



The Law
Society

MEDIA KIT 2021





The Law Society at a glance

Scale, reach and influence

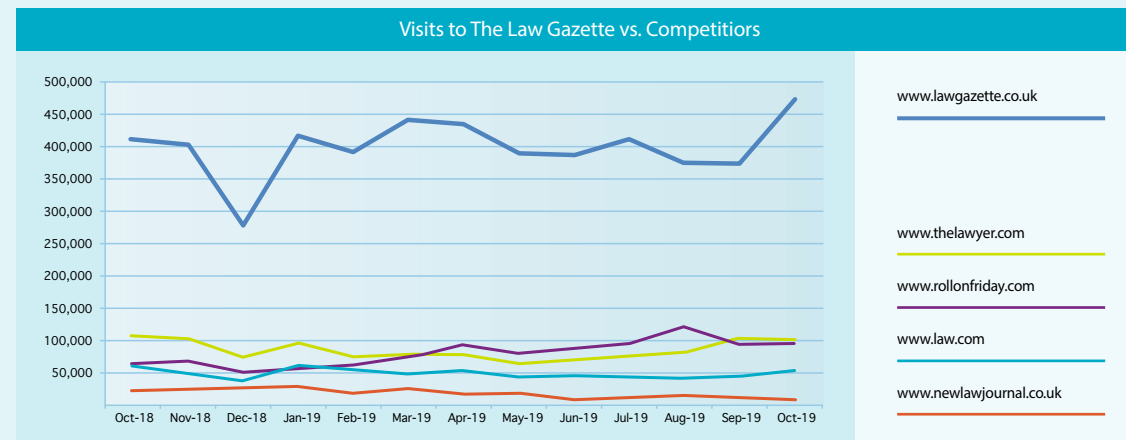
The Law Society offers a digital inventory that extends to include not only the Law Society website; accessed by both practising solicitors and the wider legal community, but also the Law society Gazette

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.

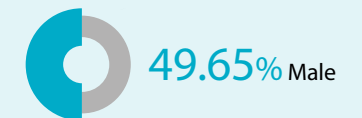
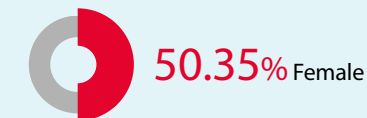
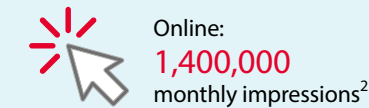
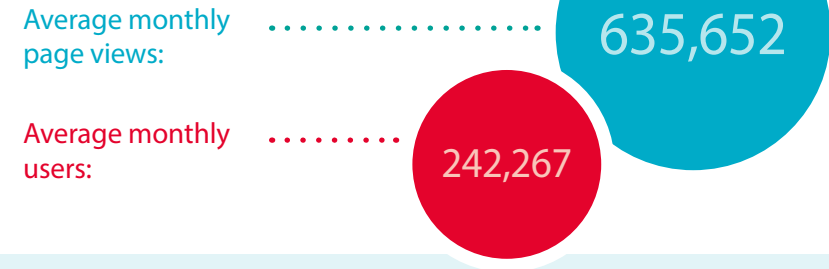
The Gazette

The Gazette is the leading legal weekly publication with an unrivalled print circulation. It has an online audience of 77,011 – connecting you with more solicitors than any other legal weekly printed title.

With leading-edge 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.



The Law Society website



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 2019 – June 2020.


³ Independent report provided in November 2019 showing monthly visits between October 2018 and October 2019 by Hitwise (<http://www.hitwise.com>).



Law Society Section Magazines

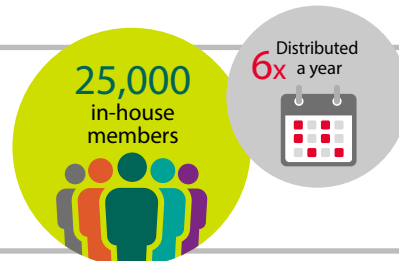
Sections are premium memberships for specific practice areas.

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
	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.
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.
Published	January, April, July and October	March, June, September and December	February, May, August, September and November	February, April, June, August, October and December
Format	Full page	Full page	Full page	Full page
	Half page	Half page	Half page	Half page
	Inserts	Inserts	Inserts	Inserts
	£893	£1322	£1680	£1096
	£499	£726	£840	£601
	From £950	From £950	From £850	From £500

In-house Division

Our In-house Division e-newsletter goes out six times a year alongside a quarterly online magazine to an 25,000 in-house members.



25,000 in-house members

6x Distributed a year

We also have a growing In-house Division LinkedIn group specifically for in-house members – around 1800 members



1800 members

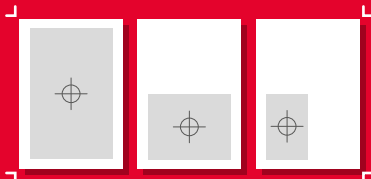
We have a daily e-alert that goes out to in-house members read by around 20% of members.



20,000 members



Print solutions



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

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

Ideal for firms looking to establish a regular presence online, this cost-effective solution allows your firm to reach a wide audience for less.

So, whether you are looking for legal expert witnesses, legal training/CPD providers, international law firms, administration of estates or any other general legal service, the Legal Services Directory will provide a suitable option.

Lineage From	£130
Display	£60 per single column cm



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 paper 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 to maximum exposure and capture a wider audience.

Thought leadership

650 words thought leadership	£5,500
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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 182,195 recipients featuring the best of the Gazette online and latest news stories.

Banner and MPU

£5,500

Legal Services Directory

The popularity of searching online for legal services has led to the creation of our comprehensive online directory. The directory is accessed through the Law Society Gazette website. It is an essential choice for any company wishing to promote services in the legal sector.



Option A

About Us and Contact Us tab

POA

Option B

Option A plus logo in both tabs of your entry

POA

Sponsored content

GDU + blog post

£5,500

Sponsored content

from £1,500

Content examples:

- Blog post
- Video
- Infographic





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 across print and online and is 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.

Prices available on application.





Rate card

Digital	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	POA
Option B. Option A plus logo in both tabs of your entry	POA
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

Print	Rate of insertion
Gazette display	
Double page spread	£11,137
Full page	£6,600
Half page (vertical)	£4,125
Half page (horizontal)	£4,125
Quarter page	£2,062
Solus strip 20mm	£907.50
Solus strip 30mm	£990
Solus strip 50mm	£1100
Services	
Lineage	
Up to 20 words	£130
21-30 words	£180
31-40 words	£240
Display	
per single column cm	£60
Insight pages	
650 words thought leadership	£5,500

Print	Rate of insertion
Gazette	
Inserts	£170
Outserts	£210
Wraps	POA
Section magazines	
Managing for success	
Full page	£893
Half page	£499
Inserts	From £950
Property in practice	
Full page	£1322
Half page	£726
Inserts	From £950
PS	
Full page	£1,680
Half page	£840
Inserts	From £850
Litigation funding	
Full page	£1,096
Half page	£601
Inserts	From £500