



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**  
SOLICITORS

**“**

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**

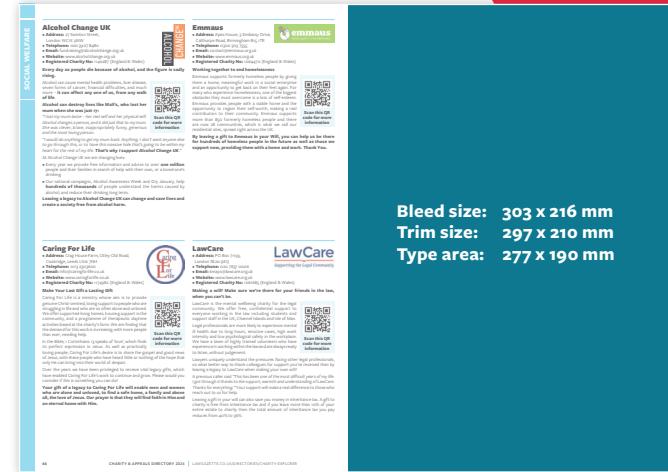


## Print options for the 2027 edition of the Charity & Appeals Directory



Double page spread advert

£5,200



£3,625



Half page colour advert (horizontal or vertical)

£1,995



135 x 90 mm



Eighth page colour advert

£705



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

£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  
£250



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## Online options for Charity Explorer

Your charity name

REQUEST INFORMATION

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

**Up to 240 words plus contact details, high resolution logo and a QR Code**

Contact us | Advertise with us | Register now | Sign in

Search our site

**Gazette**

NEWS | ANALYSIS | LAW | PRACTICE | IN-HOUSE | PEOPLE | JOBS | DIRECTORIES | MAGAZINE

**Gazette Charity Explorer**

Welcome to the Gazette's Charity Explorer directory

Here you will find hundreds of charities that are featured in the latest print edition of our Charity & Appeals Directory.

Charity Explorer provides a reputable reference tool for solicitors, will-writers and their clients who want to leave a legacy or charitable gift. It is also a valuable database for charities who want to receive legacy donations for their meaningful causes. Established over 30 years ago, the Law Society Gazette directory and Charity Explorer website help up to 10,000 of solicitors, over 4,000 funeral directors and their clients every day across England and Wales. With nearly 270 charities currently listed, our site is easily accessible to view the entries and their great causes.

**300 x 600 px**

Online only text/logo entry **£155**

**HPU** **£360**

Contact us | Advertise with us | Register now | Sign in

Search our site

**Gazette**

NEWS | ANALYSIS | LAW | PRACTICE | IN-HOUSE | PEOPLE | JOBS | DIRECTORIES | MAGAZINE

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**Gazette Charity Explorer**

Welcome to the Gazette's Charity Explorer directory

**300 x 250 px**

**Billboard** **£450**

**MPU** **£225**

Highlighted Charities

**450 x 300 px**

**Your charity name**

REQUEST INFORMATION

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

Head Office  
PO Box 2170  
22 Queen Street  
Salisbury  
Wiltshire  
SP1 2EX  
United Kingdom

01722 323955  
Send mail  
[www.gaz.org.uk](http://www.gaz.org.uk)

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

**Microsite** **£1,040**

Button appearing on Homepage **£225**



## Advertisement Information and Booking Form

1 Advert Type	Dimensions	Price	Tick
Double page spread	Bleed: 303 x 426mm, Trim: 297 x 420mm, Type area: 277 x 400mm	£5,200	<input type="checkbox"/>
Page Bleed	Bleed: 303 x 216mm, Trim: 297 x 210mm, Type area: 277 x 190mm	£3,625	<input type="checkbox"/>
Half (vertical)	275 x 90mm	£1,995	<input type="checkbox"/>
Half (horizontal)	135 x 185mm	Rate as vertical	<input type="checkbox"/>
Quarter	135 x 90mm	£1,150	<input type="checkbox"/>
Eighth	65 x 90mm	£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

Microsite	£1,040	<input type="checkbox"/>
Billboard	£450	<input type="checkbox"/>
HPU (Half Page Unit) - appearing on Home or Category pages	£360	<input type="checkbox"/>
MPU (Mid Page Unit) - appearing on Home or Category pages	£225	<input type="checkbox"/>
Button appearing on the Homepage	£225	<input type="checkbox"/>
Button appearing on the Categories page	£180	<input type="checkbox"/>
Text entry (Online only)	£155	<input type="checkbox"/>
Featured listing in search returns (subject to availability)	£100	<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 2026**

Text entry

Display entry

Same classification(s)

**Please email back your completed order form to [marie.dickens@lawsociety.org.uk](mailto:marie.dickens@lawsociety.org.uk)**