



The Law
Society

Gazette

Charity & Appeals Directory

Established for over 30 years, the Law Society Gazette's print and online directories help thousands of solicitors and their clients every day.

Publishing on 4 December 2026, the 2027 printed edition of the Charity & Appeals Directory will be sent to over 10,500 Will-writing solicitors across the UK.

The accompanying digital edition has been viewed by more than 13,600 readers in the past 12 months.

Over 3 in 4 solicitors and Willwriters (77%) raise the topic of leaving a charitable bequest proactively with clients and on average, advisers reports that around 21% of Wills written through them include a charitable bequest.

**Remember A Charity
Professional Advisor Study
2024-25**

Over the past 30 years legacy incomes have quadrupled in value, from £0.9bn in 1993 to £4.0bn in 2022/23.
(Total UK legacy income in 2022/23 coming from around 140,000 bequests)

Even once inflation has been taken into account, real incomes have doubled – which means British charities can launch twice as many lifeboats, train twice as many guide dogs or support twice as many cancer patients as before.

Legacy Foresight, Market Model 2023

“ The Law Society Charity & Appeals Directory is an invaluable tool for lawyers. Its categorized contents and A-Z index make it easy to find and match charities that align with the wishes of generous clients when drafting their wills. I have also found it particularly useful when advising philanthropic clients who are still undecided about which causes to support. ”

Sally Lowe, Private Client Solicitor, Milford & Dormor Solicitors

Milford & Dormor
S O L I C I T O R S

“ Advertising with the Law Society Gazette Charity Directories for over 20 years has significantly increased our legacy income. Two thirds of 'Friends of the Animals' veterinary treatments are funded by legacies and your directory is therefore a crucial element of our fundraising strategy. ”

Helen Sinclair MBE, Founder, Friends of the Animals

FRIENDS
of the
Animals



Print options for the 2027 edition of the Charity & Appeals Directory

Bleed size: 303 x 426 mm
Trim size: 297 x 420 mm
Type area: 277 x 400 mm

Double page spread advert

£5,200

Bleed size: 303 x 216 mm
Trim size: 297 x 210 mm
Type area: 277 x 190 mm

Full page colour advert

£3,625

Vertical half page Ad
275 x 90 mm

Horizontal half page Ad
135 x 185 mm

Half page colour advert (horizontal or vertical)

£1,995

Quarter page colour advert

£1,150

REMEMBER ORANGUTAN FOUNDATION IN YOUR WILL

THE MOST VALUABLE WAY YOU CAN SUPPORT US. IT PROVIDES A SECURE FUTURE FOR ORANGUTANS, FORESTS, AND PEOPLE.

How to protect the animals of our future?

WILL you help us?

65 x 90 mm

Eighth page colour advert

£705

Alcohol Change UK

Emmusa

LawCare

Support Through Court

A maximum of 240 words, plus contact details, QR code and logo

Text entry and logo in print and online

£445

Featured entry on section index page: Book the lead entry appearing at the start of a section (1 per category, 300 words)

Highlighted entry: Make your entry stand out on the page

Additional entry: Text entry repeat under official classification

£730

£550

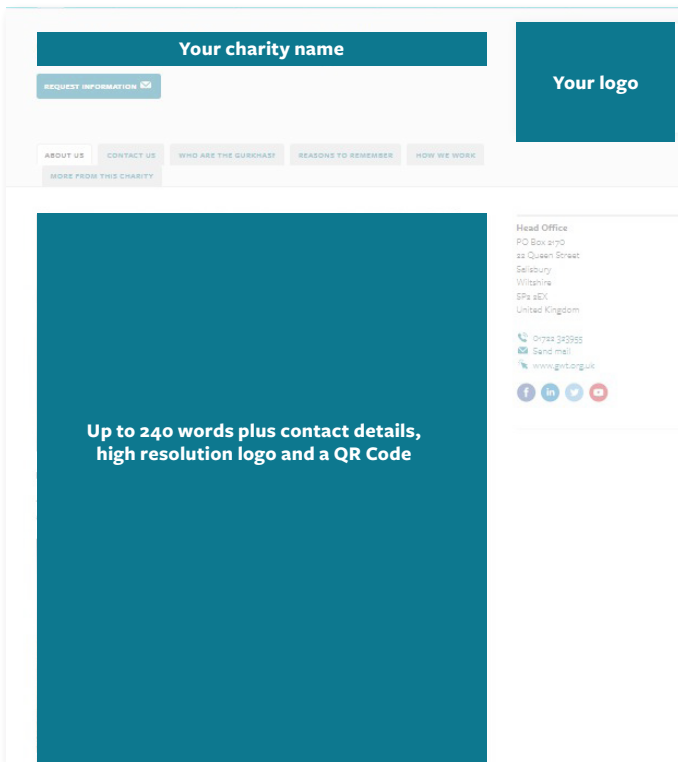
£125



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Online options for Charity Explorer



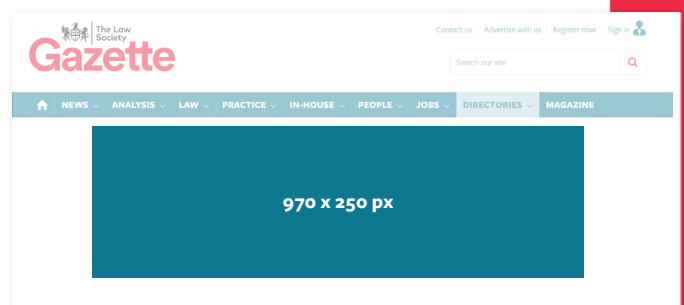
Online only text/logo entry

£155



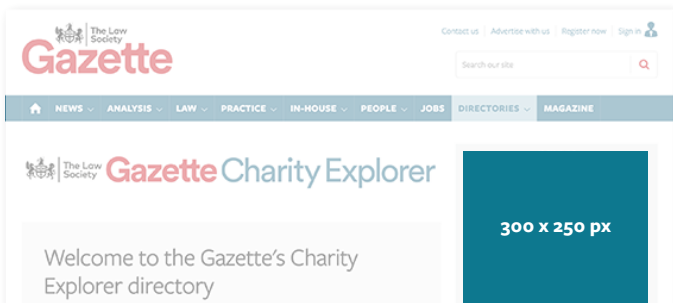
HPU

£360



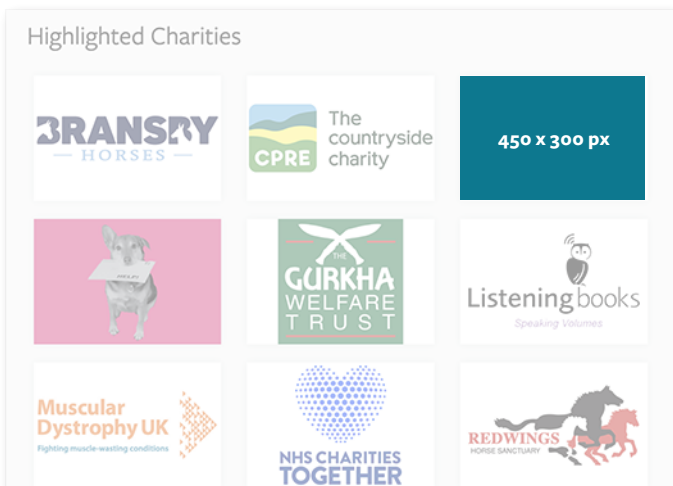
Billboard

£450



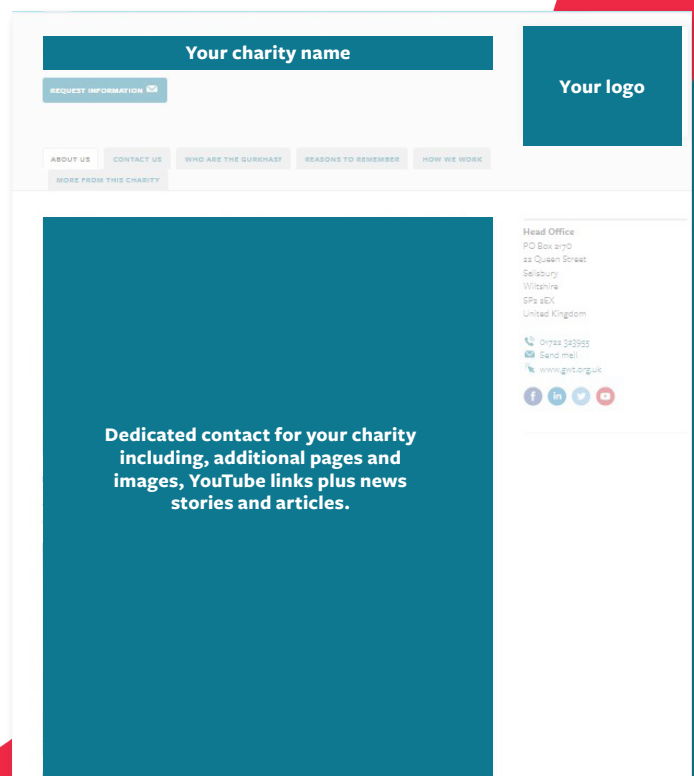
MPU

£225



Button appearing on Homepage

£225



Microsite

£1,040



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• Sales enquiries Marie Dickens
marie.dickens@lawsociety.org.uk

• Production enquiries Graham Matthews
graham.matthews@lawsociety.org.uk

Advertisement Information and Booking Form

1	Advert Type	Dimensions (height x width)	Price	Tick
	Double page spread	Bleed: 303 x 426mm, Trim: 297 x 420mm, Type area: 277 x 400mm	£5,200	☐
	Page Bleed	Bleed: 303 x 216mm, Trim: 297 x 210mm, Type area: 277 x 190mm	£3,625	☐
	Half (vertical)	275 x 90mm	£1,995	☐
	Half (horizontal)	135 x 185mm	Rate as vertical	☐
	Quarter	135 x 90mm	£1,150	☐
	Eighth	65 x 90mm	£705	☐
	Text entry & logo in print and online	240 words	£445	☐
	Highlighted text entry in print and online	240 words	£550	☐
	Featured text entry & logo on section index, in print and online	300 words	£730	☐
	Text entry repeat under additional classification	each	£125	☐

Display Advertisers are entitled to a FREE 240 word text entry with a logo in both the printed directory and online at <https://www.lawgazette.co.uk/directories/charity-explorer> for a year

2 Choice of classification		
☐ Tick box 1 as your MAIN classification where your display and text entry will appear in print ☐ Tick box 2 to repeat your text entry in this classification for £125 ☐ Tick box 3 for an additional cross-reference from the index of this classification for £65		
☐ 1 ☐ 2 ☐ 3 Animals & birds ☐ 1 ☐ 2 ☐ 3 Arts, culture, sports ☐ 1 ☐ 2 ☐ 3 Blind & partially sighted ☐ 1 ☐ 2 ☐ 3 Children & youth ☐ 1 ☐ 2 ☐ 3 Community care ☐ 1 ☐ 2 ☐ 3 Deaf, hard of hearing, speech impaired ☐ 1 ☐ 2 ☐ 3 Education ☐ 1 ☐ 2 ☐ 3 Environment & heritage	☐ 1 ☐ 2 ☐ 3 Homeless ☐ 1 ☐ 2 ☐ 3 Hospices ☐ 1 ☐ 2 ☐ 3 Hospitals ☐ 1 ☐ 2 ☐ 3 Medical relief & welfare ☐ 1 ☐ 2 ☐ 3 Medical research ☐ 1 ☐ 2 ☐ 3 Mental health & learning disabled ☐ 1 ☐ 2 ☐ 3 Miscellaneous ☐ 1 ☐ 2 ☐ 3 Older people's welfare	☐ 1 ☐ 2 ☐ 3 Overseas aid & development ☐ 1 ☐ 2 ☐ 3 Physically disabled ☐ 1 ☐ 2 ☐ 3 Religious and faith-based organisations ☐ 1 ☐ 2 ☐ 3 Services, rescue & ex-service ☐ 1 ☐ 2 ☐ 3 Social welfare ☐ 1 ☐ 2 ☐ 3 Trades & professions

3	Additional online options and enhancements		
	Microsite	£1,040	☐
	Billboard	970 x 250 pixels (width x height)	£450 ☐
	HPU (Half Page Unit) - appearing on Home or Category pages	300 x 600 pixels (width x height)	£360 ☐
	MPU (Mid Page Unit) - appearing on Home or Category pages	300 x 250 pixels (width x height)	£225 ☐
	Button appearing on the Homepage	450 x 300 pixels (width x height)	£225 ☐
	Button appearing on the Categories page	450 x 300 pixels (width x height)	£180 ☐
	Text entry (Online only)	240 words	£155 ☐
	Featured listing in search returns (subject to availability)		£100 ☐

4 Your Details		
Advertisement booked by:		
Signature:		Date:
Name of Charity for index and text entry title:		
Address:		
Tel:		www: Email:
Facebook:		X (Twitter):
Registered charity number: England & Wales:		Scotland (if applicable)
If copy is not being sent at the same time as this booking form, please indicate below who we will need to contact.		
Name of Contact:		Tel:
If you are a current advertiser, please indicate which of the following copy you wish to repeat:		
Charity & Appeals Directory 2026	☐ Text entry	☐ Display entry
		☐ Same classification(s)

Please email back your completed order form to marie.dickens@lawsociety.org.uk