe hands with StructureCare

LAUNCHED 1969
 INSPIRED BY GREATNESS

South-eastern wins bike parking award

Over 6m parking notices could be issued on private land, warns RAC Foundation

Students create green space with Indigo at hospital

CALLING ALL FUTURE THINKERS.

The road-to-charge open parking payment platform debuts a future ready system that empowers you to reduce effective charge.

- Park & Charge data
- Pay On Foot data
- Cashless App & Pre-booking Provider data
- Location-based data
- Permit data
- Enforcement data

Plus integration with IV charging, kerbside management and travel management systems.

Innovation is happening. Will you be a part of it?

solutionlabs

JustPark are growing

Client Relationship Manager

Sales & Account Manager

Join our London team

Students create green space with Indigo at hospital

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

DIRECTORY PANELS (WIDTH X HEIGHT)	
Single panel	90mm x 38mm
Double panel	90mm x 83mm

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

Artwork specifications

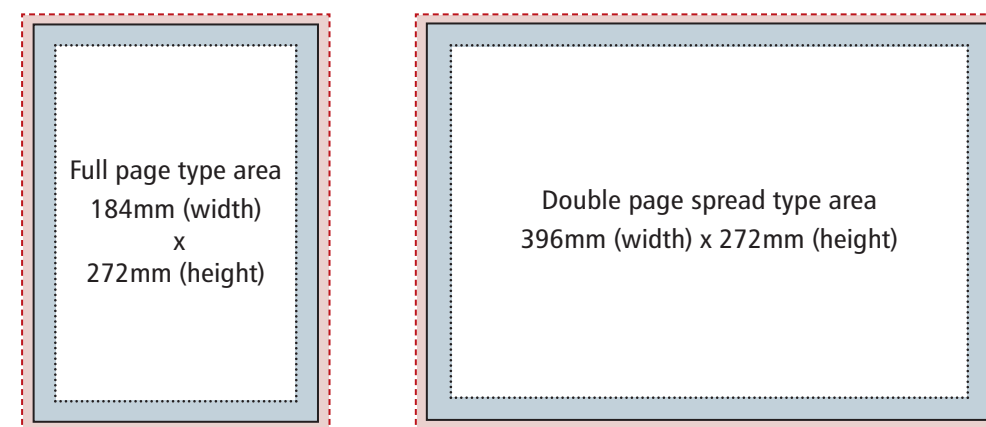
Parking Review is a 4-colour, saddle-stitched (stapled) magazine.


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.

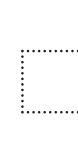
We prefer to receive press-ready PDFs. We will also accept JPEG or TIFF (please ensure a minimum image resolution of 300dpi and a CMYK colour profile) and EPS files (please ensure a CMYK colour profile).

If you wish web address/e-mail hyperlinks contained in your artwork to function in our digital edition, please ensure they are made active in your supplied file.



 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.

Online advertising

www.parkingreview.co.uk

Through our website, 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		
Option 1: Premium position – placed on the first two rows of news on parkingreview.co.uk	350 x 235	£850 per calendar month
Option 2: Placed on the third to sixth rows of news on parkingreview.co.uk	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 Jason Conboy on 0207 091 7895 or email: jason@landor.co.uk	Prices from £1,500

EVENTS LISTINGS	RATES
Advertise your events, training courses and seminars	£400 for a 90 day listing

Online specifications
<ul style="list-style-type: none"> ■ 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 <p>For queries regarding the supply of online advertising, please contact a member of the sales team.</p>



Advertising features

Detect smoke or fire in seconds

Highlight Parking's AI technology can detect smoke or fire in seconds

Highlight Smoke and Fire Early Warning System, S.A.F.E. uses advanced AI technology to automatically detect smoke or fire in seconds, sending audio and visual alerts instantaneously so you can prevent fire escalation.

highlight
+44 (0) 20 8769 77
highlightparking.co

Sensing danger is the S.A.F.E. way

Highlight Parking's AI technology can detect smoke or fire in seconds

The High Street building was a well-known landmark in the area was devastated by fire in late 2017. The blaze which caused millions of pounds of damage, prompted a major fire safety review across the city. Highlight Parking's AI technology can detect smoke or fire in seconds, sending audio and visual alerts instantaneously so you can prevent fire escalation.

Severn Trent Water adopts S.A.F.E. AI

highlight
+44 (0) 20 8769 77
highlightparking.co

Better connections Better cities

oppidotim
Cities just got smarter...

oppidotim is a digital platform that connects citizens with their local government. It allows citizens to report issues, request services, and participate in decision-making. The platform is used by over 100 cities and is helping to improve the quality of life for citizens.

Mobility services open to all

Improving social equity in transportation

Conduent Transportation is working equitable solutions to a challenge facing the transport and parking sectors: how to support low-income individuals while improving air quality.

Conduent Transportation is a leading provider of transportation solutions. We help cities and organizations improve their transportation systems and reduce their carbon footprint. Our solutions include fleet management, vehicle maintenance, and more.

conduent.com

Cloud spells fair weather

Brighton & Hove City Council improves back-office efficiency with Tarsito

Tarsito is a cloud-based platform that helps cities manage their back-office operations. It provides a central hub for all back-office tasks, including invoicing, procurement, and reporting. Brighton & Hove City Council has implemented Tarsito to improve their back-office efficiency and reduce costs.

tarsito.com

Efficient fleet management

Severn Trent Water adopts S.A.F.E. AI

Severn Trent Water has implemented S.A.F.E. AI to improve their fleet management. The system allows them to track their fleet in real-time and identify potential issues before they become major problems. This has resulted in significant cost savings and improved fleet efficiency.

severntrentwater.co.uk

At the cutting edge of common sense

is the humble kerb the missing puzzle piece that unlocks the digital ecosystem needed to deliver social, environmental, and economic benefits for cities and the enabler that can accelerate transition to EVs?

Grid is a leading provider of smart parking solutions. We help cities and organizations improve their parking systems and reduce their carbon footprint. Our solutions include smart parking meters, mobile payment, and more.

grid.com

What are the things we need to think about?

As cities and organizations look to improve their parking systems, there are several key factors to consider. These include the need for smart parking solutions, the importance of data collection and analysis, and the need for secure and reliable payment systems. Grid provides the tools and services needed to address these challenges.

grid.com

Kerb Owner Benefits

Smart parking solutions offer a range of benefits for kerb owners. These include increased revenue, improved traffic flow, and reduced emissions. Grid provides the tools and services needed to maximize these benefits.

grid.com

Telling your story

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

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.

Advertorials are 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 and online versions will be presented as an 'Advertising Feature'.

Jason Conboy: 020 7091 7895
Email: jason@landor.co.uk

Making connections

Parking Review inspires and builds awareness through a series of well-regarded events produced by Landor LINKS. These conferences and exhibitions, topical seminars and the immensely popular **British Parking Awards** enable parking professionals to network, share best practice and check out the latest systems and services.

Parking events in the Landor LINKS portfolio include:

- The British Parking Awards
- Traffic + Parking 2024
- Car Parks 2024
- School Streets
- EV Charging Solutions
- Mobility Hubs 2024
- The Enforcement Summit
- Parking AI
- Moving Traffic Enforcement and more...

Parking events

**british
parking
awards**

 **TRAFFIC+
PARKING**

 **MOVING TRAFFIC
ENFORCEMENT**

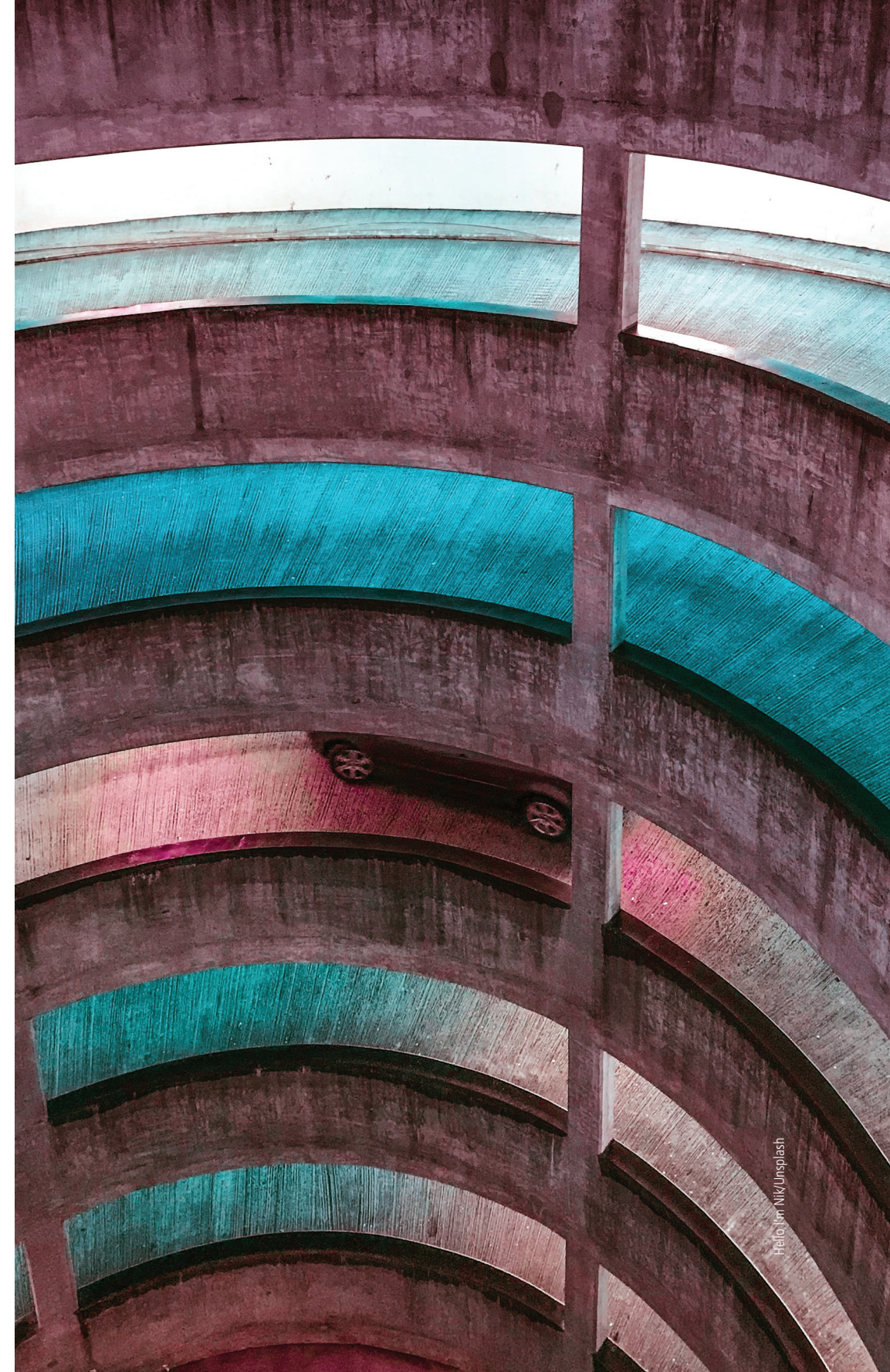
 **NORTH EAST
PARKING
SHOW**

**ENFORCEMENT
SUMMIT**
CONFERENCE &
EXHIBITION

 **PERSISTENT EVADERS
& NUISANCE
VEHICLES SUMMIT**

 **MOBILITY
HUBS**

**SCHOOL
STREETS**





Watch this space

The **Parking Review** and **Landor LINKS** team has produced a wide variety of webinars sponsored by a range of parking organisations. Interest in these online forums took off during lockdown and has continued beyond, even with the return of in-person events. Clients from the parking sector who we have worked with include:

- Egis
- Grid Smarter Cities
- MiPermit
- Project Centre
- RingGo
- Solutionlabs
- Zatpark

Our experience with this format ensures high attendee engagement and compelling delivery of your message to influence, inform, educate and generate quality leads.

Webinars

Webinars are an effective means of conveying a message and offer exceptional value. They are a communication vehicle of choice for businesses, government and organisations. **Landor LINKS** provides the necessary experience to deliver both the event and audience you want, achieving the impactful engagement you seek.

- Product launches
- Report releases
- Thought and conversation leadership
- Stakeholder engagement
- Master classes
- Training
- Public consultation
- Competitions and awards

Professional programming and production

Landor LINKS' approach to programme development is consultative. We work with you on inviting the best speakers from across the sector.

Seamless delegate acquisition and capture

We deliver high quality attendees from your specified target audience from central and local government representatives to buyers and influencers from across industry.

Excellent design

Landor LINKS develops high performing event graphics for each webinar and standout promotional material for social media, digital and print.

Effective marketing

The webinars are marketed on **www.TransportXtra.com**, **Parking Review** magazine and the **EVolution** website, as well as requested newsletters that connect with thousands of practitioners.

Pre-event and post-event coverage

Webinars are posted on a dedicated **Landor LINKS** YouTube channel and copies of the events are provided to clients who can post them on their own websites.

Jason Conboy: 020 7091 7895
Email: jason@landor.co.uk



Alex Bierwagen/Unsplash



Jason Conboy: 020 7091 7895
Email: jason@landor.co.uk