

PARKINGReview

Media Information 2023

Magazine •

Awards •

Supplements •

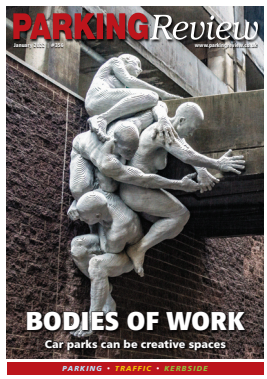
Conferences •

Exhibitions •

Online •

Webinars •

Handbook •



The best parking news

Parking Review is the leading source of independent news and analysis for the parking sector.

Every month *Parking Review* covers the latest developments in parking and traffic management policy, changes in the business of parking management and the latest technologies and innovations shaping the sector.

The magazine provides a trusted platform within which to showcase your systems and services via impactful display advertising. In addition, we offer commercial partners a range of advertorial options that enable you to tell stories in your own words.

Parking Review was launched in 1989 and has been edited since issue no.1 by Mark Moran.

You can follow us on Twitter **@parkingreview**

Read every issue and much more on our website:
www.parkingreview.co.uk



Founding editor,
Mark Moran

We also bring you...

**british
parking
awards**

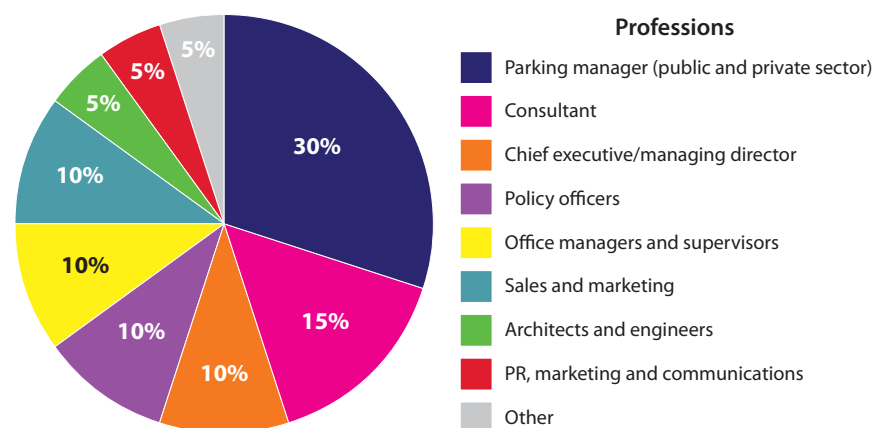
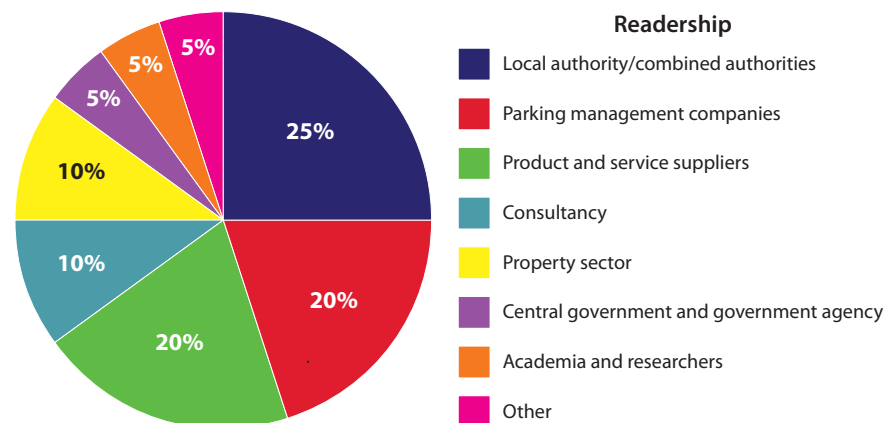
**TRAFFIC+
PARKING**

**ENFORCEMENT
SUMMIT**

Our readership is your audience

Parking Review is the must-read publication for people working in the parking sector. The magazine and its website is read by policy-makers and senior management across the public and private sectors.

Parking Review is widely read by consultants, technologists, construction companies, facilities managers and property specialists.



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

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

Specials and supplements

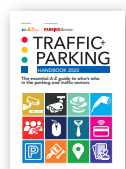
Parking Review produces features regular supplements and special sections including:



EVolution: Electric vehicle charging
A regular look at the world of zero-emission vehicle infrastructure and the close connections between parking and EV charging.



The Enforcers: Civil enforcement
In-depth coverage of developments in parking and traffic enforcement, clean air schemes, road user charging and debt recovery.



Traffic + Parking Handbook
A comprehensive A-Z guide profiling key service suppliers and technology providers.

Event guides

Parking Review will also carry regular previews and reviews of key traffic and parking sector events including:

- British Parking Awards
- Parkex
- Traffic + Parking
- Mobility Hubs
- Enforcement Summit
- Parking Roadshow, etc.

2023 features

JANUARY <ul style="list-style-type: none"> • Moving traffic enforcement • Managing the kerbside 	JULY <ul style="list-style-type: none"> • Public engagement and consultations • ANPR and CCTV systems
FEBRUARY <ul style="list-style-type: none"> • Training and skills development • Greener parking 	AUGUST <ul style="list-style-type: none"> • Hospital and campus parking • Permit systems
MARCH <ul style="list-style-type: none"> • Event parking and traffic management • School Streets 	SEPTEMBER <ul style="list-style-type: none"> • Airports, rail stations and park & ride • Traffic Regulation Orders and mapping
APRIL <ul style="list-style-type: none"> • Payment technology • Mobility hubs 	OCTOBER <ul style="list-style-type: none"> • <i>British Parking Awards 2023: The winners' special</i>
MAY <ul style="list-style-type: none"> • Car park design and construction • Uniforms and personal protection 	NOVEMBER <ul style="list-style-type: none"> • Car park maintenance and refurbishment • Back office systems • <i>Traffic + Parking 2023 preview</i>
JUNE <ul style="list-style-type: none"> • Debt recovery • Retail parking • <i>Parkex 2023 preview</i> 	DECEMBER <ul style="list-style-type: none"> • Clean air schemes • Cycle parking

Features list subject to change

Mark Moran: 0207 091 7871

Email: mark.moran@landor.co.uk

 @parkingreview

www.parkingreview.co.uk

Schedule

PARKING REVIEW 2023	COPY DEADLINE	PUBLISHED WEEK COMMENCING
JANUARY	Wednesday 4 January	Monday 16 January
FEBRUARY	Wednesday 25 January	Monday 6 February
MARCH	Wednesday 22 February	Monday 6 March
APRIL	Wednesday 22 March	Monday 3 April
MAY	Wednesday 19 April	Monday 1 May
JUNE	Wednesday 17 May	Monday 29 May
JULY	Wednesday 14 June	Monday 26 June
AUGUST	Wednesday 12 July	Monday 24 July
SEPTEMBER	Wednesday 9 August	Monday 21 August
OCTOBER	Wednesday 6 September	Monday 18 September
NOVEMBER	Wednesday 18 October	Monday 30 October
DECEMBER	Wednesday 15 November	Monday 27 November

NOTES TO ADVERTISERS:

Should you need more time to submit your advertising artwork please contact a member of the sales team to agree an alternative copy deadline.

Should you wish to postpone advertising until a later issue you must notify a member of the sales team before the above copy deadline.

If an order is cancelled more than two weeks before publication, 50% of the value of the order shall be paid. If an order is cancelled less than two weeks before publication 75% shall be paid.

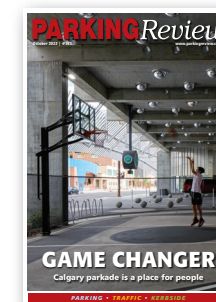
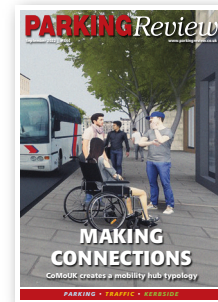
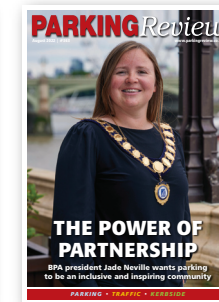
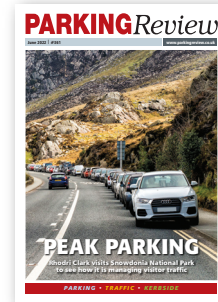
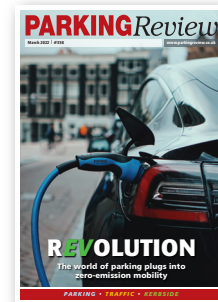
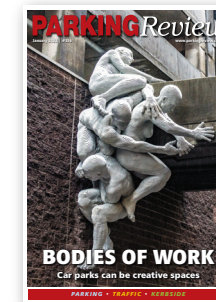
Should you withdraw any pre-booked advertising on or after the above copy deadline, and during press week, you will be required to pay the full value of the order.

Note: Dates may be subject to change

Jason Conboy: 020 7091 7895

Email: jason@landor.co.uk

 @parkingreview



2022: people, places and perspectives

Advertising rates – Display

CALLING ALL FUTURE THINKERS.

The cloud-based open parking payment platform delivers a future ready system that empowers you to initiate effective change.

Delivering multi-vendor cashless providers as well as multi-channel analysis.

- Pay & Display data
- Pay On Foot data
- Camera App & Pre-Booking Provider data
- Data/Carrier Billing data
- Events data
- Enforcement data

Plus integration with EV charging, kerbside/hygiene management and travel management systems.

Evolution is happening, will you be a part of it?

solutionlabs

Working in a brand new and exciting environment, we are looking for a talented individual to join our team. If you are interested, please email your CV to info@solutionlabs.co.uk or call 020 7091 7895.

noo

www.noo.co.uk

trace

Debt Recovery and Enforcement Specialists

A leading provider of financial, debt recovery and enforcement services, the Trace Group provides a complete and comprehensive service to its clients.

What connects can also exclude

The Trace Group is a leading provider of financial, debt recovery and enforcement services, the Trace Group provides a complete and comprehensive service to its clients.

trace

trace.co.uk

RATES PER INSERTION	1	3	6	12
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			

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

@parkingreview

Advertising rates – Classified

CLASSIFIEDS

Two Fantastic Opportunities Within Parking

JustPark are growing

Client Relationship Manager

Safe & Account Manager

justpark.com/jobs

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

Directory panels

Each edition of *Parking Review* contains a number of specialist directories, including:

- Parking Consultants
- Parking Systems & Services
- Construction & Refurbishment
- Parking Recruitment Services

Services Directory

Head of Operations

Ask Right

newlyn

Advertise your vacancies with the no.1 transport jobs site

MAKERS

50th Anniversary

50th Anniversary

50th Anniversary

Prices based on uptake of 12 insertions per series

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

All prices exclusive of VAT (add 20%)

www.parkingreview.co.uk

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

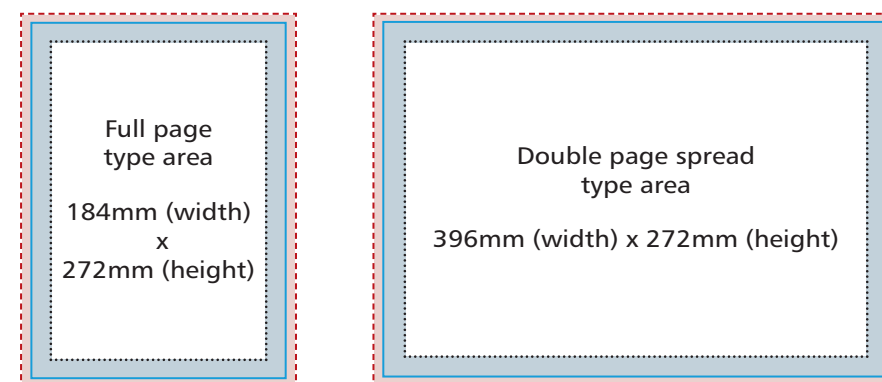
Parking Review is a 4-colour, saddle-stitched (stapled) magazine.


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/email 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.

Packages: Profiles and promotions

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

Options include:

Advertising supported features
You can specify that display adverts appear adjacent to editorial sections produced by the *Parking Review* team.

Advertising features

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. (The layouts presented as an 'Advertising feature'.)

Advertorials

This is 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 will be labelled 'Paid Content' or similar.)

Also ask about:

- Leaflet insertions
- Wraparounds
- Cover mounts



Sample pages from a bespoke 16-page company profile produced for Chipside



Highlight Parking advertising feature from 2022



Taranto 'Paid Content' advertorial from 2022

Supplements and special editions

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



Parkex 2022 coverage



British Parking Awards 2022 coverage

Traffic + Parking Handbook

We also devise supplements, including the well-received **Traffic + Parking Handbook**, an A5 guide to key system and service suppliers. To find out more about the 2023 edition of the Handbook please contact Jason Conboy on jason@landor.co.uk



Online Advertising Packages

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

- 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

For queries regarding the supply of online advertising, please contact a member of the sales team.