

Essential for those who require understanding and analysis of today's public policy issues.



About the Magazine

The aim of Policy Review is simple: to provide clear unbiased analysis of the public policy issues of the day. Policy Review Magazine examines issues in-depth, providing real business intelligence on the making and managing of public policy. We don't indulge in editorialising. Instead, we let experts in their field - from Ministers to those that implement policy - explain the arguments in their own words.

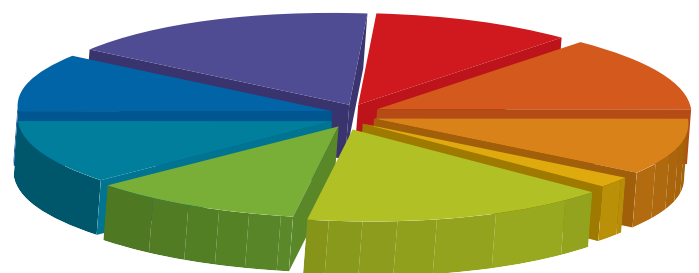
Readership

Policy Review Magazine reaches the key purchasing decision makers for goods and services in the public and private sector in the UK - over 9000 Chief Executives, finance directors and other key decision makers across the 4000 public and private organisations that account for the largest 2/3 of the UK economy. It is read by leaders in the field because it addresses change issues and change in public and private organisations means business for advertisers and sponsors.

Circulation Breakdown

(average monthly distribution)

Policy Conferences	1000	Education	1019
Parliament	1228	Health	1050
Civil Service	954	Criminal Justice	978
Quangos	185	Business Commercial / Other	1551
Local Government	1528		



Why Policy Review?

Policy Review Magazine delivers your message directly to the policy makers, opinion formers, leaders of organisations and senior managers intelligently navigating the maze of public policy.

As part of a group delivering over 150 public policy conferences and events a year we also know the value of constantly updating our market data. We are a marketing led publication offering a multi-channel approach to reach and engage your target audience.

We provide clout through packages of Sponsorship and Advertising which can be combined for maximum impact and reach with:

- special features and inserts
- online advertising, editorial and video interviews
- direct mailing and emailing
- seminars, round tables, lunches and event sponsorship

Multi-Channel Approach

Policy Review offer a campaign approach to your advertising communications. Our powerful industry database is utilized by an editorial and research team offering a targeted and editorially led, presence in the magazine.

We can then provide follow-up through direct mail to an opt-in readership.

In these challenging times organisations need to be flexible and fast, move with the changes, and be proactive. Policy Review are at the forefront of policy change and can help you network and host to help influence at the highest levels. We can set-up small, tightly focused Policy Review seminars, lunches and round tables with your organization at their core.

We have the research capabilities to produce the content and direction of these events, the editorial team to report on them and then the channels to distribute them to your targeted audience with your organisation and leadership taking centre stage.

Policy Review TV can help extending the lifecycle of your live event. Our production team can video your event, it's guests and speakers, cover your presentations and those of other high level speakers and enable event coverage to be sent to staff, stakeholders, shareholders without them incurring the cost of attending.

Multi-Channel Options

Print

- Adverts
- Cover Wraps
- Special Edition
- Issue Sponsorship
- Features – 4,8,16 pages
- Leadership Interviews

Magazine Insertions

- Place inserts into the publication

Commissioned Reports or Guides

- Our editorial and research teams can produce policy reports and business or information guides.
- Full service including design and print

Websites

- www.policyreview.co.uk
- www.policyreview.tv
- 150 public policy conferences per year.
- 30,000 plus paying delegates online
- live and recorded streaming of conference sessions
- Record and report on your conference speeches

E.Newsletter

- 6 issues a year compliment the quarterly magazine
- bespoke issue for your topic area

Direct Mail and Email Marketing

- Targeted to provide the best ROI and to minimise waste

Events

- Seminars
- Breakfasts and lunches
- Roundtable sessions

Testimonials



“Sponsorship of Policy Review is a very valuable exercise for us. The high level circulation gives us direct and specific contact with our target market and the big name writers address and analyse the key issues affecting us in a clear and straightforward manner.

As well as allowing us to make a contribution to the content of the journal, sponsorship works well as part of our marketing strategy and builds on our involvement with their conferences. We will certainly consider it as part of our marketing plans for the coming year”



“Edexcel finds Policy Review a valuable public affairs vehicle, which reaches a key target audience with coverage of relevant, critical issues. It serves well in bringing leading policy groups together in informed debate and providing useful exposure for us.

Our involvement with this publication is part of our broader partnership with Neil Stewart Associates. Their conference expertise has assisted us in reaching our strategic corporate affairs objectives – building our policy platform, our influence and alliances in the world of education as we pioneer modernisation of the examinations system”



“Rekk is pleased to be associated with a publication that addresses the key issues relating to our work in improving community safety by reducing the incidence and fear of anti-social behaviour.

We like the mix of expert contributors and the way their views are presented in a clear and objective manner to the different organisations involved in improving community safety.

I look forward with interest to the future issues and the development of the publication this year”



“Wrixon Care finds Policy Review a clear, concise and accurate publication that we actively encourage our staff to read. As advertisers we are confident the right messages are communicated to potential clients and are pleased with the profile this publication gives us”



For positioning, affinity marketing, leadership establishment or introduction to new markets, **Policy Review** can tailor a campaign to deliver maximum impact.

For more information please contact:

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Rate Card and Mechanical Data

	x 1	x4	Size	All dimensions are denoted as width x height. Measurements are in mm
Full Page	£2950	£2500	Bleed 216 x 303 Trim 210 x 297	
Half Page	£1590	£1350	Portrait (trim) 121 x 190 Landscape (trim) ... 93 x 93	
Third Page	£1120	£950	Portrait (trim) 60 x 247 Landscape (trim) ... 190 x 79	
Quarter Page	£885	£750	Landscape 121 x 93	
Covers (IF,IB,OB)	£3450	£2950	As Full Page	

DPS, Cover Wraps and Sponsored Features / Reports and Loose inserts all available upon request

All Rates Exclusive VAT

Cancellation: **8 Weeks Prior to Publication**

Artwork

PDFs

Please supply high res PDF files (minimum 300dpi) in either 'Composite CMYK' for a colour adverts or 'Grayscale' for a black and white adverts. Adverts must have all fonts embedded. Artwork must be supplied to size without crop marks. Full page adverts should be set with bleed.

Photoshop TIFF/EPS

Please supply high res (minimum 300dpi) Photoshop TIFF or EPS files. Please ensure that files are saved in CMYK colour mode, and as flat images (no Photoshop Layers).

Delivery

Please send press ready artwork directly to Melanie Zacks, studio@chamberdunn.co.uk.

If you have any queries, please contact:

Melanie Zacks
 tel: 020 8334 4500

Files under 5mb can be received by email. If artwork files are larger than 5mb, please contact Melanie.

For more information please contact:

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