THE BUSINESS MONTHLY FOR PLANNING PROFESSIONALS

THE PLANNERS

A MULTI-PLATFORM OFFERING FROM THE
ROYAL TOWN PLANNING INSTITUTE

TOTAL CIRCULATION OF 21,373*
10,000 MORE THAN ANY OTHER PLANNING MAGAZINE IN THE MARKET

18,373 (ABC: JANUARY - DECEMBER 2016)
3,000 (DIGITAL COPIES DISTRIBUTED)

ADVERTISING SALES
Display and Directory james.kelly@redactive.co.uk T. +44 (0) 20 7880 7607
ABOUT THE RTPI

The Royal Town Planning Institute is the UK’s leading planning body for spatial, sustainable and inclusive planning, and is the largest planning institute in Europe, with over 23,000 members. In 2014 the RTPI celebrated its centenary and the launch of The Planner.

“Supporting our members throughout their professional careers is at the heart of everything we do.”

Trudi Elliott, RTPI Chief Executive

HALF OF MEMBERS
engage with development management and/or local planning policy:
- 26% work in urban policy;
- 21% in regeneration;
- 18% in heritage/conservation;
- 1 in 8 are involved in community engagement and economic development.

57% of RTPI members work in the public sector (inc. local government, central government/administration, national agencies);
33% in the private sector (inc. self-employed);
7% in third sector (inc. universities)

30 YEARS
27% of RTPI members have more than 30 years experience in planning

69% of readers are RTPI Chartered Members or Fellows
THE PLANNER

THE PLANNER MAGAZINE

The Planner is the official magazine of the RTPI and is distributed monthly to 21,696 members.

The Planner reaches nearly 10,000 more planners than the nearest competitor.

The Planner prides itself on providing RTPI members with key, up to date news. Our features and editorial coverage reflect the views and concerns of the UK’s leading town planning professionals.

As an ABC audited title, we can give you the confidence in knowing that our figures are a genuine reflection of our readers and users.

Our monthly publication will help you generate brand awareness, rapid response, lead generation and thought leadership.

The Planner reaches nearly 10,000 more planners than the nearest competitor.

CIRCULATION COMPARISON

<table>
<thead>
<tr>
<th></th>
<th>THE PLANNER</th>
<th>PLANNING RESOURCE</th>
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<tbody>
<tr>
<td></td>
<td>21,373</td>
<td>11,900</td>
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PRINT DISPLAY RATES

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<th>ONE INSERTION</th>
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<td>£3,825</td>
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<td>HP</td>
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<td>£2,115</td>
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*£40.00 per thousand less than our nearest competitor
AUDIENCE

91% of readers regard the magazine as good to excellent

89% read topics of interest, rather than browse the magazine

78% of readers consider The Planner to be a key benefit of RTPI membership

82% of readers believe that The Planner is authoritative, respected and trustworthy in its industry

45% of readers keep their copy of The Planner or pass it onto a colleague

FOR ⅓ of readers, The Planner is the only industry magazine they read

TOTAL READERSHIP: 30,474
THE PLANNER ONLINE

www.theplanner.co.uk is packed with authoritative features, hot topics and market analysis. The Planner website can help you generate client relationships with planning professionals who need your services and advice, through direct access to key people within the industry who are actively reading and searching online daily. www.theplanner.co.uk recieves an average of **16,901** users per month.

**ONLINE DISPLAY**
- Fully responsive website
- Opportunity to integrate display adverts seamlessly into highly intuitive, user friendly design
- Sold on a CPM basis (cost per 1,000 impressions)

**WEBINARS**
- Tailored to your specific requirements
- Opportunity to work with the editor to shape the theme and agenda
- Run a high profile promotional marketing campaign
- Use all data captured from registered and opted-in viewers
- 100 new sales leads guaranteed
- Average number of registrations per webinar: **1,300**

**CONTENT HOSTING**

www.theplanner.co.uk is equipped to host content in any format:
- Whitepapers, reports, e-books
- Podcasts, presentations, videos
- Surveys, infographics

All hosted content will be open-access, giving you access to the widest audience within the town planning industry.

**The online audience of The Planner is very engaged: bounce rate average of 45%.**

**CPM £55**

£8,500 - £12,500

From £2,000 per month
THE PLANNER EMAILS

SOLUS EMAILS

Sending a bespoke solus e-mail to this highly responsive audience is an ideal way to:

• Boost traffic to your website/online brochure and collect data
• Establish and enforce your thought leadership credentials or innovation
• Control the timing of your messages to the market
• Be seen as an educator/authority in the planning industry

£3,000

BI-WEEKLY NEWSLETTER

• Segmented bi-weekly newsletter
• Latest online-only features along with news and updates from the RTPI
• High profile display banner advertising
• Integrated text adverts
• Drive traffic to your website or to your sponsored content at
• Average open rate: 32%

www.theplanner.co.uk

35 word text ad and logo
£1,750

MPU £750

Full sponsorship (text ad and MPU) £2,250

The Planner e-newsletter is received by 23,654 subscribers.
The open rate is double the industry average.
The Planner can deliver a full range of BESPOKE, high profile creative executions. Please contact the display team for full details.

## PRINT DISPLAY

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<thead>
<tr>
<th>Issue</th>
<th>Booking Deadline 1.30pm:</th>
<th>Publication Date:</th>
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## LOOSE INSERTS

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<td>11g to 20g</td>
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<td>21g to 30g</td>
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*£40.00 per thousand less than our nearest competitor

## SEMI-DISPLAY DIRECTORY

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<td>Double box (1/4 page)</td>
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(Surcharges for split runs: £280)

## PRINT SCHEDULE 2017

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TECHNICAL SPECIFICATIONS

DISPLAY ADVERTS

DPS
Type: 250 mm high x 396 mm wide
Trim: 280 mm high x 420 mm wide
Bleed: 286mm high x 426mm wide

FULL PAGE
Type: 250 mm high x 186 mm wide
Trim: 280 mm high x 210 mm wide
Bleed: 286mm high x 216mm wide

HALF PAGE
(horizontal): 123mm high x 186mm wide
(vertical): 250 mm high x 91mm wide

QUARTER PAGE
Vertical: 123mm high x 91mm wide
Strip: 60mm high x 186mm wide

SECTOR GUIDES

FULL PAGE
Type: 184 mm high x 122 mm wide
Trim: 210 mm high x 148 mm wide
Bleed: 216mm high x 154mm wide

HALF PAGE
Half Page (horizontal): 86mm high x 122mm wide

QUARTER PAGE
Quarter Page (vertical): 86mm high x 59mm wide

DIRECTORY ADVERTS

Sixteenth: 26mm high x 90mm wide
Eighth: 55mm high x 90mm wide
2/8 vertical: 113.5mm high x 90mm wide
2/8 strip: 55mm high x 184.5mm wide
4/8 vertical: 230mm high x 90mm wide

SUPPLYING ARTWORK

Please supply pass4press pdf via email. All pdfs must be high resolution (300dpi), CMYK (we cannot be held responsible for colour content of any RGB files supplied) with fonts embedded. Setting and copy amendments are available inhouse, and will carry an extra charge. Please note all new artwork must be approved by the RTPI before being included in the magazine.

ARTWORK CONTACT

Please send all artwork on email to:
aysha.miah@redactive.co.uk or via dropbox
filetransfer.redactive.co.uk/dropbox/Aysha_Miah

Aysha Miah-Edwards
aysha.miah@redactive.co.uk
+44 (0) 20 7880 6241
Redactive Publishing Ltd,
17 Britton Street, London, EC1M 5TP