

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



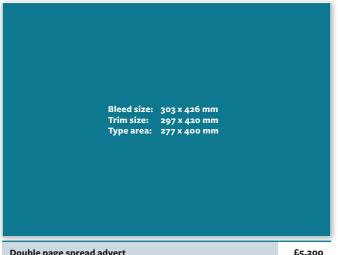
Advertising with the Law Society Gazette Charity Directories for over 20 years has significantly increased our legacy income. Two thirds of 'Friends of the Animals' veterinary treatments are funded by legacies and your directory is therefore a crucial element of our fundraising strategy.

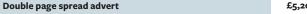
Helen Sinclair MBE, Founder, Friends of the Animals

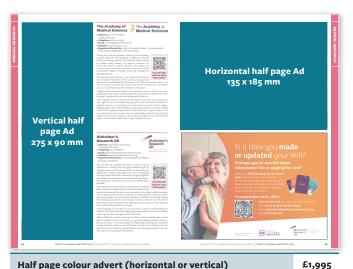




Print options for the 2026 edition of the Charity & Appeals Directory



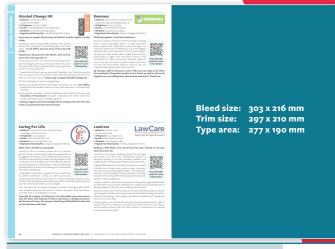




Half page colour advert (horizontal or vertical)



Eighth page colour advert





£3,625



Quarter page colour advert

£1,150



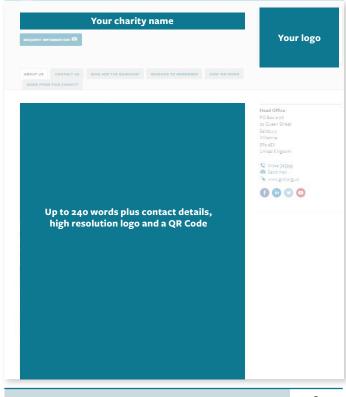
Text entry and logo in print and online

£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



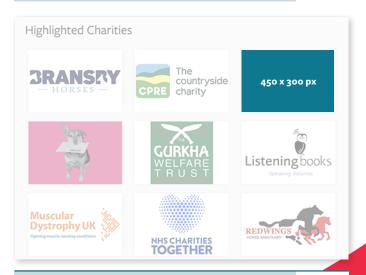
Online options for Charity Explorer

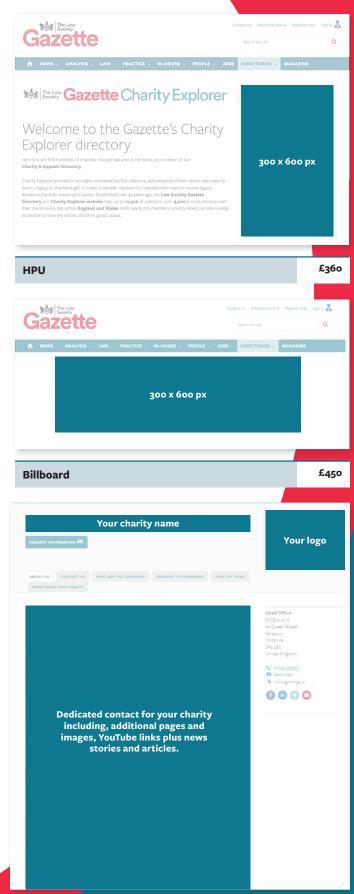


Online only text/logo entry £155



MPU £225







- 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	T
Double page spread	Bleed: 303 x 426m	m, Trim: 297 x 420mm, Type a	rea: 277 x 400mm	£5,200	
Page Bleed		nm, Trim: 297 x 210mm, Type a		£3,625	
Half (vertical)	5.5.	275 x 90mm	,, , , , , , , , , , , , , , , , , , ,	£1,995	
Half (horizontal)		135 x 185mm		Rate as vertical	
Quarter		135 x 90mm		£1,150	
Eighth		65 x 90mm		£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, ir	print and online	300 words		£730	
Text entry repeat under additional classificatio	n	each		£125	
Display Advertisers are entitled to a FRE https://www.lawgazette.co.uk/directorion			e printed directory and	online at	
Choice of classification					
Tick box 1 as your MAIN classification who Tick box 2 to repeat your text entry in this Tick box 3 for an additional cross-reference.	classification for £1:	25			
1 2 3 Animals & birds	1 2 3	Homeless	1 2 3 Ov	erseas aid & develo	pm
1 2 3 Arts, culture, sports	1 2 3	Hospices		ysically disabled	
1 2 3 Blind & partially sighted		Hospitals		ligious and faith-ba	aseo
1 2 3 Children & youth		Medical relief & welfare		ganisations	
, and the second		Medical research	1 2 3 Se	vices, rescue	
1 2 3 Community care		_	& 6	ex-service	
1 2 3 Deaf, hard of hearing, speech impaired	1 2 3	Mental health & learning disabled	1 2 3 So	cial welfare	
1 2 3 Education	1 2 3	1 Miscellaneous	1 2 3 Tra	ades & professions	
1 2 3 Environment & heritage		Older people's welfare			
Additional online options and enha	ncements				
Microsite				£1,040	
Billboard		970 x 250 pixels		£450	
HPU (Half Page Unit) - appearing on Home or	Category pages	300 x 600mm		£360	
MPU (Mid Page Unit) - appearing on Home or	Category pages	300 x 250 pixels		£225	
Button appearing on the Homepage		450 x 300 pixels		£225	
Button appearing on the Categories page		450 x 300 pixels		£180	
Text entry (Online only)		240 words		£155	
Featured listing in search returns (subject to a	vailability)			£100	
Your Details					
Advertisement booked by:		Signature:		. Date:	
Name of Charity for index and text entry title:					
Address:					
Tel:					
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Registered charity number: England & Wales:		,			
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If you are a current advertiser, please indicate v	hich of the following	copy you wish to repeat.			
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