

MEDIA PACK

PLANNING IN LONDON YEARBOOK **2012**

The new Planning in London Yearbook

THE ESSENTIAL GUIDE TO PLANNING, DESIGN, PLACE-MAKING AND DEVELOPMENT IN THE CAPITAL

Understanding London's planning system is a lifetime's work which is why **Planning in London**, the award-winning journal of the London Planning and Development Forum, publishes its Yearbook, now in its tenth edition.

Each year it provides an essential snapshot of planning in London - the boroughs, the people, the policies, the opportunities and challenges. This year, the first year of Localism's impact on development in the capital, we relaunch the Yearbook with an even better mix of features and sections reflecting the fundamental changes taking place in the planning system.

Who gets the Yearbook?

Planning and regeneration officers, and consultants, developers, clients, investors, architects, lawyers, engineers, property consultants, agents, new emerging stakeholders including neighbourhood forums and enabling groups



Why advertise

The PiL Yearbook provides a unique marketing opportunity for companies to highlight their expertise, their key people and experience to a targeted circulation of key decision makers in the capital.

The mix of features, analysis and industry expert commentary make the Yearbook an essential guide to planning in the capital and provides a unique environment to build brand and company awareness and communicate key messages to the London's planning, design, development and community sectors.

Advertising options

The PiL Yearbook provides advertisers with a range of advertising options to deliver your message. You can choose from a range of formats and advertising positions

Advertising rates

Display	Mono	Colour
DPS (Double Page Spread)	-	£2,795
FP (Full Page)	-	£1,595
Outside Back Cover	-	£2,200
Inside Front /Inside Back Covers	-	£1,950
½ page	-	£895
¼ page	-	£495
Tenth page	-	£225

Circulation and readership

The Yearbook will be circulated to our new up to date database of 3,000 key organisations and professionals involved in planning, architecture and development based in London and the South East with an estimated pass on readership of 5 people per copy.

The job functions will include:

- Developers
- End users / clients
- Planning departments / local authorities
- Planners and planning consultants
- Architects
- Regeneration professionals
- Investors
- Property agents
- Engineers - consulting, transport and M&E
- Lawyers
- Management Consultants
- Project Managers, Quantity Surveyors
- Community groups

Mechanical Data/Artwork & Delivery Details

File Requirements

PDF

PDF/X1 with fonts embedded, all images saved in CMYK. No compression.

TIFF

Flattened TIFF (8 bit) with all fonts rasterized, all images saved in CMYK. No compression. 300 DPI at full size.

JPEG

JPEG saved in CMYK format. No compression. 300 DPI at full size.

EPS (Encapsulated Postscript)

EPS files to have all type converted to paths. All images CMYK.

File Details

Sizes: All advert sizes are shown on page 7.

Fonts: Minimum 6pt type font, minimum 8pt for reversed out type.

Rules: Do not use hairline rules. Solid Black rules to be 0.25pt minimum, colour rules to be 0.5pt minimum.

Photographic images: 300 dpi, CMYK mode. Maximum density should not exceed 300.

Colours: CMYK only. No special, Spot or Pantone colours. ONLY CMYK and tints.

Rich Blacks: Use 100% K (Black) with 40% C (Cyan) to give a rich black.

Trapping: Do not set any trapping – this will be added by printer.

Proof: Proofs should include colour bars with 25%, 50%, 75% and solid areas for each colour. Proofs should be at 100% size of file submitted, and include bleeds and trims.

Delivery Procedures

All advertising material is coordinated through Lansdowne Publishing and should be delivered to:

Richard Marsden or Shazhadi Khan

Lansdowne Publishing Partnership Limited
11-12 School House, 2nd Avenue Trafford Park
Manchester
M17 1DZ

Tel 0161 872 6667 Fax 0161 872 6668

Upon uploading an advert file to FTP site, please e-mail the file name and low-res PDF (for placement only) to richard.marsden@lansdownepublishing.com

If submitted electronically **a flat proof is still required** to minimise corruption and errors. Please post / deliver a proof to the address above.

Cancellation policy

see www.planninginlondon.co.uk

Terms and conditions

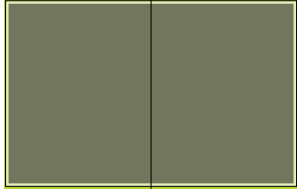
see www.planninginlondon.co.uk

Advert sizes

All measurements are in millimetres (mm) and Width x Height

Adverts with bleeds need to be supplied with 3mm bleeds and crop marks.

*For spreads, leave a minimum of 10mm type safety area on either side of the central gutter.



Double-Page Spread*

Advert Size: 470 x 300

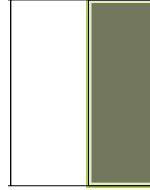
With Bleeds: 476 x 306

Type Safety Area: 290 x 460

Non-Bleed Advert Size: 290 x 460



Avoid type spanning the central gutter



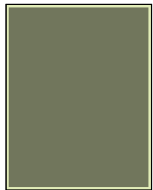
1/2 Page Vertical

Advert Size: 109.5x 300

With Bleeds: 115.5 x 206

Type Safety Area: 99.5 x 290

Non-Bleed Advert Size: 99.5 x 290



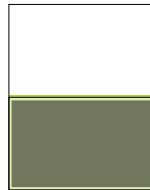
Full-Page

Advert Size: 235 x 300

With Bleeds: 241 x 306

Type Safety Area: 225.5 x 290

Non-Bleed Advert Size: 225.5 x 290



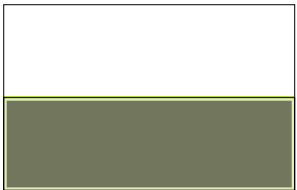
1/2 Page Horizontal

Advert Size: 235 x 150

With Bleeds: 241 x 156

Type Safety Area: 225 x 140

Non-Bleed Advert Size: 225 x 140



Half-Page Spread*

Advert Size: 470 x 150

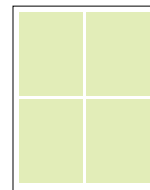
With Bleeds: 476 x 156

Type Safety Area: 460 x 140

Non-Bleed Advert Size: 460 x 140

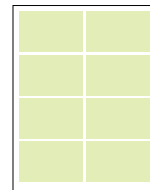


Avoid type spanning the central gutter



1/4 Page

Advert Size (no bleeds): 102.5 x 135



1/10 Page

Advert Size (no bleeds): 102.5 x 65

PLANNING IN LONDON

YEARBOOK 2012

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