



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 5 December 2025, the 2026 printed edition of the Charity & Appeals Directory will be sent to nearly 10,500 Will-writing solicitors and over 4,000 funeral directors across the UK.

73%

of solicitors and Will-writers now highlight the option of leaving a legacy with clients.

**Remember A Charity
Professional Advisor
Benchmarking Study 2022**

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 Gazette Charity Directories are a useful source of information for clients who need guidance on their charitable giving, whether drafting their wills or discussing lifetime gifts. We've also found the publications very helpful when administering trusts or discussing grant making with our charity clients. ”

Jo Summers, Partner, Jurit LLP

JURIT
smart counsel

“ 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 2026 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

Is it time you made or updated your Will? Perhaps you're worried about Inheritance Tax or paying for care?

Get your FREE Planning for the Future pack from the experts at the National Trust. It's a simple, easy-to-use guide that will help you understand the implications of Inheritance Tax and how to plan for care costs. It's a must-read for anyone who has assets or is concerned about their future.

Half page colour advert (horizontal or vertical) £1,995

Highlighted Charity

Bumblebee Conservation Trust

Barrow Island Trust

Compassion in World Farming International

Give Our History to the Future

135 x 90 mm

Quarter page colour advert £1,150

Household Wild Bird Hospital and Sanctuary Association Ltd

N.E.D.D.I. - New European Distressed Donkey Initiative Ltd.

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

Emmabus

The Salvation Army

The Sutton Trust

Support Through Court

2 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) £730
Highlighted entry: Make your entry stand out on the page £550
Additional entry: Text entry repeat under official classification £125



Online options for Charity Explorer

An online only text entry (containing up to 240 words, contact details, logo & social media links) costs £155.

See below for other enhancements which can increase your charity's profile.

MPU **£1,300**

Highlighted Charities

450 x 300 px

Button appearing on Homepage **£675**

Your entry's introduction (a maximum of 70 words plus logo) will appear at the top of all relevant searches. (Subject to availability)

Featured listing in search returns (subject to availability) **£155**

Your charity name

REQUEST INFORMATION

Your logo

ABOUT US CONTACT US WHO ARE THE CURKHA? REASONS TO REMEMBER HOW WE WORK MORE FROM THIS CHARITY

Dedicated contact for your charity including, additional pages and images, YouTube links plus news stories and articles.

Head Office
PO Box 270
25 Queen Street
Salisbury
Wiltshire
SP4 2EX
United Kingdom

01753 263955
Send mail
www.gid.org.uk

Microsite **£1,040**

Medical relief and research

Browse Environment and heritage

Medical relief and research

- AIDS and infectious diseases
- Asthma and allergies
- Alzheimers and dementia
- Alternative therapies
- Blood and diabetes
- Bones, joints and muscles
- Brain and neurological
- Cancer care and research
- Children
- Heart, lungs and stroke
- Kidneys, liver and digestive
- Medical services and ambulance
- Mental health
- Reproductive and prostate
- Skin and facial

Highlighted charities

450 x 300 px

Button appearing on Categories Homepage **£415**



Advertisement Information and Booking Form

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

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

- 1 Tick box 1 as your **MAIN** classification where your display and text entry will appear in print
- 2 Tick box 2 to repeat your text entry in this classification for **£125**
- 3 Tick box 3 for an additional cross-reference from the index of this classification for **£65**

- | | | |
|---|--|--|
| 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Animals & birds | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Homeless | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Overseas aid & development |
| 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Arts, culture, sports | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Hospices | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Physically disabled |
| 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Blind & partially sighted | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Hospitals | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Religious and faith-based organisations |
| 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Children & youth | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Medical relief & welfare | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Services, rescue & ex-service |
| 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Community care | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Medical research | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Social welfare |
| 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Deaf, hard of hearing, speech impaired | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Mental health & learning disabled | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Trades & professions |
| 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Education | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Miscellaneous | |
| 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Environment & heritage | 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Older people's welfare | |

3 Additional online options and enhancements

Text entry (Online only)	240 words	£155	<input type="checkbox"/>
MPU (appearing on Home or Category pages)	300 x 250 pixels	£1,300	<input type="checkbox"/>
Button appearing on the Homepage	450 x 300 pixels	£675	<input type="checkbox"/>
Button appearing on the Categories page	450 x 300 pixels	£415	<input type="checkbox"/>
Featured listing in search returns (subject to availability)		£155	<input type="checkbox"/>
Micro Site		£1,040	<input type="checkbox"/>

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 2025 Text entry Display entry Same classification(s)