



CORE ISSUES FOR A KEY AUDIENCE

LNPV

MEDIA INFORMATION PACK



What can LAPV offer you?

Published four times a year, **LAPV** offers well researched, independent articles and news focused on new and upcoming plant and vehicle technology, industry developments and examples of 'Best Practice' and 'Best Value', providing an effective bridge between the industry and the local authority audience.

Key industry spokespersons and top experts from local authorities voice expertise as well as well-grounded opinions on subjects that touch the day-to-day working challenges of local authorities, and their plant and vehicle professionals.

The dedicated editorial team presents technical issues in an easily accessible manner in order to assist key-decision makers in making educated investment choices.

LAPV's well-established circulation (4,000) ranges from Heads of Transport, Fleet Managers, Depot Managers, Waste Managers, Contract Officers, Grounds Maintenance, Community Transport and Street Cleansing Managers to Highways/Winter Maintenance Operators, and Recycling Managers.

The in-dept editorial encompasses refuse collection vehicles, sweepers, grounds care equipment, recycling banks, diggers, dumpers and skips. There is regular coverage of core subject such as contract hire, vehicle finance, telematics and cost effective fleet management.



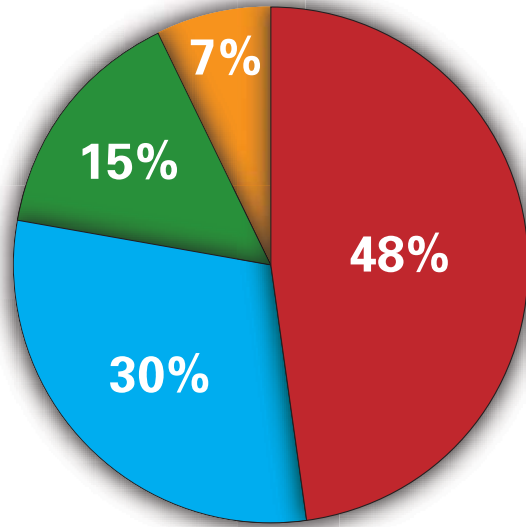
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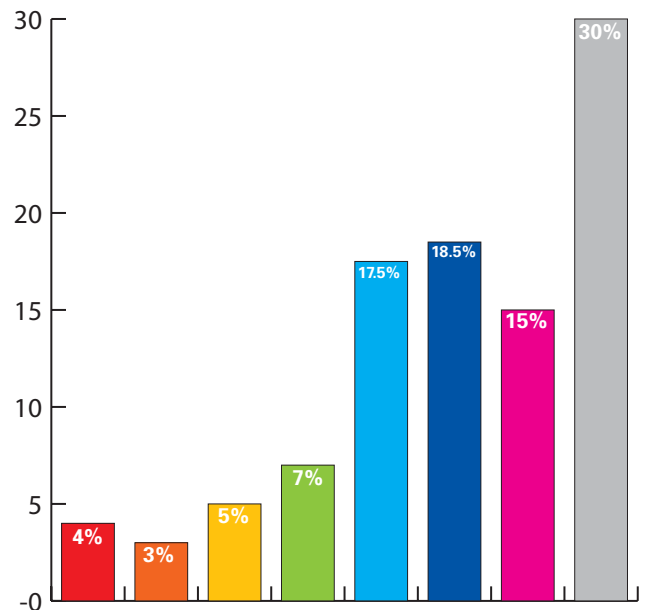
LAPV's decision-makers

- Direct decision-maker
- Advise on orders
- Specify on orders
- Report on central purchasing

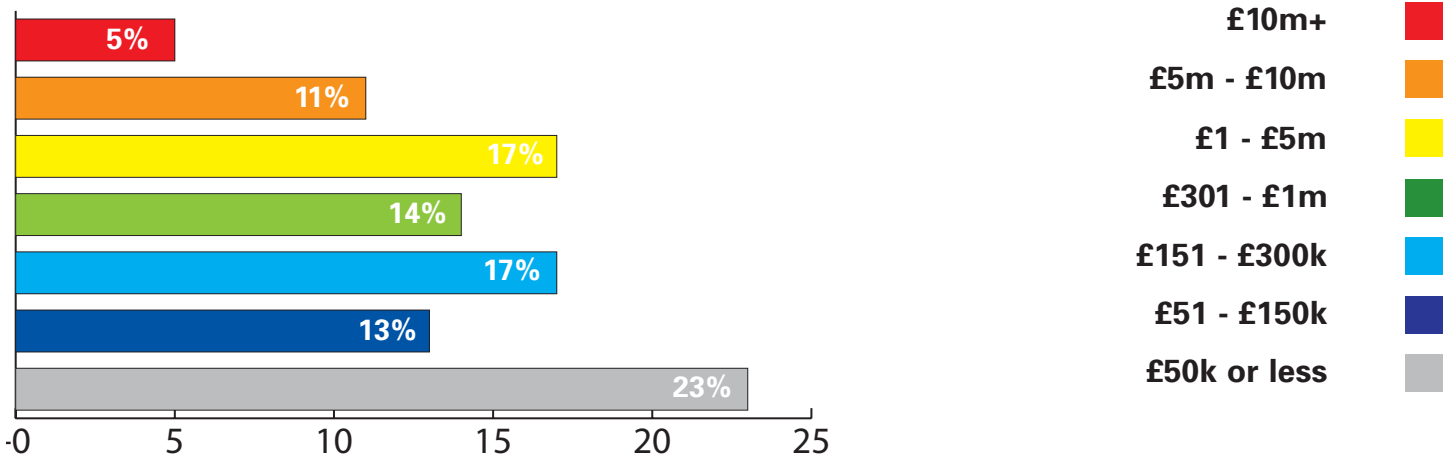


Number of vehicles each LAPV reader's department is responsible for

- 5001+
- 2001 - 5000
- 1001 - 2000
- 501 - 1000
- 251 - 500
- 101 - 250
- 51 - 100
- 1 - 50



LAPV readers average spend on vehicle maintenance



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ADVERTISING RATES

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Inside Front Cover		£1250

Series discounts

2	3	4
5%	10%	15%

Inserts

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Classified and Recruitment rates available on request.

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