



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



Online options for Charity Explorer

Online only text/logo entry **£155**

HPU **£360**

Billboard **£450**

MPU **£225**

Button appearing on Homepage **£225**

Microsite **£1,040**



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	970 x 250 pixels	£450	<input type="checkbox"/>
HPU (Half Page Unit) - appearing on Home or Category pages	300 x 600mm	£360	<input type="checkbox"/>
MPU (Mid Page Unit) - appearing on Home or Category pages	300 x 250 pixels	£225	<input type="checkbox"/>
Button appearing on the Homepage	450 x 300 pixels	£225	<input type="checkbox"/>
Button appearing on the Categories page	450 x 300 pixels	£180	<input type="checkbox"/>
Text entry (Online only)	240 words	£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 2025 Text entry Display entry Same classification(s)