



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 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. ”

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



The Law Society

Gazette

Print options for the 2025 edition of the Charity & Appeals Directory

Alcohol Change UK

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@alcoholchange.org.uk
Website: www.alcoholchange.org.uk

Emmusa

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@emmusa.co.uk
Website: www.emmusa.co.uk

Carling For Life

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@carlingforlife.co.uk
Website: www.carlingforlife.co.uk

LawCare

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@lawcare.org.uk
Website: www.lawcare.org.uk

Bleed size: 303 x 216 mm
Trim size: 297 x 210 mm
Type area: 277 x 190 mm

The Academy of Medical Sciences

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@amsonline.org.uk
Website: www.amsonline.org.uk

Alzheimer's Research UK

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@alzheimersresearchuk.org
Website: www.alzheimersresearchuk.org

Horizontal half page Ad 135 x 185 mm

Vertical half page Ad 275 x 90 mm

Full page colour advert

£3,485

Half page colour advert (horizontal or vertical)

£1,915

Highlighted Charity

Bumblebee Conservation Trust

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@bumblebeeconservation.org
Website: www.bumblebeeconservation.org

Compassion in World Farming

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@compassioninworldfarming.org
Website: www.compassioninworldfarming.org

Write your will for free today

135 x 90 mm

Highlighted Charity

Orangutan Foundation

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@orangutanfoundation.org
Website: www.orangutanfoundation.org

Will, you help us?

65 x 90 mm

Remember Orangutan Foundation in your will

8th page colour advert

Quarter page colour advert

£1,105

Eighth page colour advert

£675

Highlighted Charity

The Salvation Army

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@salvationarmy.org
Website: www.salvationarmy.org

Support Through Court

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@supportthroughcourt.org
Website: www.supportthroughcourt.org

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

Highlighted Charity

The English Heritage Trust

Address: 100, The Quadrant, London, W1R 0JH
Tel: 020 7464 1000
Email: info@englishheritagetrust.org
Website: www.englishheritagetrust.org

Index to entries and advertisers

Environment & Heritage

Featured entry on section index page

Text entry and logo in print and online

£430

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



The Law
Society

Gazette

Online options for Charity Explorer

MPU **£1250**

Highlighted Charities

Button appearing on Homepage **£650**

Featured listing in search returns (subject to availability) **£150**

Your charity name

REQUEST INFORMATION

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

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

Head Office
PO Box 100
22 Queen Street
Salisbury
Wiltshire
SP4 6EX
United Kingdom

01904 263955
Send mail
www.gazette.org.uk

f in t y

Microsite **£1000**

Medical relief and research

Browse Environment and heritage

Medical relief and research

- AIDS and infectious diseases
- Asthma and allergies
- Alzheimers and dementia
- Alternative therapies
- Blood and diabetes
- Bones, joints and muscles
- Brain and neurological
- Cancer care and research
- Children
- Heart, lungs and stroke
- Kidneys, liver and digestive
- Medical services and ambulance
- Mental health
- Reproductive and prostate
- Skin and facial

Highlighted charities

Button appearing on Categories Homepage **£400**



The Law
Society

Gazette

■ Sales enquiries Marie Dickens
marie.dickens@lawsociety.org.uk

■ Production enquiries Graham Matthews
graham.matthews@lawsociety.org.uk

Advertisement Information and Booking Form

1	Advert Type	Dimensions	Price	Tick
	Page	Bleed: 303 x 216, Trim: 297 x 210, Type area: 277 x 190	£3,485	<input type="checkbox"/>
	Half (vertical)	275 x 90	£1,915	<input type="checkbox"/>
	Half (horizontal)	135 x 185	Rate as vertical	<input type="checkbox"/>
	Quarter	135 x 90	£1,105	<input type="checkbox"/>
	Eighth	65 x 90	£675	<input type="checkbox"/>
	Text entry & logo in print and online	240 words	£430	<input type="checkbox"/>
	Highlighted text entry in print and online	240 words	£530	<input type="checkbox"/>
	Featured text entry & logo on section index, in print and online	300 words	£700	<input type="checkbox"/>
	Text entry repeat under additional classification	each	£120	<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		
<p><input type="checkbox"/> 1 Tick box 1 as your MAIN classification where your display and text entry will appear in print</p> <p><input type="checkbox"/> 2 Tick box 2 to repeat your text entry in this classification for £120</p> <p><input type="checkbox"/> 3 Tick box 3 for an additional cross-reference from the index of this classification for £65</p>		
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Animals & birds <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Arts, culture, sports <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Blind & partially sighted <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Children & youth <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Community care <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Deaf, hard of hearing, speech impaired <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Education <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Environment & heritage	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Homeless <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Hospices <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Hospitals <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Medical relief & welfare <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Medical research <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Mental health & learning disabled <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Miscellaneous <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Older people's welfare	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Overseas aid & development <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Physically disabled <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Religious and faith-based organisations <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Services, rescue & ex-service <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Social welfare <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 Trades & professions

3	Additional online enhancements		
	MPU (appearing on Home or Category pages)	300 x 250 pixels	£1250 <input type="checkbox"/>
	Button appearing on the Homepage	450 x 300 pixels	£650 <input type="checkbox"/>
	Button appearing on the Categories page	450 x 300 pixels	£400 <input type="checkbox"/>
	Featured listing in search returns (subject to availability)		£150 <input type="checkbox"/>
	Micro Site		£1,000 <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 2024 <input type="checkbox"/> Text entry <input type="checkbox"/> Display entry <input type="checkbox"/> Same classification(s)		

Please email back your completed order form to marie.dickens@lawsociety.org.uk