



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

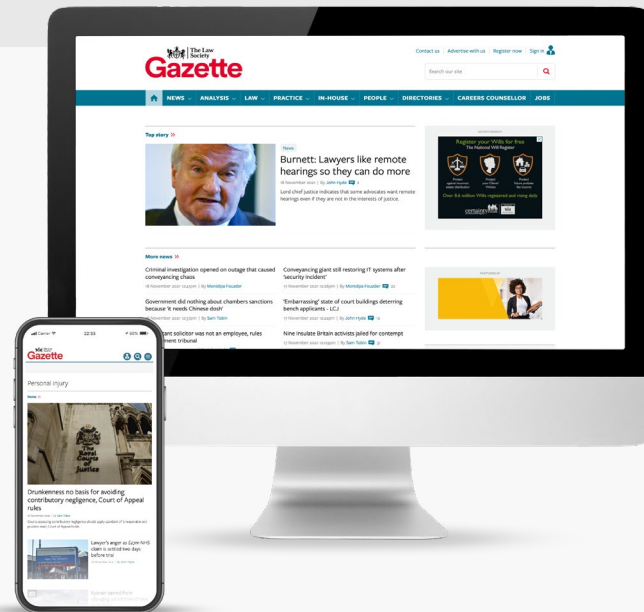
Average monthly users:

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 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.



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.



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	£1322	£726	From £950

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 to maximum exposure and capture a wider audience.**

Thought leadership

650 words thought leadership	£5,500
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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



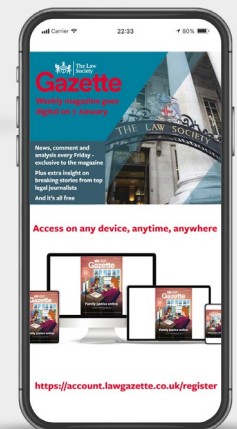
The Law Society's Legal Services Directory helps thousands of people and firms search for the legal services at the touch of a button.

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





Digital Magazine

Digital inserts, outserts and wraps



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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 157,612 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

£450+VAT

Option B

Option A plus logo in both tabs of your entry

£750+VAT

Sponsored content

GDU + blog post

£5,500

Sponsored content

from £1,500

Content examples:

- Blog post
- Video
- Infographic





The Law Society

Gazette

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



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.

For further information about Law Society events, please contact the Sales Team.





Digital Rate card Summary

	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	8,000
150k imp + 50k imp = total of 200k impressions	
Leaderboard (TLS Gazette website) + Leaderboard (TLS website) + one quarter advert in the Gazette magazine	6,000
150k imp + 50k imp = total of 200k impressions	

