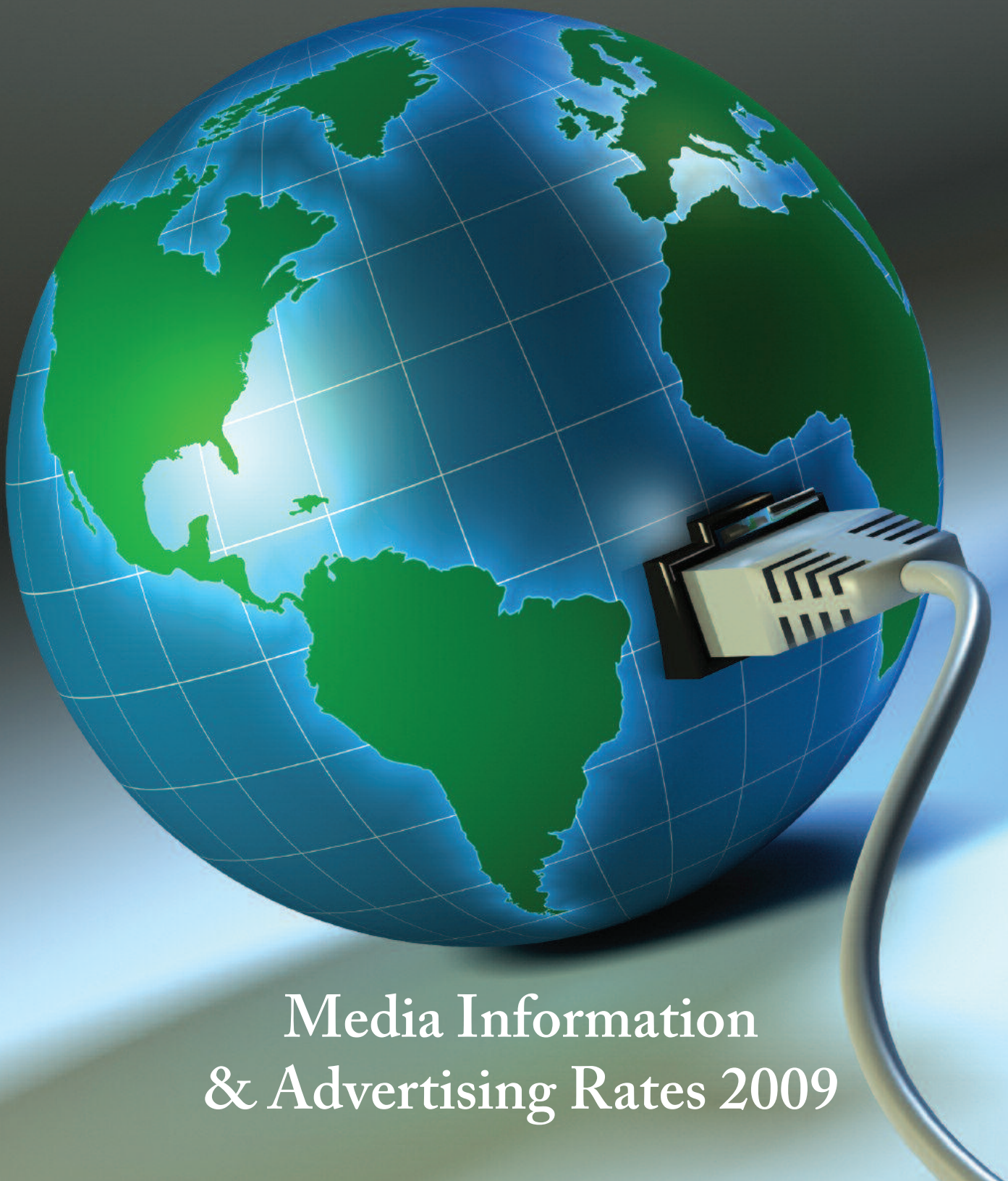


Government Sustainability

The Business Magazine for Sustainable Government



Media Information
& Advertising Rates 2009

The Market



"...Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs..."

The Brundtland report, 1987

November 2008 saw the Climate Change Bill pass its final milestone. This commits the UK to an 80 per cent reduction in greenhouse gas emissions by 2050, and is now enshrined in law, which makes the UK the first country in the world to have a legally binding framework to help adapt to climate change.

A sustainable society needs both businesses and the public sector to consume differently and more efficiently. As Central Government estates aim to improve their environmental performance and become carbon neutral by 2012, Local councils are uniquely placed to help deliver change as they interact with their communities to develop local sustainability policies. With plans now underway to make sustainable development integral to the new Comprehensive Area Assessments, local government executives need to be kept abreast of regional, national and international developments in sustainable and environmental practice.

The total world environmental goods and services sector is expected to grow by 30 per cent in the next two years. The market is complex and closely aligned with government policy and regulation, which is subject to constant change. A myriad of products and consultancy services exist, which can make planning and procurement decisions difficult and time consuming.

Government Sustainability magazine will report on the practices, products and partnerships that are helping to reduce the threat of climate change. Each issue will contain specially selected and commissioned feature material that reflects the current market, written by both in-house staff and by independent contributors. These range from experts in sustainability to government ministers, environmental officers and communications specialists.

GS features a unique circulation, as it will be exclusively distributed to those working in central government, local authorities, regional development agencies, police forces and the NHS. Its partnering website at governmentsustainability.co.uk will deliver news, views and sponsors messages electronically, and will act as a valuable information source to public sector executives.

In Building

Buildings currently account for nearly half of all carbon emissions. Reducing this is a huge challenge for local and central government. *GS* will cover Public Sector building programmes extensively, including the ongoing developments in low energy design & architecture, sustainable building principles, land remediation and planning/regulation, energy efficient building products plus legislative and regulatory updates.

In Energy

One third of Britain's electricity generation capacity must be replaced in the next few years. Since the Planning Act received Royal Assent in 2008, Local Governments have real power to release the potential in renewable energy. *GS* will cover sustainable energy procurement, combined heat & power, photovoltaic power, heating & ventilation plus all the latest energy efficient products and renewable generation technology.

In Community Regeneration

Projects that aim to breath new life into towns and cities will be covered extensively. Planned features for 2009 will address urban reclamation, low carbon refurbishment, eco-town development, affordable and social housing, community relations, communications and market research.

In Waste Management & Recycling

Impending rises in landfill taxes make the case for encouraging domestic recycling ever more compelling. *GS* will deliver the lowdown on community recycling schemes and incentives, green waste management, water recycling, duty of care, environmental testing services, plant and processing facilities, electrical equipment recycling.

In Transport

Developing sustainable transport policies to take account of population needs and changing demographics requires a huge level collaboration between government agencies, the private sector and the public. Regular *GS* features on sustainable transport will cover public & community transport, travel planning, alternative fuel use & low carbon vehicles.

In The Office

Carbon emissions from government offices are falling, but are still not on track to meet 2011 targets. *GS* magazine will address Green IT/thin client technology, environmentally friendly office supplies, packaging and flexible working initiatives.

Also addressed regularly in both the news and features sections will be procurement policy, biodiversity, carbon trading & monitoring, pollution control, sustainable finance, as well as extensive previews and reviews of exhibitions, seminars and events in the environmental and sustainable business sector.



Circulation & Publishers Profile

Government Sustainability, launched in April 2009 and published bi-monthly, is distributed exclusively to the public sector. The distribution profile is made up of key staff that have an occupational interest in: *climate change, housing, waste & recycling, transport, energy, finance, regeneration, service delivery, planning, regulation, marketing and communications*. Additional circulation at specialist trade shows and other events will feature throughout 2009/10.

CIRCULATION BY SECTOR	AMOUNT
Local Authorities	3240
Central Government Agencies	1242
Regional Development Agencies	196
Voluntary & Charity Sector	470
LEA/Education/Research	420
Health Sector/NHS	312
Police, Fire & Defence	157
Utilities	110
TOTAL	6147*

CIRCULATION BY JOB TITLE	AMOUNT
Sustainability/Environmental Directors/Managers	3045
Waste/Recycling Managers	512
Estates & Facilities Directors/Managers	750
Planning Directors/Managers	398
Housing Directors/Managers	512
Marketing/Communications Directors/Managers	516
Chairman/Chief Executives	272
Education/Academic	142
TOTAL	6147*

Public Sector Publishing has been providing quality magazines to the public and business sectors since 1997, and is a member of the Periodical Publishers Association. Highly targeted distribution by name and job title, coupled with informative and topical editorials from government ministers and industry leaders, provide a winning formula that ensures sponsors messages are seen by those with direct responsibility for procurement. PSP's experience in producing media for the public sector enables the circulation to be constantly updated and tailored to the exact content of each issue.

Digital Distribution

In keeping with our promotion of sustainability, our readers will also be offered the option of receiving their copy of the magazine digitally. These are also distributed by a number of key organisations in the sustainability marketplace. This format enables our readers to link directly to advertisers and article references, search for specific words in each issue, and allow the magazine to be archived permanently for future reference. It also includes video and animation to enhance the reader experience.

**launch issue circulation, collated in November 2008*

Advertising Rates & Contact Details

POSITION	RATE
Outside Back Cover	£2,750
Inside Front/Back Cover	£2,600
Double Page Spread	£4,000
Full Page	£2,495
Half Page	£1,695
Quarter Page	£995
Directory Inclusion (Full Year - 6 issues)	£995
Sponsorship/Special Positions/Gatefolds	On application

Display advertising in Government Sustainability can be accompanied by editorial, case studies and product features on the magazines website at www.governmentsustainability.co.uk. This provides cost effective route for organisations that wish to target print, digital and online audiences.

ONLINE - governmentsustainability.co.uk	Rates for 60 days online
Lead Banner (468 x 60 pixels - flash/gif)	1,495
Skyscraper (120 x 600 pixels)	1,495
Button Panel (160 x 60 pixels)	495

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PSP

business media for decision makers



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