Advertising on .GOV.UK websites

Need state targeting

100% Above the fold formats

Qualified audience & frequent unique user refresh

The opportunity
You can reach business owners and decision makers as businesses have to pay business rates to their local council. This is done via business rates pages on council websites. Small business owners also interact with their local council site when searching for commercial property, applying for commercial waste and other business needs.

SMEs

Example pages:
- Ealing Council
- Blaenau Gwent Council
- Sheffield City Council

Audience size per month
- 840,000 UU
- 2.5 million total impressions
Reach qualified motorists as they apply for parking permits, pay parking tickets and apply for blue badges with their local council via their council website.

Audience size per month
2.6 million UU
4 million total impressions

Example pages:
- Croydon Council
- Haringey Council
- Milton Keynes Council
- North Lincolnshire Council
When people intend to make substantial changes to their houses, they need to seek planning permission from their local council. This is done through a planning application which is submitted through the council website. This is an excellent point of intent to reach homeowners planning extensions and making home improvements.

**Audience size per month**

- 225,000 UU
- 1.8 million total impressions

**Example pages:**
- Wandsworth Council
- Ealing Borough Council
- Sheffield City Council
When people have a baby, move house, get married or lose a loved one, they are required to register these events with their local council. All of these services are accessed through the council website.

Key life stages

Example pages:
Croydon Council
Sheffield City Council

Audience size per month
485,000 UU
1.1 million total impressions
Local councils are the official source of school term dates, which parents use to plan holidays and childcare. We can also target parents with children of nursery, primary and secondary school age as they apply for school places for their children.

Audience size per month
1.7 million  UU
3.2 million total impressions

Example pages:
Barnsley Council
Haringey Council
North East Lincolnshire Council
You can use local council websites to target new parents as they register their new born baby online. This must be done within 42 days of the child being born.

Example pages:
- Barnsley Council
- Redbridge Council
- Milton Keynes Council

Audience size per month
27,000 UU
180,000 total impressions
Council websites are used by the over 60s to apply for blue badges, freedom passes and pension help. Council websites are also used by the elderly and their carers to access services such as home care and care recommendations.

Audience size per month
900,000 UU
3 million total impressions

Example pages:
- Croydon Council
- Milton Keynes Council
- Ealing Council
- Sheffield City Council
People with disabilities access services such as home care, blue badges, disability benefit and other community and social services through council websites.

Audience size per month
1 million UU
2.2 million total impressions

Example pages:
Redbridge Council
Haringey Council
Merthyr Tydfil Council
Maidstone Council
When you move house, you need to register with your local council for council tax and electoral roll purposes. Also when moving home you need to register with a new school for your children. This is done through the council website.

Home movers

Audience size per month
225,000 UU
1.2 million total impressions

Example pages:
Croydon Council
Barnsley Council
Sheffield City Council
The public sector is, more often than not, the largest employer in a local area. Councils create jobs boards to publicise local job opportunities. These sites are an excellent way to target people looking for jobs.

Audience size per month
295,000 UU
2.2 million total impressions

Example pages:
Wirral Council
Havant Council
Maidstone Council
Council websites host a range of services that help low income families get by. Benefits, child care and free local activities are commonly accessed through these sites.

Budget conscious DM

Example pages:
- Croydon Council
- Merthyr Tydfil Council
- Barnsley City Council

Audience size per month
- 875,000 UU
- 2.9 million total impressions
Council websites are where users go to if they need to apply for blue badges, disabled parking bays or disability benefit allowing them to be eligible for the Motability scheme.

Motability qualified

Example pages:
- North East Lincs Council
- Havant Council

Audience size per month
- 315,000 UU
- 1.3 million total impressions
Council websites host a range of services for landlords such as the Landlord Accreditation Scheme, council tax payments and information on having a social housing tenant.

**Example pages:**
- Croydon Borough Council
- Haringey Borough Council
- Maidstone Council
- Sheffield City Council

**Audience size per month**
- 192,000 UU
- 900,000 total impressions
Audience extension

CAN's trading desk works with hundreds of local government and public sector clients to deliver effective campaigns each month via our Citizen Reach® service.

Utilising this expertise we are able to audience extend our network's unique & valuable data (such as homemovers and landlords) across the most popular websites in the UK and beyond, restricted to Comscore alone and certified by DoubleVerify.
How to buy

Leaderboard 728x90
£12 cpm CAN
£35 cpm Intranet / Khub
Average CTR = .15%
3rd Party tags accepted

iBar
100% in view
Created for you
£14 cpm
Average CTR = .2%

RON PMP
Floor price £4

SEGMENTED PMP
Floor price £6

To access PMP
email matt@govadvertising.co.uk
with your Company, DSP and seat ID and we will get you whitelisted