



The Law
Society

MEDIA KIT 2022





The Law
Society

Gazette

At a glance

Scale, reach and influence



The Law Society offers a digital inventory that extends to include not only the Law Society website; accessed by both practising solicitors and the wider legal community, but also the Law Society Gazette

We have a range of advertising and sponsorship opportunities available across our Gazette and Law Society sites. Whatever your product, target audience or budget, there's something to suit you.

The Law Society website

Average monthly page views:

763,817

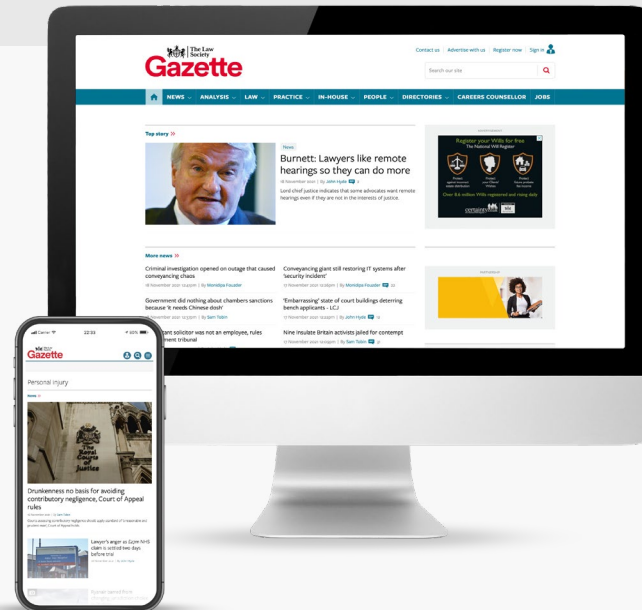
Average monthly users:

18,415

The Gazette

Connecting you with more solicitors and the wider legal community than other legal weekly title - The Gazette is the leading legal weekly publication.

With breaking news coverage, analysis and commentary, the Gazette is the dominant legal title amongst practitioners in England and Wales with research showing that 89% of the profession read it¹, enabling our advertising partners to reach the widest legal audience.



Online: 1,400,000 monthly impressions²



Gazette Daily Update: 157,612
daily e-newsletter recipients²

You can target our audience by different segments:

- > Practice area
- > Years of legal experience
- > Number of partners per office,
- > Insights into their interests and buying habits
- > Geography

Verified by abc²

¹ Figures from independent research conducted by IFF Research on behalf of the Law Society into a representative sample of England and Wales practising solicitors' legal news consumption and preferences.

² Audit Bureau of Circulation (ABC) verified figures for July to June 2021.








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Section Magazines

Sections are premium memberships for specific practice areas.

Members receive magazines and newsletters providing best practice information and advice tailored to their needs. These provide additional opportunities for you to reach smaller concentrations of highly engaged professionals in specific specialisms through magazines with long shelf lives.

Publication	 Managing for Success			 Property in practice			 PS			 Litigation funding			 Legal Compliance		
	Practical guidance, information and support on a full range of practice management disciplines including IT, HR, and Finance.			The latest coverage, views and practical guidance on all aspects of property and conveyancing law.			Focuses on the issues that matter in private client practice, through features, comment and current awareness updates from leading practitioners.			Essential reading for civil litigators, ensuring they keep abreast of all the latest developments in costs and funding.			Aimed specifically at those with key compliance responsibilities, Legal Compliance provides news, features and practical updates to keep risk professionals up to date with all their regulatory obligations		
Key decision makers:	Managing partners and practice managers.			Residential and commercial property practitioners.			Solicitors working in wills and probate, estate and tax planning, trusts, and mental capacity.			Subscribers involved in the funding, costs and litigation process, including practitioners, costs draftsmen and insurers.			Subscribers include Compliance officers, Risk managers, Money laundering reporting officers and Solicitors working in regulation and professional ethics.		
Published	January, April, July and October			March, June, September and December			February, May, August, September and November			February, April, June, August, October and December			January, April, July and October		
Format	Full page	Half page	Inserts	Full page	Half page	Inserts	Full page	Half page	Inserts	Full page	Half page	Inserts	Full page	Half page	Inserts
	£893	£499	From £950	£1322	£726	From £950	£1680	£840	From £850	£1096	£601	From £500	£1096	£601	From £500


In-house Division

Our **In-house Division e-newsletter** goes out six times a year alongside a quarterly online magazine to 33,000 in-house members.

33,000
in-house members



6x
Distributed a year



We also have a growing **In-house Division LinkedIn group** specifically for in-house members – over 2000 members.


2000
members

We have a **daily e-alert** that goes out to in-house members read by around 20% of In-house members


20,000
In-house members



Print solutions – Section magazines

Inserts, outserts and wraps



Tailor campaigns by practice area, number of partners in office, geographical region and years of experience and have the option to have them bound or loose.

Details about wraps on application.

Inserts	From £170
Outserts	From £210
Wraps	POA

Sponsored content



Insights pages bespoke content

Increase brand and product or service awareness in the legal sector through thought leadership. Our Insight pages create the opportunity for you to write bespoke content to showcase your knowledge and authority on the subjects that matter to our members. This exciting opportunity features a full-page article, a photo of the author, your logo, brand colours and contact information. **The article will also appear on the Gazette website for maximum exposure to capture a wider audience.**

650 words	£5,500
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Legal Services Directory Gazette

The Law Society's Legal Services Directory helps thousands of solicitors and firms search for any legal services at the touch of a button.

Solicitors and their firms need legal expert witnesses, legal training/CPD providers, international law firms, legal software suppliers and other general legal services. Advertise on the Legal Services Directory and reach thousands of solicitors looking for your services.

> Why advertise with us?

- „ 100 categories available with the option to create your own
- „ On average 6,583-page views* in 2021
- „ More than 250 suppliers already listed
- „ Increase your Google Ranking

> Benefits

- „ Increased visibility and brand awareness
- „ Help generate and stimulate more business
- „ Generate expert witnessing enquiries from legal professionals
- „ Promote your specific areas of expertise

*Figures from Google Analytics 1 Jan – 31 Dec 2021.

Gazette Legal Services
DIRECTORY



www.lawgazette.co.uk/directories/legal-services-directory

GET IN TOUCH

To be included in this online directory, please contact Karen Kitcher on 020 8049 4196 or email karen.kitcher@lawsociety.org.uk

Online packages

Listing details include:

- **400-word listing** for your firm including keywords related to your business – **Perfect for optimise your Search Engine rankings (SEO)**
- **Contact information** (Office address and postcode, telephone, direct website link and email)
- **Links** to your company social media accounts (Twitter, Facebook, LinkedIn)
- **Select** up to 2 areas of practice / categories
- **A digital badge** to put on your website



OPTION 1: 455 +VAT

About us tab: up to 400 words

Contact us tab: your full contact information (address, telephone, website and email), 2 categories

Per year

OPTION 2: 550+VAT

As Option 1 plus: More categories and highlighted area

Gazette Legal Services
DIRECTORY



The Law
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Gazette

Click here to see the list of categories, legal services and many more





Digital Magazine

Display



Promote your brand, product and services to the widest legal audience with various options to suit your budget and marketing objectives, ranging from double page spreads through to solus strips. You will also find a cost-effective route for advertising legal tenders and announcements.

Double page spread	£11,137
Full page	£6,600
Half page	£4,125
Quarter page	£2,062
Solus strip	From £907

Legal Services Directory



Lineage From	£130
Display	£60 per single column cm





Digital Magazine

Digital inserts, outserts and wraps



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650 words £5,500





Online solutions

Display

Promote your brand, product and services with a variety of positions and sizes available across the Law Society and Gazette websites. You can also target solicitors by practice area on our practice pages that bring together all relevant news to one place.

MPU 1 (Gazette website) + MPU (TLS website) + one half page advert in the Gazette magazine	Leaderboard (TLS Gazette website) + Leaderboard (TLS website) + one quarter advert in the Gazette magazine	Leaderboard (Gazette)	MPU1	MPU2
£8,000	£6,000	£30 (CPM rate)	£45 (CPM rate)	£15 (CPM rate)

Gazette Daily update



Feature in the **daily e-newsletter** sent every weekday to over 157,612 recipients featuring the best of the Gazette online and latest news stories.

Banner and MPU

£5,500

Sponsored content

GDU + blog post

£5,500

Sponsored content

from £1,500

Content examples:

- Blog post
- Video
- Infographic





The Law
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Find a Solicitor

The official database of over 190,000 legal professionals

Run by the Law Society, Find a Solicitor is a free service for anyone looking for information about organisations or people providing legal services in England and Wales that are regulated by the Solicitors Regulation Authority (SRA).

Find a Solicitor takes data held by the SRA, which we adapt and add additional information to, and present through an easy-to-use search.

The Law Society website

Average
monthly visits:

670,000

Percentage of traffic
across estate:

48%



The site offers six placement options

- „ Leader board 728x90
- „ Super leader board 970x90
- „ Billboard 970x250
- „ Skyscraper 160x600
- „ Phone large banner 300x50

Digital Find a solicitor	CPM rates
Leader board	30 CPM
Super leader board	50 CPM
Billboard	100 CPM
Skyscraper	30 CPM
Phone large banner	15 CPM



The Law
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Roundtable events

Build awareness for your brand, product or service with a unique face-to-face opportunity at one of our monthly roundtable events bringing together subject specialists and legal practitioners.

Led by a senior member of the Gazette editorial team, we offer you the opportunity to sponsor and attend a roundtable event to contribute to the discussion and network with new contacts.

With integrated editorial and display advertising online and promoted via the Gazette Daily Update, this is the perfect opportunity to showcase thought leadership whilst contributing to a nationally branded campaign within the legal profession.





The Law
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Digital Rate card

	CPM rates
Gazette	
Leader board (tablet)	30
MPU1 (mobile)	45
MPU 2 (mobile)	15
Gazette Daily Update	
Banner and MPU	5,500
Legal Services Directory	
Option A. About Us and Contact Us tab	450+VAT
Option B. Option A plus logo in both tabs of your entry	750+VAT

	CPM rates
Law Society and Gazette	
MPU 1 (Gazette website) + MPU (TLS website) + one half page advert in the Gazette magazine 150k imp + 50k imp = total of 200k impressions	8,000
Leaderboard (TLS Gazette website) + Leaderboard (TLS website) + one quarter advert in the Gazette magazine 150k imp + 50k imp = total of 200k impressions	6,000

