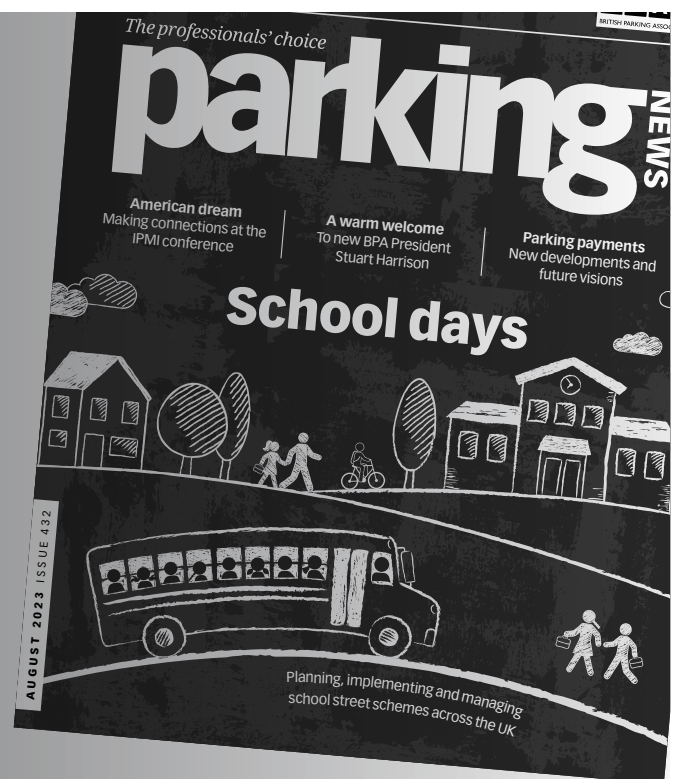


parking NEWS



Media opportunities 2024



Editorial content

Parking News is a must-read for anyone working within the parking profession and its associated industries.

Each month, *Parking News* reports on activities in the private and public parking sectors, covers relevant political developments across the UK, and keeps BPA members informed about campaigns conducted by and for parking professionals. *Parking News* is a vital channel for members to share their news and views on important issues, from connected vehicles to ensuring a seamless parking experience and enabling mobility.

Is there a story you'd like to tell? Do you have valuable expertise that would benefit others? Whether you have a fully written article, a strong opinion, or an interesting idea for a feature, we'd love to hear from you.

Louise Parfitt

EDITOR, PARKING NEWS

louise.parfitt@cplone.co.uk

FORWARD FEATURES INCLUDE

February 2024

- National Parking Platform
 - Parking payments
 - Persistent evaders
- Airport parking (including meet and greet)

June 2024

- Parkex review
- Parking and data
- View from the nations

October 2024

- Parking Scotland Expo review
- Parking and Transport Wales Conference preview
- Debt recovery and enforcement
- British Parking Awards winners

March 2024

- Digital traffic regulation orders
- Women in Parking update
- Safer Parking Scheme
- Car park structures

July 2024

- Kerbside management (including DTR0s)
 - Clean air/low emission zones
 - Career development and training
- National Parking Platform

November 2024

- Parking and Transport Wales Conference review
- Car park structures (maintenance)
 - Veterans in Parking

April 2024

- Parkex preview
- Frontline worker safety
- Debt recovery and enforcement
- Active travel – mobility hubs, last mile travel, micromobility

August 2024

- BPA Live review
- Parking and traffic management (including moving traffic enforcement and camera technology)
 - BPA President's reception

December 2024

- Members' dinner
- Car park structures (design)
- EV charging technology

May 2024

- Parkex showguide
- EV charging technology
- Parking technology
- Campus parking – hospitals and universities

September 2024

- Parking Scotland Expo preview
- Parking technology
- Women in Parking

BPA key dates

- BPA Live Leeds – 7 February
- BPA Live Brighton – 28 February
- BPA Live Bristol – 13 March
- BPA Live Peterborough – 20 June
- President's reception – July (date TBC)
- Parking Scotland Expo – September (date TBC)
- Parking and Transport Wales Conference – 9 October
- Members' Dinner – November/December (date TBC)



Advertising opportunities

If you are an equipment manufacturer, car park operator, surveillance specialist, debt collection agent, lighting or construction engineer, or work for any of the other myriad industries that have connections with the parking sector, can you afford not to have a presence in *Parking News*, or online?

DISPLAY ADVERTISING

DISPLAY				
(£)	1x	3x	6x	11x
COVER POSITIONS	1,400	1,296	1,080	864
DOUBLE PAGE SPREAD	2,125	1,913	1,594	1,275
FULL PAGE	1,250	1,125	983	750
HALF PAGE	718	646	539	431
QUARTER PAGE	413	372	310	248

SPECIALIST SERVICE DIRECTORY – Showcase your products and services

SERVICE DIRECTORY	ANNUAL INSERTION (£)
STANDARD (91MM W X 53MM H)	2,000
PREMIUM (91MM W X 110MM H)	2,500

MARKETPLACE – Include your personal company profile in *Parking News* and online, which includes your own page on the BPA website.

MARKETPLACE	ANNUAL COST INCLUDING WEBSITE PAGE (£)
STANDARD 12 MONTH PACKAGE	650

INSERTS

INSERTS	PRICE (£)
FULL RUN UP TO 15gms	1,190

All rates exclude VAT. Non-members please add 20 per cent

ADVERT SPECS – PDF files preferred. Images must be 300dpi/CMYK

PAGE	SIZE MM (WxH)
FULL PAGE – TRIM	210 X 260
FULL PAGE – BLEED	216 X 266
DOUBLE PAGE SPREAD	420 X 260
HALF PAGE HORIZONTAL	190 X 113
HALF PAGE VERTICAL	92 X 220
THIRD PAGE VERTICAL	56 X 220
QUARTER PAGE	92 X 113
QUARTER PAGE STRIP	190 X 56

2024 AD ARTWORK DEADLINES

PUBLICATION	AD DEADLINE	PUBLICATION DATE
FEBRUARY	17 January	31 January
MARCH	19 February	29 February
APRIL	18 March	28 March
MAY	17 April	30 April
JUNE	28 May	6 June
JULY	18 June	28 June
AUGUST	22 July	31 July
SEPTEMBER	19 August	30 August
OCTOBER	18 September	30 September
NOVEMBER	21 October	31 October
DECEMBER	19 November	29 November

Website and e-newsletters

Advertising online offers many ways to build your brand, drive traffic to your website and generate valuable sales leads

WEBSITE OPTIONS AND RATES – britishparking.co.uk

WEBSITE OPTIONS WxH	PRICE PER MONTH(£)
MPU 230px x 230px	450
BANNER 150px x 120px	300

- Average page views per month: 40,746
- Average users per month: 16,088

E-NEWSLETTER OPTIONS AND RATES

Packed with the latest news, updates and information, BPA e-newsletters are an excellent and targeted way to raise your profile. They include:

- monthly BPA e-newsletter
- monthly individual members bulletin
- monthly safer parking e-newsletter

NEWSLETTER OPTIONS WxH	PRICE PER MONTH(£)
MPU 170px 300px	500
TEXT BASED ADVERT 200 WORDS + IMAGE	600

- Targeted advertising to 1,488 registered users
- Open rate of more than 40 per cent (industry standard is 22 per cent)
- Average click through rate of more than 10 per cent

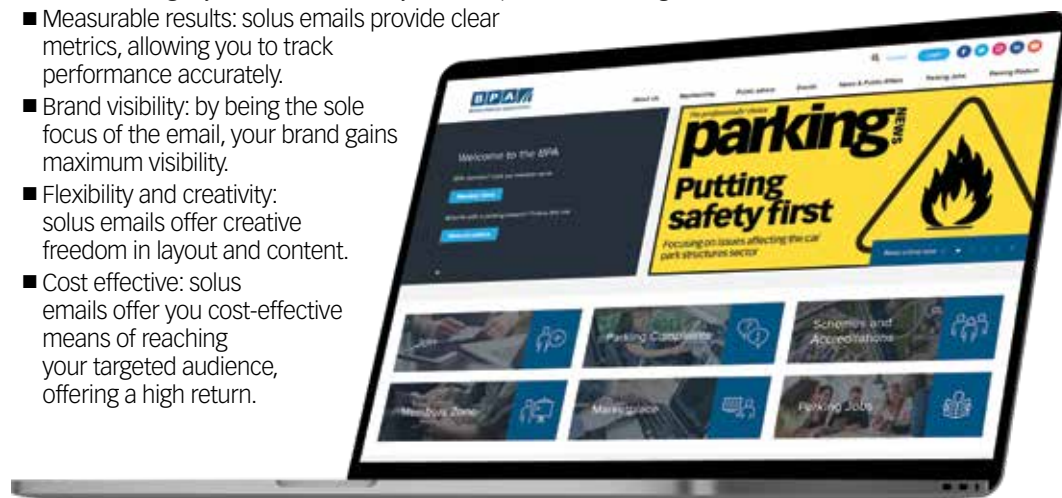
Website banners should be supplied as jpeg or GIF files, maximum file size 200kb

SOLUS EMAILS AND RATE

An exciting new opportunity to reach the UK parking industry.

SOLUS OPTION	PRICE
Solus email	£2,000 per email

- Targeted reach: solus emails allow for precise targeting of your specific audience.
- High engagement rates: solus emails boast higher open rates and click-through rates.
- Personal: target your audience with your own personal message.
- Measurable results: solus emails provide clear metrics, allowing you to track performance accurately.
- Brand visibility: by being the sole focus of the email, your brand gains maximum visibility.
- Flexibility and creativity: solus emails offer creative freedom in layout and content.
- Cost effective: solus emails offer you cost-effective means of reaching your targeted audience, offering a high return.



Parkingjobs.co.uk

Parking Jobs is the official jobs board of the BPA, the leading organisation for the UK parking and traffic management profession. It has been developed by the BPA to provide a simple, easy-to-use hub that links recruiters with candidates for roles across this fast-growing sector. It is also a great place to learn more about the varied opportunities to develop a fulfilling career in the profession. If you're interested in a career in parking, or looking for new recruits, please advertise your vacancies on the only dedicated jobsite for the UK parking industry.



BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE
£75.00	£199.00	£499.00

Contact james.martin@cplone.co.uk for more information or go to parkingjobs.co.uk



Parking Poduim commercial webinars

Webinars are one of the most powerful tools available to reach and engage with your target audience in this digital age.

Webinar benefits include:

- reach and engage specific target group
- build business relationships
- help you understand your target audience
- raise brand awareness
- affordable
- an added revenue stream
- eliminate venue and travel costs
- one webinar is equivalent to 100+ sales opportunities in one hour
- reach your audience live and after the event

For further information on how we can help you engage with the parking industry nationwide, contact james.martin@cplone.co.uk





Podcasts

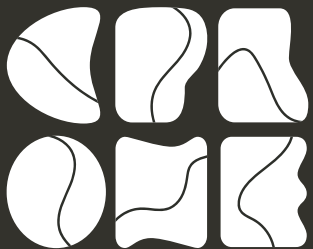
Parking Podium commercial podcasts

A representative from your business or organisation will be interviewed over Zoom (or a similar platform) by a senior member of the *Parking News* editorial team. The subsequent edit, hosted on a range of popular podcast platforms, will be shared via the *Parking News* and BPA promotional channels.

This gives you a great opportunity to ensure that our influential audience hears your message directly from you. The podcasting world gives you a new way to reach your audience:

- build a personal connection
- highly engaged listeners
- low cost vs high ROI
- huge brand awareness
- generate qualified leads

For further information on how we can help you engage with the parking industry nationwide, contact james.martin@cplone.co.uk



Acceptance of advertising or sponsorship does not imply endorsement of products or services by the BPA.

Read the BPA's full sponsorship policy at britishparking.co.uk/legal

To find out how *Parking News* can help you grow your business, contact the team:

ACCOUNT MANAGER

James Martin, CPL One

james.martin@cplone.co.uk

T: 01727 739185

1 Cambridge Technopark, Newmarket Road, Cambridge CB5 8PB