



CITY HALL

2018 Media Kit



The only way to reach 100 percent of California's city budget decision-makers



Overview

The Best Way to Target City Officials in California

Only Western City Magazine reaches all of the key people who approve city purchases in California.

- Western City presents thought-provoking, interdisciplinary analyses of issues that affect local government—in a format suited for busy people.
- Western City offers readers immediately practical ideas and information as well as feature articles and in-depth series on big picture, statewide policy issues and trends.

Western City's mission is to:

- Support and serve elected and appointed city officials;
- Examine the policy, process and fiscal issues that affect local government; and
- Present a number of perspectives on these issues, including individual city success stories, legal analyses and insights from legislators and experts throughout the state.

Frequency: 12x

Launch Date: 1924

Readership

Municipal managers, executives and administrators in the cities of California. This includes mayors, council members, city managers, finance directors, purchasing directors, state legislators and the California congressional delegation, among others.

Circulation

9,362 as of July 1, 2017. Western City is audited by Richardson and Company.

Ownership

Western City is the official monthly publication of the League of California Cities.

Western City Magazine
League of California Cities
1400 K Street, Suite 400
Sacramento, CA 95814

(800) 262-1801
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www.westerncity.com

If your goal is to reach California's city officials, you need to be advertising in Western City magazine.



Our Readers Say . . .

"Planning commissioners and staff find Western City informative and useful. Continue the good work."

"Western City is a good magazine that focuses on issues of importance to government employees and decision-makers."

"Western City is a great magazine, with an eye-catching format and informative articles."

"Western City continues to provide information to help me carry out my duties as a council member."

*"Terrific product—
Western City is relevant and helpful.
I look forward to receiving it."*

Reach California Decision-Makers



Testimonials from Our Advertisers

As one of the premier public sector management consulting and executive search firms, we have used Western City as an advertising source for many years, perhaps since its inception! Western City, and its website, reaches city managers and other key staff, and is an important tool in reaching public sector candidates throughout California.

Teresa Heple
Manager of Support Services
Ralph Andersen & Associates

Western City is an effective advertising vehicle to reach our target audience. We wanted to not only connect with potential clients, but also to work with a publication modeling integrity. Western City met both these needs admirably.

Geralyn Gorshing
Senior Manager of Marketing
CPS Human Resource Services

When I started up my company, I wanted to advertise in publications that my clients read. My very first ad with Western City magazine yielded a new client! Through monthly advertising in Western City, I have earned name recognition as a resource for local government.

Renée Mayne
Founder and President
Labor Management Success, Inc.



“My very first ad with Western City magazine yielded a new client!”



Western City is the only publication with complete market penetration of California city government—the decision-makers and purchasers of products and services.

Circulation: About Our Readers

Leading Areas of Influence/Participation for City Policy Activities

Contracting for services	71%
Public information	53%
Economic development	50%
Training/educational programs	50%
Employee benefits	46%
Planning and zoning	45%
Purchasing	44%
Public Safety	41%
Management information systems	40%
Public utilities/public works	39%

Areas of Budget Responsibility

Department budget	71%
City budget	51%
Capital improvement budget	48%
Other	5%

Leading Consulting Areas that Readers Will Contract for in the Next 12 Months

Engineering	51%
Legal	43%
Land-use planning	38%
Environmental	37%
Construction management	34%
Economic development	30%
Computer consulting	28%
Redevelopment	25%
Financial	21%
Executive search	20%

Readers Take Action after Seeing Advertisements

Discussed an ad with others	30%
Visited an advertiser's website	26%
Passed an ad along with comments to others	24%
Filed an ad for future reference	10%
Contacted an advertiser for more information	8%
Included an advertiser on mailing list for request for proposal	4%
Placed an order for advertised product or service	4%
Other action	.5%

Over half of all respondents (57%) have taken one or more actions in the past 12 months as a result of seeing advertisements in Western City.

Source Used to Learn About New Products or Services

Recommended by other cities	74%
Researching on the Internet	59%
Western City advertisements	38%
League of California Cities tradeshow	36%
Direct mail	25%
MuniLink	10%
City Hall Directory advertisements	7%

Readership survey conducted by Research USA, Inc.

Your Advertising Dollars Reach 100% of California's City Budget Decision-Makers

Facts About Western City Readers

- Western City has an average of 3.1 readers per copy
- Respondents have been receiving Western City for an average of 9.5 years
- 77% are regular readers of Western City who have read at least 3 of the last 4 issues

After Reading Western City:

- 34% save the magazine for reference
- 24% route it to others
- 23% clip or copy articles
- 15% place it in a public area

Demographic Characteristics

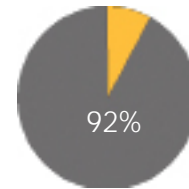
- 67% are male
- Average age is 52 years
- 81% have graduated from a four-year college or better
- 44% have either a master's degree, JD/law degree or doctorate
- 18% plan to run for public office in the next 24 months, with about 14% likely to contract with a professional campaign-consulting firm

Circulation Statistics

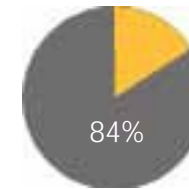
Mayors and City Council Members	2,509
City Managers	481
Finance Directors, City Clerks	1,091
Police Chiefs and Fire Chiefs	698
City Attorneys	334
Public Works Directors	636
Planning and Community Development Directors	1,177
Parks and Recreation Directors	335
Personnel Directors	360
Buildings Officials	344
All Other City Department Heads	1,062
County, State and Federal	189
Schools, Universities and Libraries	96
Associations and Special Districts	45
Additional Distribution	5
Total Monthly Distribution	9,352

The Best Read Elements of the Magazine are:

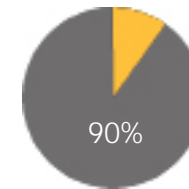
- Job Opportunities
- Feature Articles
- Everyday Ethics for Local Officials
- Legal Notes
- President's/Executive Director's Message



92% of our readers have budget responsibility



84% of our readers are involved in purchasing or leasing products or services



90% will be contracting for one or more consulting areas in the next 12 months

2018 Editorial Calendar

Month	Topics	Additional Distribution
January	2017 Legislative Wrap-Up Leadership	New Mayors & Council Members
February	Public Works & Infrastructure	City Managers Department Meeting
March	Land Use & Housing	Public Works Officers Institute
April	Community Services	Legislative Actions Day & Reception Planning Commissioners Academy
May	Economic Development	City Attorneys' Spring Conference
June	Technology	Mayors & Council Members Executive Forum
July	Environment and Energy	
August	Annual Conference Preview	
September	Annual Conference Issue	2018 Annual Conference & Expo
October	Public Safety	2018 Annual Conference & Expo
November	Municipal Finance	Legislative Briefings
December	Public Trust & Ethics	Municipal Finance Institute City Clerks New Law & Election Seminar



Special Series

Topic

August - September

League of California Cities Annual Conference Preview



Regular Features

Job Opportunities

Legal Notes

City Forum

Award-Winning City Projects

On The Record

Advertising Opportunities

Western City Magazine	
Display Advertising	<p>Western City magazine publishes 12 issues per year, once per month. You may choose to run a display ad either once or up to 12 times, depending on your marketing plan and budget.</p> <p>Frequency discounts are available for 3, 6 and 12 times. By contracting to run your ad in multiple issues, you will earn frequency discounts that will lower your per-insertion rate.</p>
Job Opportunity Section	<p>Western City magazine features a job opportunity section toward the back of each issue. According to our reader survey, the job opportunity section is the most popular and best read section of the magazine.</p> <p>You may place a display (boxed) ad in this section. When you place any job opportunity ad in Western City, you also receive a free posting on our website, www.westerncity.com, for the same month.</p>
Professional Services Directory	<p>Western City magazine publishes the Professional Services Directory in each issue. This directory is made up of two different sized boxed ads.</p> <p>To place an ad in the section, you must sign up to run the ad for a year or 12 issues and prepay the one-year flat fee before the first insertion deadline.</p>

City Hall Directory

Each year, the League of California Cities publishes the *City Hall Directory*. This directory is an important resource for League members. It contains contact information for each city so our members can communicate effectively with one another.

An advertiser may choose from a wide variety of display ad sizes to be placed in this directory. A single display ad in this directory will put the advertiser face-to-face with key decision-makers for a year.

Website Advertising	
Job Opportunity Postings	<p>If you miss the deadline to place a display ad in the magazine, you may post your ad on our website at www.westerncity.com.</p> <p>Website ads are generally posted within 24 hours of receipt and are payable in advance. All website ads are posted for 30 days.</p>
Banner Ads	<p>Banner ads on www.westerncity.com are available on a first-come, first-served basis and are payable in advance.</p> <p>You may choose to run your banner ad on our website upon approval.</p>

Please refer to the 2018 Rate Card for rates, deadlines and printing specifications.

About the League of California Cities



The League of California Cities is the advocacy, educational, informational and professional organization of city officials throughout California.

The League was founded in 1898 by a handful of city officials who soon discovered that having an established structure to advocate for cities and share important information was a tremendous asset. They also found that collectively cities had far more clout in the California Legislature than they would by acting individually.

Participation

More than half of Western City's readers are actively involved in the League through one or more of the following ways.

The League is a member-centered organization, and participation in it takes many forms. Individual city officials can take an active role in the divisions or its 11 functional departments, which are organized by profession (for example, mayors and council members, city managers, city clerks, police chiefs, etc.).

The League uses a participatory process for developing policy positions on legislation that affects cities, and maintains a full-time lobbying staff in Sacramento to advocate for California cities before the Legislature. Western City is an integral part of the League's lobbying and policy development activities.

Educational Opportunities

The League provides a broad range of professional development opportunities for city officials through its training department. During the course of a year, city officials can choose from more than 200 League-sponsored educational sessions and workshops.

The League's annual conference each fall is the largest gathering of city officials in California during any given year. Mayors, council members, city managers and department heads gather from throughout the state to attend seminars and training sessions, deliberate on issues and exchange ideas on local government issues.

Products and Services Exposition

Held in conjunction with the annual conference, the Exposition enables city officials to learn firsthand about new and innovative products/services for solutions to current city issues. With more than 300 booths, the Expo is a vital resource that brings city officials and companies together, face-to-face. For more information, call (916) 658-8237 or visit www.cacities.org/events.

The League Online

The Western City website (www.westerncity.com) and the League website (www.cacities.org) are the organization's primary online information tools for members. The League website offers members instant access to legislative and policy information, conference registration, important resources and direct links to other organizations. The Western City website provides an archive of articles and lists career opportunities in city government.

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