WITH A PORTFOLIO OF OVER 73,800* PLANNING PROFESSIONALS - NO OTHER PLANNING MAGAZINE IN THE MARKET COMES CLOSE TO MATCHING THE PLANNER’S REACH AMONG THE PLANNING COMMUNITY.

MEDIA INFORMATION 2021

Tel: +44 (0) 20 7324 2762  Email: sales@theplanner.co.uk

Circulation: 17,608
(January - December, 2019)
THE MISSION

The Planner is the official magazine of the Royal Town Planning Institute (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 more than 25,000 members.

The Planner’s mission is to provide RTPI members with key, up to date news. The magazine’s features and editorial coverage reflect the views and concerns of the UK’s leading town planning professionals.

With a portfolio reach of over 73,800* planning professionals, no other platform comes close to matching The Planner’s reach among RTPI Members and the planning community alike.

What’s more, advertising in the magazine will help you generate brand awareness, rapid response, lead generation and thought leadership. Meaning that your specific campaign objectives will be met through the highly engaged audience of The Planner, those who carry genuine influence and relevancy to you and your brand.

*magazine and digital audiences combined (ABC / Google Analytics)
You’ll find it pays to align your brand with the market-leading media brand in the planning community. A trusted source of information and advice that inspires action and response.

And as you can see below, the power of The Planner can be demonstrated unequivocally in comparison to its nearest competitor.

A comparison that is further enhanced when you consider that The Planner is an ABC audited title with genuine figures, sent monthly directly to planning professionals, meaning your message is directly placed in front of decision makers, those who matter to you and your brand.
READERSHIP KEY STATS

- 50% of The Planner readers are management level or above.
- 91% of readers regard the magazine as good to excellent.
- 1/3 of readers said that The Planner is the only industry magazine they read.
- 82% of readers believe that The Planner is authoritative, respected and trustworthy in its industry.
- 78% of readers consider The Planner to be a key benefit of RTPI membership.
- 29% of The Planner readers are Directors or Heads of Dept.
- 45% of readers keep their copy of The Planner or pass it onto a colleague.

*stats sourced from most recent readership survey*
**PRINT ADVERTISING OPPORTUNITIES**

**PURCHASING POWER**

*The Planner* is the essential monthly read for planning professionals. This means that your advertising partnership with us will land in the hands of those who are most relevant to you and your business.

Advertising within these pages will ensure that your brand and proposition is recognised and understood by the planning community.

You’ll attract the attention of this highly engaged audience who can truly make a difference to you, and ultimately help you meet your organisation’s specific objectives and KPIs.

### Advertising rates

<table>
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Due to naked mailing we have room for one bound insert per issue - POA

### Advertising dates

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**LEADERBOARD**

The Planner website receives over 90,000 impressions per month by industry specialists. By advertising through the array of site-wide options on theplanner.co.uk you can engage with the planning community and increase brand visibility.

**DIGITAL ADVERTISING OPPORTUNITIES**

**E-NEWSLETTER**

Sent out 3 times a week, the e-newsletter is sent to over 30,000 subscribers and directs traffic to your website or hosted content on the The Planner website. The newsletter includes the day’s top stories, along with informed opinion and analysis.

**SOLUS EMAIL**

Be the sole sponsor of a The Planner solus email sent to over 30,000 planning professionals. Including in-email content and CTA, these are a highly effective way to engage the audience and be seen as an authoritative figure within the industry.

**RUN OF SITE BANNERS**

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Partnering on a webinar with *The Planner* is a unique opportunity to achieve:
- Wide ranging brand exposure
- In-depth thought leadership
- High-volume lead generation

Each of our webinar packages can be tailored to your specific requirements. Key benefits will include:
- The chance to work with the editor to shape the theme and agenda for the live event
- Promotion via a *The Planner* magazine e-mail campaign, carrying your branding to *The Planner*’s full database of planning professionals
- Use of all data captured from registered and opted-in viewers

Price includes the following promotional campaign:

**Campaign before the webinar:**
- Co-branded promotional banners designed for the event
- 3 x e-shots to 30,000 *The Planner* database
- Banner and MPU on theplanner.co.uk
- A minimum of 3 x social media call outs via Twitter
- 1 x full page advert promoting the webinar in *The Planner*

**The webinar itself:**
- A one-hour, live audio webinar with slides presented in a co-branded console
- Presentation format, with up to four speakers and hosted by a member of the *The Planner*’s content team
- Live questions posed by the audience with questions and details passed to the sponsor after the event for follow-up

**Campaign after the webinar:**
- Recording of webinar alongside banner and MPU linking to on demand webinar hosted on theplanner.co.uk
- Mention on the e-newsletter
- Call out on social media
- Editorial write up in magazine

THE PLANNER

**WEBINARS**

**PACKAGE PRICE FROM £5,000**

PROMOTION TO OVER 30,000 PLANNING PROFESSIONALS

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PROMOTION TO OVER 30,000 PLANNING PROFESSIO...
In addition to our existing robust content offering, we are now presenting the opportunity to co-create a sponsored podcast with *The Planner*.

Sponsored podcasts are a great way to align yourself with the *The Planner* brand whilst building rapport and brand exposure in the process. They are a creative, flexible and cost-effective way to deliver your content using authentic storytelling rather than a hard sell and to be seen as an authority on a topical area of business interest.

The trust you gain from decision makers within the planning community can then lead to your specific objective being met.

The 20 minute podcast is hosted by the editor of *The Planner*, joined by a sponsor representative, and a relevant speaker(s) from the industry.

There are two packages to choose from when sponsoring a *The Planner* podcast, both of which utilise the magazine’s various print and digital channels for promotion.

**The Planner podcast sponsorship package – brand association:**
- Sponsor receives branding on all podcast promotion
- Announcement as sponsor at the opening and close of podcast
- Sponsor message stating the sponsor’s USPs at opening of podcast

£2,450

**The Planner podcast sponsorship package – brand association and content:**
- All of the brand association package, plus the ability to shape content and participate in the podcast
- *The Planner*’s editor will agree the theme and content plan with the sponsor
- Sponsor representative included in podcast content as one of three or four participants – editor of *The Planner*, joined by a sponsor representative, and a relevant speaker(s) from the industry.

£3,950
As part of a new service, The Planner now offers consultative content solutions to deliver specific messages directly to your audience.

We can help open a dialogue between your organisation and the engaged member readership. From thought leadership, to infographics, surveys, video and case studies, we are positioned to create the most effective assets for your needs, utilising our resources at The Planner.

Our dedicated teams are able to advise and create targeted multichannel strategies based on your objectives, aligning you with the credibility and authority of the voice of The Planner.

Why content?
One of the most effective ways to influence is to educate and inform; content is a powerful vessel to do this. Content-led marketing gives an authoritative voice to an organisation, and we can give you access to the most receptive and high quality audience to hear it.

The Planner reach:
Print – 17,608 readers
Digital – 120,000 audience*

Please contact us to discuss how The Planner can help you with a content strategy

*Made up of 30,000 e-newsletter subscribers and over 90,000 monthly visitors on theplanner.co.uk
SURVEYS AND CONTENT HOSTING

CONTENT HOSTING

Get your content, whether it’s a whitepaper or video, the exposure it deserves.

Our online knowledge centre is designed to host your existing or latest research, reports and any other content types to ensure that they reach the widest, most relevant audience possible. We’re equipped to host content in any format, including:

- Whitepapers, reports, e-books
- Podcast, presentation, video
- Surveys, infographics

Your content can be open access to reach the widest possible audience or locked for data capture, enabling you to generate valuable qualified new business leads, and effective ROI.

All reports are hosted on their own dedicated, co-branded web page within our easily searchable knowledge centre.

To maximise exposure, we will promote all of your content via our e-newsletter and from our website homepage – theplanner.co.uk

SPONSORED SURVEYS

Capture exclusive insight and create market leading intelligence from planning professionals.

Surveys and research are a fantastic way to engage with The Planner’s unrivalled audience and generate data and knowledge for future campaigns through engagement with key decision makers. This includes:

- Survey promoted via The Planner’s digital channels
- A summary of findings published in The Planner
- The Planner content team will work closely with you to collate survey findings and produce a white paper - hosted for 3 months and locked for data capture
- Full page advert in The Planner to promote white paper
SUPPLYING ARTWORK

The Planner operates a digital workflow system and so prefers to receive artwork as a Pass4Press PDF via email to aysha.miah@redactive.co.uk, or via https://filetransfer.redactive.co.uk/dropbox/aysha_miah

Colours should be saved as CMYK with fonts and hi-resolution images embedded.

We are able to accept some other formats with prior agreement with Aysha Miah-Edwards (+44 (0) 20 7880 6241).

Word or PowerPoint files are NOT acceptable as artwork.

Digital data
File Types Accepted
Digital display/images: JPEG, PNG, GIF
Sponsored email: HTML (to be replicated), Word Doc
Digital copy contact: sales@theplanner.co.uk

SPECIFICATIONS

DOUBLE PAGE SPREAD (H X W)
Type - 250mm x 396mm
Trim - 280mm x 420mm
Bleed - 286mm x 426mm

FULL PAGE (H X W)
Type - 250mm x 186mm
Trim - 280mm x 210mm
Bleed - 286mm x 216mm

HALF PAGE
H: 123mm x 186mm
V: 250mm x 91mm

DIRECTORY - QUARTER PAGE
V: - 113.5mm x 90mm

DIRECTORY - HALF PAGE
H: - 113.5mm x 184.5mm

Advertising dates

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<td>15 Feb</td>
<td>15 Mar</td>
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