

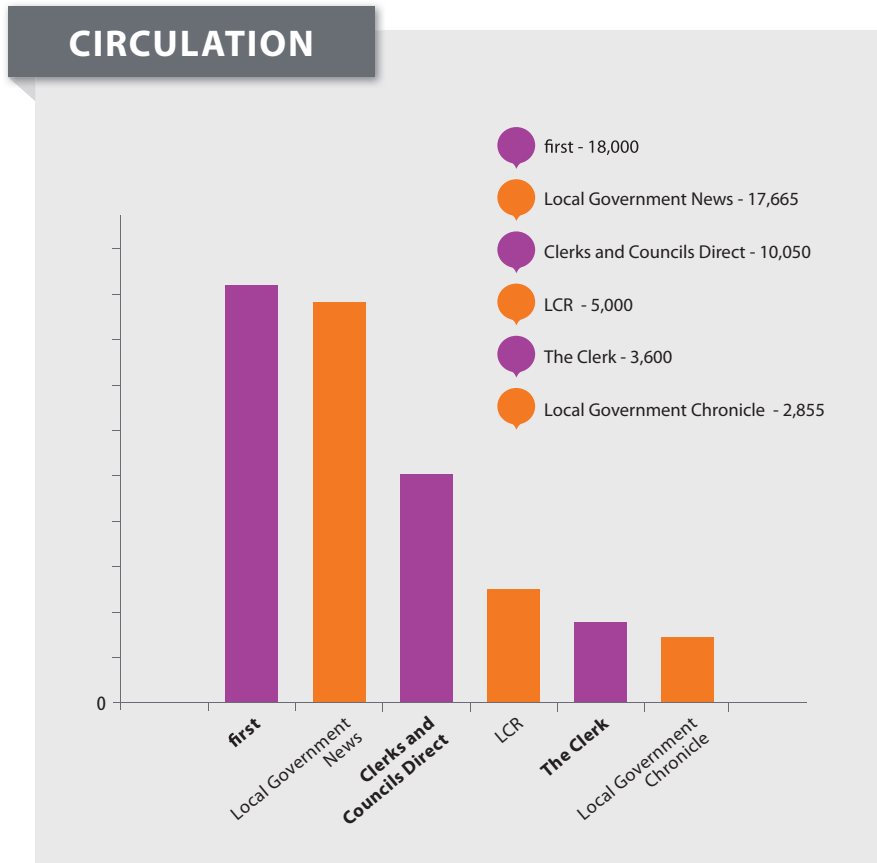
first

The Local Government Association works with councils to support, promote and improve local government. As a politically-led, cross-party organisation, it works on behalf of councils to ensure local government has a strong, credible voice with national government. Its main aim is to influence and set the political agenda on the issues that matter to councils, so they are able to deliver local solutions to national problems.

first is the flagship publication of the Local Government Association and is essential reading for councillors and chief executives in LGA member councils in England and Wales. It is delivered free of charge 12 times a year to all members. It provides updates on the work of the LGA and is the most common way members find out about the Association. Each issue includes the latest news, policy updates, letters and political comment.



Advertise with the market leading local government magazine



OUR READERS

18,000 circulation

Primary audience: councillors and chief executives

62% have additional responsibilities as a councillor

42% earn over **£35,000**

SECONDARY AUDIENCE: stakeholders, MPs, peers, other parts of the public sector, lobbying organisations and staff at the LGA

12 issues per year

70% regularly read first

60% donate to charity once or more a month

68% are male
32% are female

25% have brought a product/service to their council's attention after seeing it in first

71% have children or grandchildren

FIRST IS THE HIGHEST CIRCULATING MAGAZINE IN THE MARKET
Our readers are influential in local government and read **first** diligently

Rates and mechanical details

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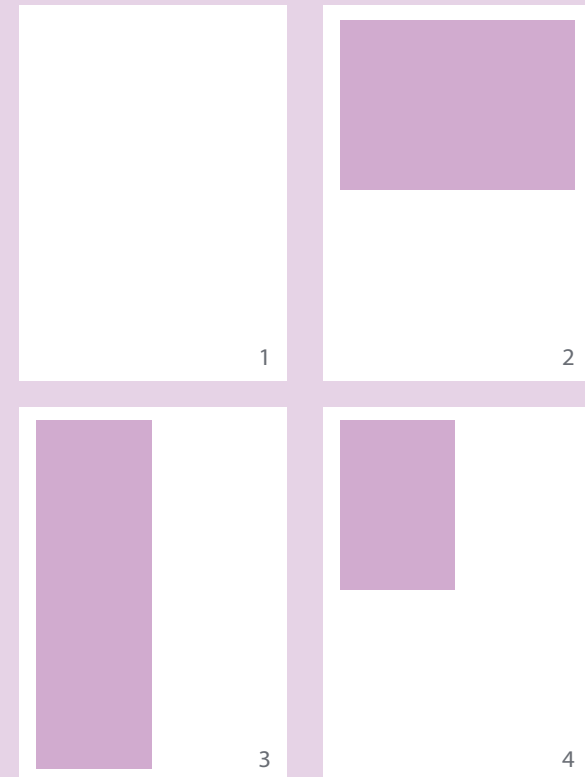
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first features list

January 2017

Published 10 January

- Housing
- Finance

February 2017

Published 2 February

- Housing

March 2017

Published 2 March

- Fire services
- Public health

April 2017

Published 30 March

- Back to school
- Fire services
- (Public health)

May 2017

Published 27 April

- Local elections preview

June 2017

Published 26 May

- Brexit
- Local elections review

July 2017

Published 29 June*

- Consumer rights and issues
- LGA annual conference previews
- Brexit

August 2017

published 27 July*

- LGA annual conference reviews

September 2017

Published 25 August*

- The 'green' one
- LGA's at party conferences

October 2017

Published 22 September*

- Children and adult social services

November 2017

Published 26 October

- Weather
- Children and adult social services

December 2017

Published 30 November*

- Finance



*All publication dates marked * are subject to confirmation.*