

THE LAW SOCIETY GAZETTE

# Charity & Appeals Directory 2023

- UNIQUE CIRCULATION
- BOOK YOUR ADVERTISEMENT
- ONLINE
- IN PRINT



The Law  
Society

**Gazette** Charity Explorer



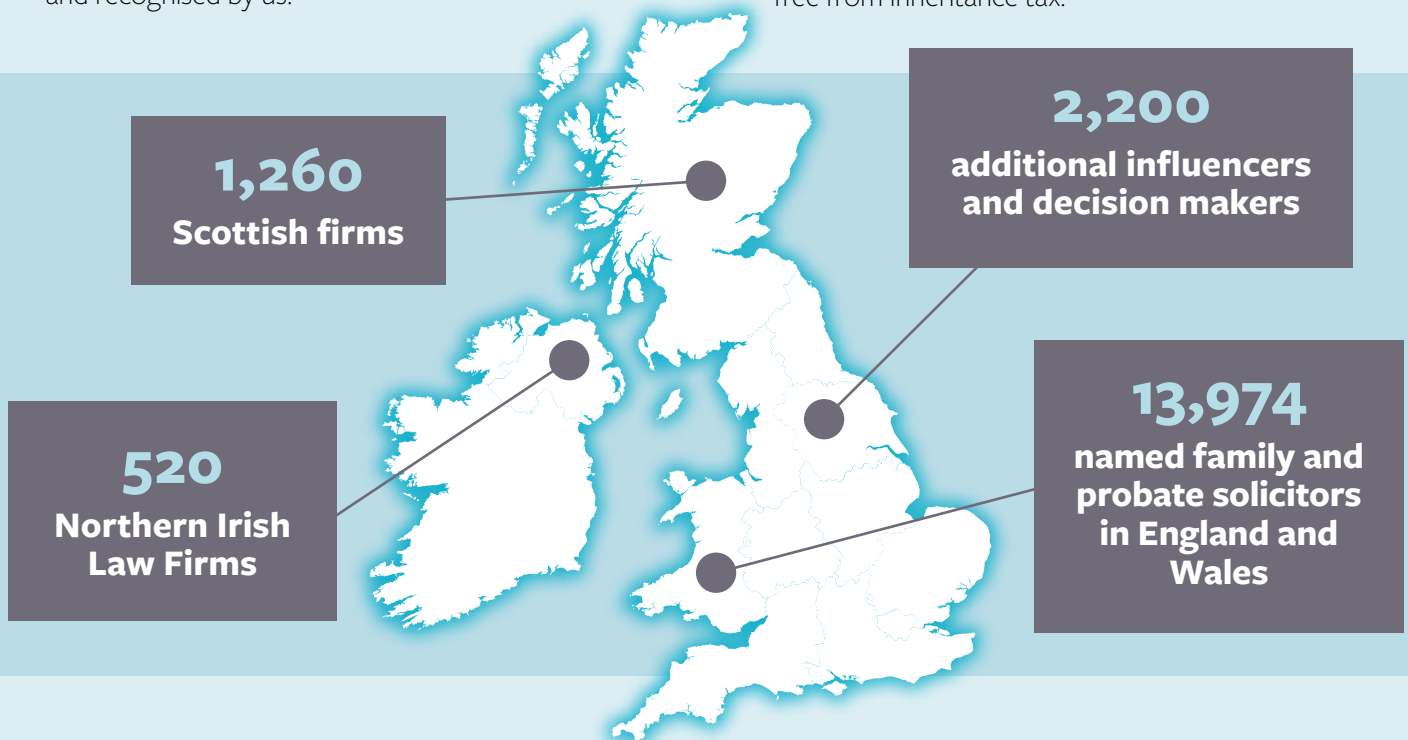
## Sent to 13,974 Family and Probate professionals across the UK

### Why advertise with us?

- Two-thirds of Will writing solicitors mention leaving a charitable gift to their clients with **69%** of the public happy to be prompted.
- With the Law Society Gazette Legacy & Appeals Directory your charity will reach a wide, dedicated audience across the UK. Including **140,000** legal professionals.
- The directory is recognised as a valuable reference source, making it the ideal medium to advertise your charity to a targeted audience of solicitors and influencers.
- We supply a digital badge that charities can place on their website with a link back to our webpage/homepage to demonstrate that they are trustworthy and recognised by us.

### What makes us different to our competitors:

- We have charity features and articles with promotional campaigns on our social media platforms to highlight our charities (with over 200,000 followers on LinkedIn, Twitter and Facebook).
- Promoted in our private client newsletter, allowing highly engaged professionals who specialise in wills and probate who pay for premium membership to get more involved with the importance of leaving a legacy to one of our designated charities.
- We have articles on our website which can gain up to **3 million** views discussing the benefits for solicitors who get their clients to leave legacies i.e added value of gaining tax efficiencies as legacies in some cases are free from inheritance tax.



### Leaving a legacy and why someone should leave a legacy to your charity

- Leaving a gift in a Will can be an emotional process. So, as a charity it is important to highlight the benefits of leaving a Will. Leaving the world, a better place and contributing to a brighter future
- It can help fund major projects, equipment or grants that could help local communities by saving lives, stopping climate change or help protect people.

### Why you need to be investing in legacies

- The legacy market is worth over **£3 billion** a year and increasing
- Due to the coronavirus pandemic more and more people including younger people were thinking about writing Wills and more charities were thinking about boosting their legacy campaign.



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## Associate with giant names



“ We received over **£104,000** from legacies which came directly from solicitors who received The Law Society Gazette. We are over the moon with the fantastic results from our ongoing advertising with them. ”

**Trisha Loveland, Hospice AID UK**



“ 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**





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## Categories

We offer a wide range of categories. No matter the field your charity is rooted in, from environment and heritage, medical relief and research to trades and professions, we have got you covered.



**GREENPEACE**

**NSPCC**

### Check out our categories

**Animals & Birds**

**Arts, Culture & Sports**

**Blind & Partially Sighted**

**Children & Youth**

**Community Care**

**Deaf, Hard of Hearing & Speech Impaired**

**Education**

**Environment & Heritage**

**Homeless**

**Hospices**

**Hospitals**

**Medical Relief & Welfare**

**Medical Research**

**Mental Health & Learning Disabled**

**Miscellaneous**

**Older People's Welfare**

**Overseas Aid & Development**

**Physically Disabled**

**Religious & Faith-Based Organisations**

**Services, Rescue & Ex-services**

**Social Welfare**

**Trades & Professions**

**Established for over 30 years, the Law Society Gazette directories help thousands of solicitors and their clients every day.**



## Print opportunities

ALL SIZES: HEIGHT X WIDTH



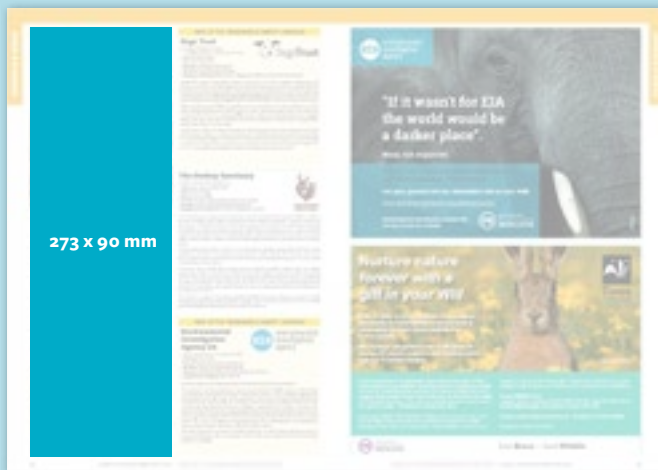
Bleed size: 303 x 216 mm  
Trim size: 297 x 210 mm  
Type area: 273 x 185 mm

Full page colour ad **£3,485**



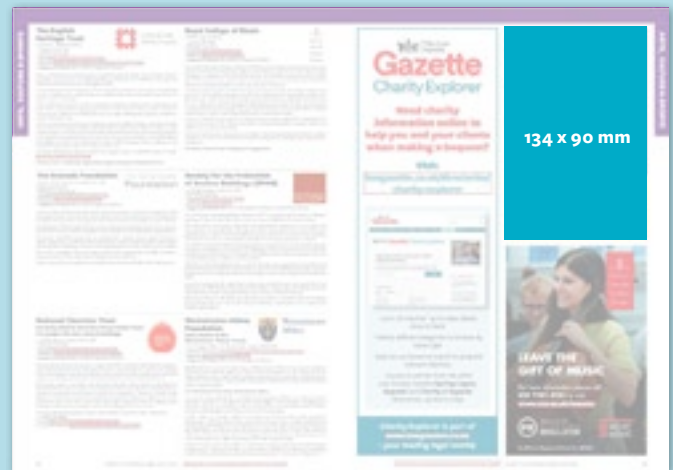
134 x 185 mm

Horizontal half page colour ad **£1,915**



273 x 90 mm

Vertical half page colour ad **£1,915**



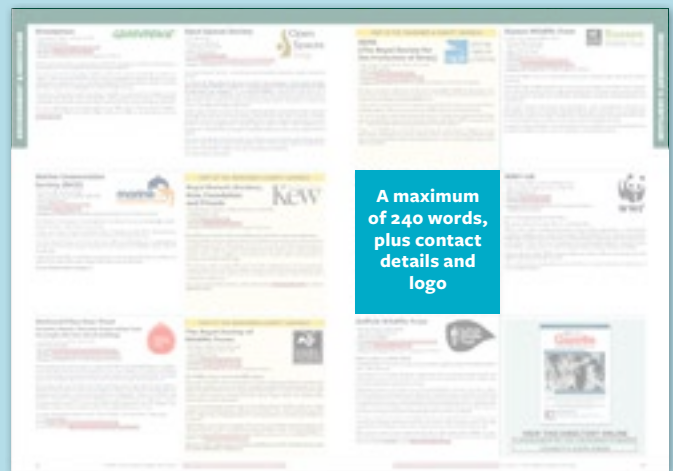
134 x 90 mm

Quarter page colour ad **£1,105**



64.5 x 90 mm

Eighth page colour ad **£675**



A maximum of 240 words, plus contact details and logo

Text entry and logo in print and online **£430**

ADDITIONAL ENTRY: Text entry repeat under official classification **£120**



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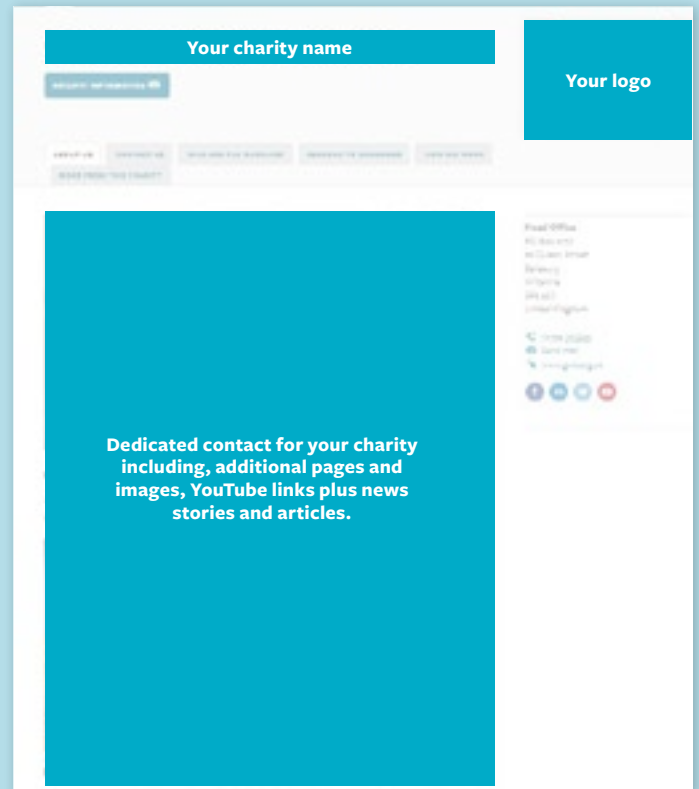
# Web opportunities

ALL SIZES: WIDTH X HEIGHT



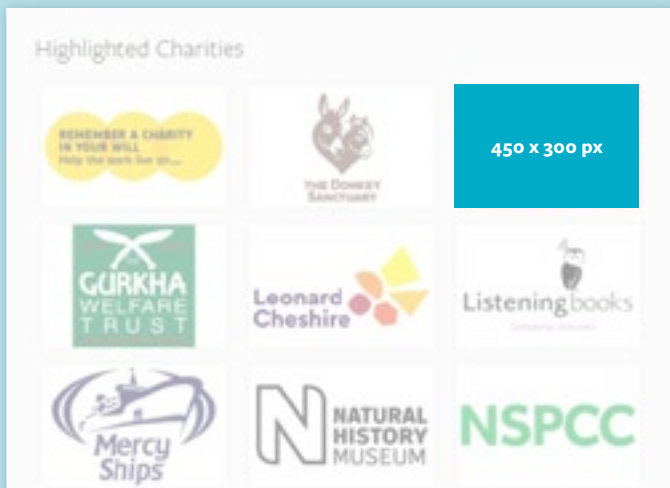
MPU

£1250



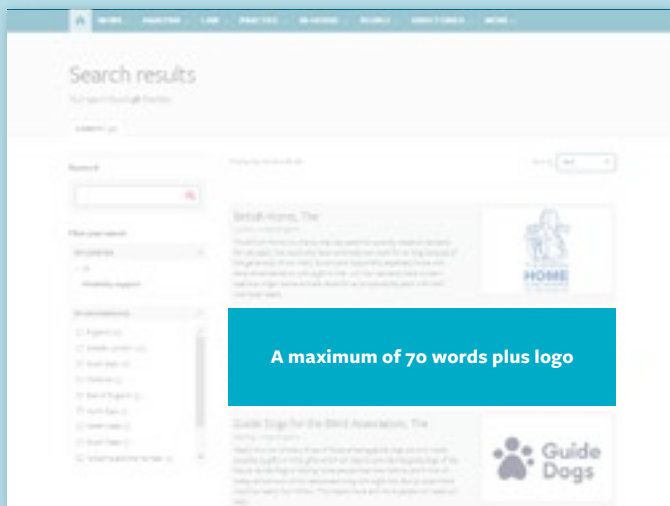
Microsite

£1000



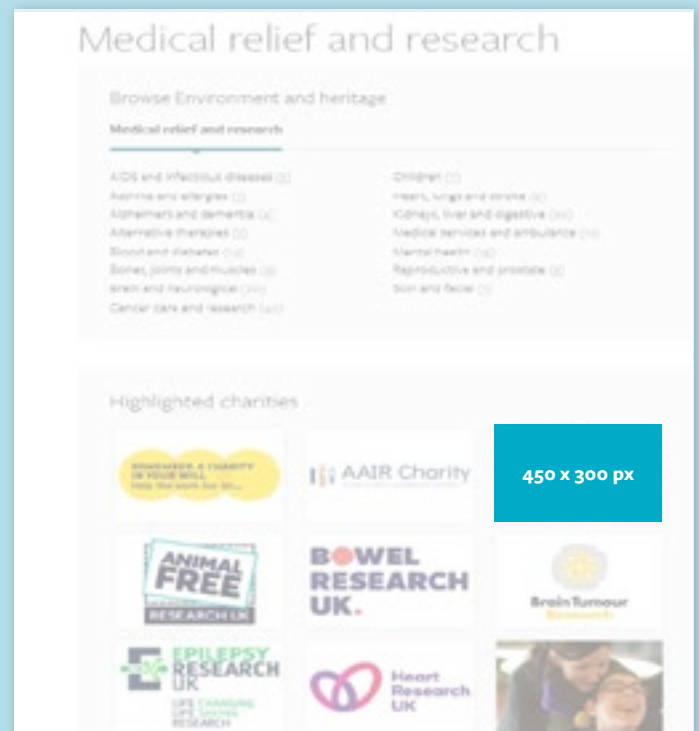
Button appearing on Homepage

£650



Featured listing in search returns  
(subject to availability)

£150



Button appearing on Categories page

£400



# Advertisement Information and Booking Form

1 Advert Type	Dimensions	Price	Tick
Page	273 x 185	£3,485	<input type="checkbox"/>
Half (vertical)	273 x 90	£1,915	<input type="checkbox"/>
Half (horizontal)	134 x 185	Rate as vertical	<input type="checkbox"/>
Quarter	134 x 90	£1,105	<input type="checkbox"/>
Eighth	64.5 x 90	£675	<input type="checkbox"/>
Text entry & logo in print and online	240 words	£430	<input type="checkbox"/>
Text entry repeat under additional classification	each	£120	<input type="checkbox"/>
Index cross reference from an extra classification	each	£65	<input type="checkbox"/>

Display Advertisers are entitled to a **FREE 240 word text entry with mono 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 **£120**  
 3 Tick box 3 for an additional cross-reference from the index of this classification for **£65**

- |   |  |  |
|---|--|--|
| <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 Homeless                          | <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 Arts, culture, sports                  | <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 Physically disabled                     |
| <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 Hospitals                         | <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 Children & youth                       | <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 Services, rescue & ex-service           |
| <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 Medical research                  | <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 Deaf, hard of hearing, speech impaired | <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 Trades & professions                    |
| <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 Miscellaneous                     |  |
| <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 Older people's welfare            |  |

**\*Exclusive opportunity to provide a bespoke 200 word introduction for the classification index page available by arrangement.**

## 3 Additional online enhancements

MPU (appearing on home or category pages)	300 x 250 pixels	£1250	<input type="checkbox"/>
Button appearing on the Home page	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: ..... 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:

- |   |                                     |  |   |
|---|-------------------------------------|--|---|
| <b>Charity &amp; Appeals Directory 2022</b> | <input type="checkbox"/> Text entry | <input type="checkbox"/> Display entry | <input type="checkbox"/> Same classification(s) |
| <b>Legacy &amp; Appeals Directory 2022</b>  | <input type="checkbox"/> Text entry | <input type="checkbox"/> Display entry | <input type="checkbox"/> Same classification(s) |