

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 6 December 2024, the 2025 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 2025 edition of the Charity & Appeals Directory





£3,485



Quarter page colour advert

£1,105



Text entry and logo in print and online

£430



Half page colour advert (horizontal or vertical)

£1,915



Eighth page colour advert

£675



Featured entry on section index page

£700

HIGHLIGHTED ENTRY: Make your entry stand out on the page

£530

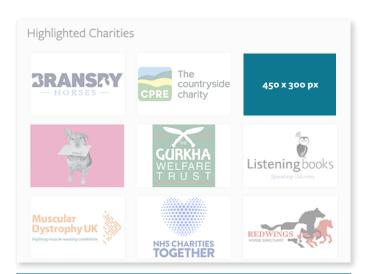
ADDITIONAL ENTRY: Text entry repeat under official classification

£120

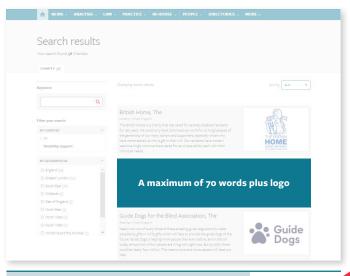


## **Online options for Charity Explorer**



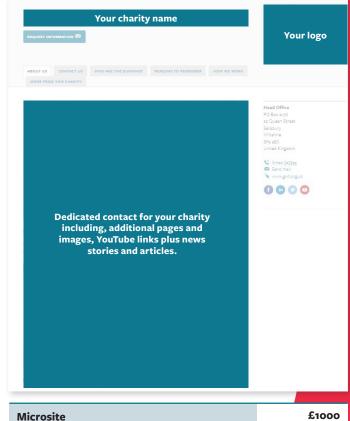




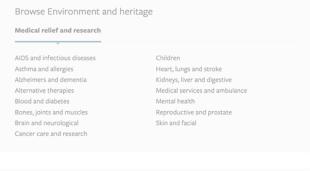


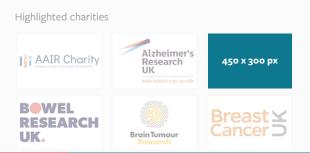
Featured listing in search returns (subject to availability)

£150



## Medical relief and research Browse Environment and heritage







- 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
Page	Bleed: 303 x 216,	Trim: 297 x 210, Type are	ea: 277 x 19	0	£3,485	
Half (vertical)		275 X 90			£1,915	
Half (horizontal)		135 x 185		F	Rate as vertical	
Quarter		135 x 90			£1,105	
Eighth		65 x 90			£675	
Text entry & logo in print and online		240 words			£430	
Highlighted text entry in print and online		240 words			£530	
Featured text entry & logo on section index, in pr	rint and online	300 words			£700	
Text entry repeat under additional classification		each			£120	
Display Advertisers are entitled to a FREE https://www.lawgazette.co.uk/directories/			printed d	irectory	and online at	
Choice of classification						
<ol> <li>Tick box 1 as your MAIN classification where</li> <li>Tick box 2 to repeat your text entry in this classification where</li> <li>Tick box 3 for an additional cross-reference f</li> </ol>	assification for £120					
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1 2 3 Deaf, hard of hearing,		al health & learning			& ex-service	
speech impaired	disabl	ed	1		Social welfare	
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1 2 3 Environment & heritage	1 2 3 Older	people's welfare				
Additional online enhancements						
MPU (appearing on Home or Category pages)		300 x 250 pixels			£1250	
Button appearing on the Homepage		450 x 300 pixels			£650	
Button appearing on the Categories page		450 x 300 pixels			£400	
Featured listing in search returns (subject to avai	lability)				£150	
Micro Site					£1,000	
Your Details						
Advertisement booked by:		Signature:			Date:	
Name of Charity for index and text entry title:						
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Registered charity number: England & Wales:						
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