

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.

JURIT smart counsel

Jo Summers, Partner, Jurit LLP

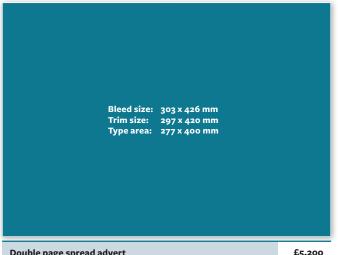
Advertising with the Law Society Gazette Charity Directories for over 20 years has significantly increased our legacy income. Two thirds of 'Friends of the Animals' veterinary treatments are funded by legacies and your directory is therefore a crucial element of our fundraising strategy.

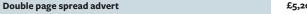
Helen Sinclair MBE, Founder, Friends of the Animals

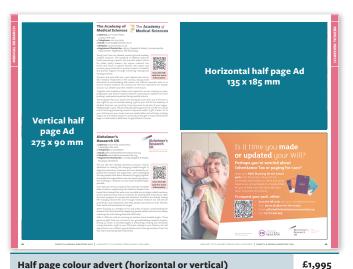




Print options for the 2026 edition of the Charity & Appeals Directory



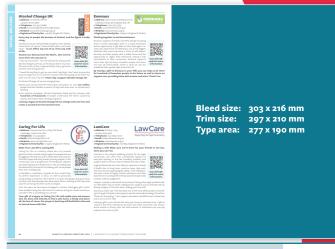




Half page colour advert (horizontal or vertical)



Eighth page colour advert





£3,625



Quarter page colour advert

£1,150



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

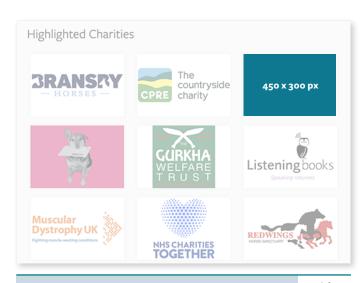


Online options for Charity Explorer

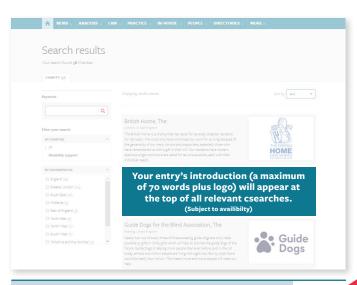
An online only text entry (containing up to 240 words, contact details, logo & social media links) costs £155.

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



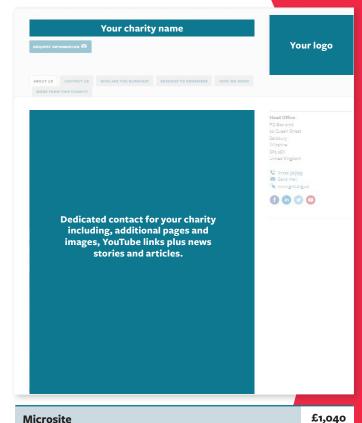


£675 **Button appearing on Homepage**



Featured listing in search returns (subject to availability)

£155







- Sales enquiries Marie Dickens marie.dickens@lawsociety.org.uk
- Production enquiries Graham Matthews graham.matthews@lawsociety.org.uk

Advertisement Information and Booking Form

Advert Type		Dimensions		Price	Tick
Double page spread	Bleed: 303 x 426,	, Trim: 297 x 420, Type area	a: 277 x 400	£5,200	
Page	Bleed: 303 x 216	, Trim: 297 x 210, Type area	a: 277 x 190	£3,625	
Half (vertical)		275 x 90		£1,995	
Half (horizontal)		135 x 185		Rate as vertical	
Quarter		135 X 90		£1,150	
Eighth		65 x 90		£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 prin	nt and online	300 words		£730	
Text entry repeat under additional classification		each		£125	
Display Advertisers are entitled to a FREE 24 https://www.lawgazette.co.uk/directories/ch			rinted directo	ry and online at	
Choice of classification					
 Tick box 1 as your MAIN classification where y Tick box 2 to repeat your text entry in this class Tick box 3 for an additional cross-reference from 	sification for £125				
1 2 3 Animals & birds	1 2 3 Hom	eless	1 2	3☐ Overseas aid 8	developme
1 2 3 Arts, culture, sports	1 2 3 Hosp	iices	1 2	3 Physically disat	oled
1 2 3 Blind & partially sighted	1 2 3 Hosp			3☐ Religious and	
1 2 3 Children & youth	•	cal relief & welfare		organisations	
1 2 3 Community care	1 2 3 Medi		1 2	3 Services, resci	ue
1 2 3 Deaf, hard of hearing,		al health & learning		& ex-service	
speech impaired	disab		1 2	3 Social welfare	
1 2 3 Education	1 2 3 Misce	ellaneous	1 2	3☐ Trades & profe	essions
1 2 3 Environment & heritage	1 2 3 Older	r people's welfare			
Additional online options and enhance	ments				
Text entry (Online only)		240 words		£155	
MPU (appearing on Home or Category pages)		300 x 250 pixels		£1,300	
Button appearing on the Homepage		450 x 300 pixels		£675	
Button appearing on the Categories page		450 x 300 pixels		£415	
Featured listing in search returns (subject to availa	bility)			£155	
Micro Site	J.			£1,040	
Your Details					
Advertisement booked by:		Signature:		Date:	
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If you are a current advertiser, please indicate which	9	·			
Charity & Appeals Directory 2025	☐ Text entry	□ Displa	ay entry	☐ Same compared to the property of the pr	lassificatio