

Living in Havering

An email bulletin for Havering sent to over 61,000 subscribers weekly.



A broken...
into account the rise in demand and cost of...
to apply for a Capitalisation Direction - essentially a loan from the Government...
am pleased that this has been agreed but it delays the inevitable to the next year...
we may have to apply for another one. This is why there needs to be...
Councils are funded.

A direct advertising opportunity to reach people in our community



The estimated population of the London Borough of Havering in 2021 was **262,057**, a **10.4%** increase since **2011**. The increase was greater than the **London (7.7%)**, and **England (6.6%)** averages.



The number of children aged below 18 in Havering increased by **15.2%** (50,827 in 2011 to 58,550 in 2021), a significantly higher rate than the **London (4.8%)** and **England (3.9%)** averages.



In 2021, Havering was home to around **16.7 people per football pitch-sized piece of land**, compared with **15.1 in 2011**. This was the second-least densely populated local authority area across London (after Bromley).



Havering's population is relatively old compared with the **London average (35 years)** with a **median age of 39 years**; but younger compared to the **median of 40 years in 2011**.



As of 2021, there were **101,277 households** in Havering, a **4% increase (4,078)** since 2011.



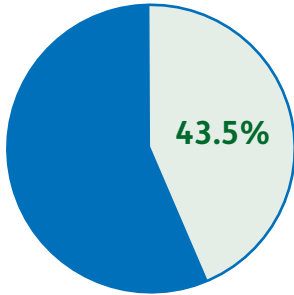
Havering has the highest proportion of households that own their accommodation across all London boroughs, at **70.5% (71,355)**. This is higher than **England (62.3%)** and **London (46.8%)**.



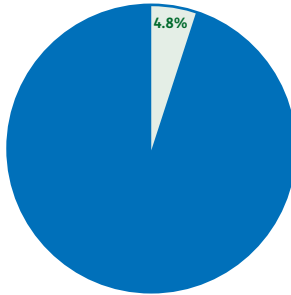
Havering has a lower percentage of households with **no cars or vans (21.5%)** compared to **London (42.1%)** and **England (23.5%)**. It also has the higher percentage of households that have **2 or more cars (34.3%)** as compared to **London (17.6%)** but lower than the **England average (35.5%)**.



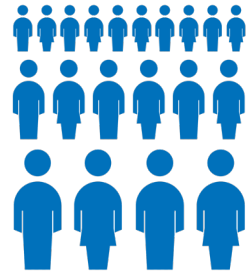
Advertising that works



Average open rate:
43.5%



Average click rate:
4.8%



Current subscribers:
61,415



box advert

Banner
Advert



Advertorial

Childcare Choices



Childcare Choices is a government-backed website that brings together all the existing childcare offers in one place, so parents can get the help that fits their family and helps them juggle work and life.

Thousands of families could be saving money on their childcare costs. But some simply don't know what support they might be eligible for. Childcare options include Tax-Free Childcare, 30 Hours Childcare, or Universal Credit Childcare. Some families might be eligible to use more than one childcare scheme together

and get the most out of it.

Don't miss out on getting the support you are entitled to. Visit the Childcare Choices [website](#) to check which offers you might be eligible for.

Advertorial

Our newsletters have high engagement figures when benchmarked against other local authorities and we are above average.

According to Campaign Monitor, the average open rate for a 'Government & Politics' newsletter is **19.4%**, with the average click rate for this industry at **2.8%**.

Pricing structure

Box adverts are placed at the end of the bulletin.
Banner adverts and advertorials are placed midway in the bulletin. Your advert or advertorial can include a direct link to your website or page of your choice.

Pricing structure per week

Advert type	Size requirement	1 week	2 - 8 weeks	8 - 16 weeks	17 - 26 weeks	27 - 36 weeks	37 weeks plus
Box Advert	450x450	£200	£180	£165	£145	£120	£100
Banner	700x400	£300	£270	£240	£200	£180	£150
Advertorial	75 words and graphic	£400	£350				

- Bulk buy packages of 8 weeks or more are billed in full at the start of contract
- All prices are excluding VAT

We can design your advert for you, prices on application.

For more information, please contact:

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