

**2024**

# Media Pack

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# Who we are

The Law Society is the membership organisation for solicitors in England and Wales.

For nearly 200 years we have championed solicitors working in the public interest. Our vision is to promote, protect and support solicitors, justice and the rule of law.

Law Society membership stands at over 200,000 individuals across England and Wales. We are proud of our dynamic and diverse profession and their unrivalled expertise, as well as the fact they contribute more than £60bn to the UK economy.

We promote the values expected of a world-class profession based on clarity, trust, respect and excellence.

Our members are at the heart of all we do. We provide them with a powerful collective voice.





# Brand architecture

The organisational structure of the Law Society portfolio of brands, sub-brands, products and services.

This includes the Law Society Gazette, Gazette Jobs, Find a Solicitor, our portfolio of events, publications, accreditations, training and premium membership offers.

The Law Society, as a brand, embodies our organisational values, the character of our business, our tone of voice and visual identity, including colours, fonts and logos.

We're campaigning to make the legal profession more modern, diverse, and inclusive, so it's important that all the work we deliver reflects these values.





# Multimedia opportunities

The Law Society represents the very best opportunity to communicate with all practising solicitors in England and Wales.

To allow our commercial sponsors and advertisers access to this valuable audience, we provide opportunities in thought leadership, branding, lead generation and face-to-face events.



## Thought Leadership

- Roundtables
- Research
- Webinars
- Conferences
- Insight pages
- Reports

## Lead Generation

- Law Society in-person events and webinars
- Surveys
- Recruitment
- Directories

## Branding

- Digital adverts on websites and magazines
- Insight articles
- Event sponsorship
- Daily e-newsletter
- Law Society Sections' magazines
- Directories

## Face to Face Events

- Conferences
- Seminars
- Roundtable
- Workshops



# The Law Society Gazette



Law Society Gazette is **the** multimedia brand for the legal sector. Delivering the leading digital legal magazine, the hugely engaging daily email update and a website of more than 1 million monthly impressions, it offers the opportunity to connect you with more solicitors than any other legal title.

With cutting-edge news coverage, analysis, and commentary, the Gazette is the standout legal platform for practitioners in England and Wales.

**1,111,973**

**Gazette** monthly website page views

**598,052**

**Gazette** monthly visits



**309,205**

**Gazette** monthly unique users

**141,138**

**daily e-newsletter** recipients

**37%**

**daily e-newsletter** open rate

**250,000**

recipients receive our **digital magazine** per issue via email

**40%**

**digital magazine** email open rate

Figures from ABCe and Google Analytics



## Gazette audience by firm size

- 45%** Small firms (up to five partners)
- 16%** Medium firms (six to twenty-nine partners)
- 21%** Large firms (over thirty partners)
- 18%** In-House

# Gazette content opportunities

The Gazette channel offers excellent engagement options which can be supported by display advertising on the website or magazine.

## Insight pages

Take advantage of the opportunity to showcase your knowledge and authority on the subjects that matter to our members.

An Insight page features a full page article within the magazine, a photo of the author, your logo, brand colours and contact information.

The article will also appear on the Gazette website and will be promoted on our Gazette daily update e-newsletter, maximising awareness across our legal sector audience.

From £5,500 + VAT

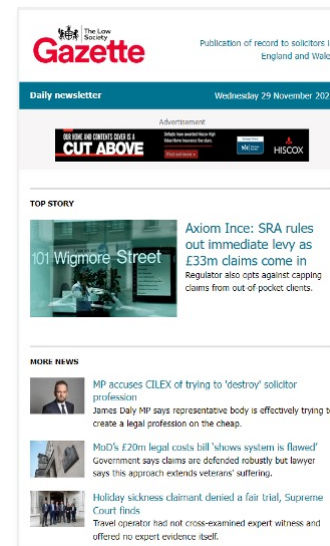


## Gazette daily update

Our daily email newsletter - the Gazette daily update - informs recipients on the latest sector news, topical business articles and papers from our Gazette team.

Sponsors can benefit from advertising opportunities in the newsletter which is sent to over 140,000 people.

From £5,500 + VAT



## Gazette roundtables

This opportunity delivers face-to-face engagement with key target segmentations, as well as providing sponsors with insight into vital business issues.

With a three to four page report in the Gazette digital magazine, as well as featuring online, this is an ideal solution for sponsors looking to be positioned as thought leaders within the legal sector.

From £10,000 + VAT





# Gazette Charity & Appeals Directory

The Charity & Appeals Directory print edition and the Charity Explorer website provide a reputable reference tool for solicitors, will-writers and their clients when discussing and researching legacy or charitable gift options.

The two platforms are available to more than 10,500 solicitors and over 4,000 funeral directors in England and Wales and list 350+ charitable organisations and causes who have decided to advertise to solicitors and their clients.

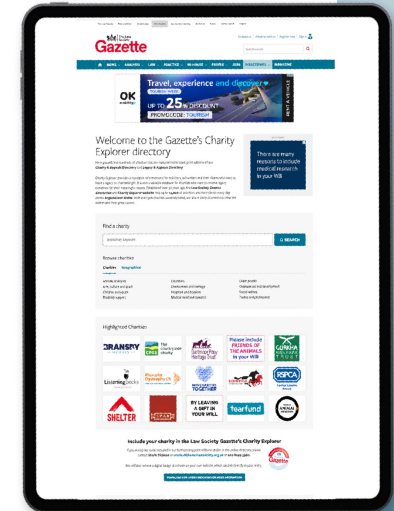
The [Directory](#) is mailed to the above audience and the website is promoted through multiple Gazette digital channels. The legacy market is worth more than £3billion a year, so the Directory gives your charity the best chance to promote your organisation for potential charitable donations.

Visitors to the Charity Explorer site can search either by the 12 charitable categories or by location across the UK.

73% of solicitors and will-writers now highlight the option of leaving a legacy with clients.

"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."

Hospice AID UK



## Advertising options

### Select one category of your choice

Full page and 240 words text entry in print and online	£3,485
Half page and text entry in print and online	£1,915
Quarter page and text entry in print and online	£1,105
Eighth page and text entry in print and online	£675
240-word text entry in print and online	£430
Registered charities are VAT exempt.	

# Gazette Legal Services Directory



The online Legal Services [Directory](#) helps thousands of solicitors and firms search for any legal services at the touch of a button.

Solicitors and their firms use the platform to source for support such as the need for legal expert witnesses, legal training / CPD providers, international law firms, legal software suppliers and other general legal services.

With over 100 categories to search through and more than 150 suppliers listed, we have seen over 3,000 pages views in the last year.

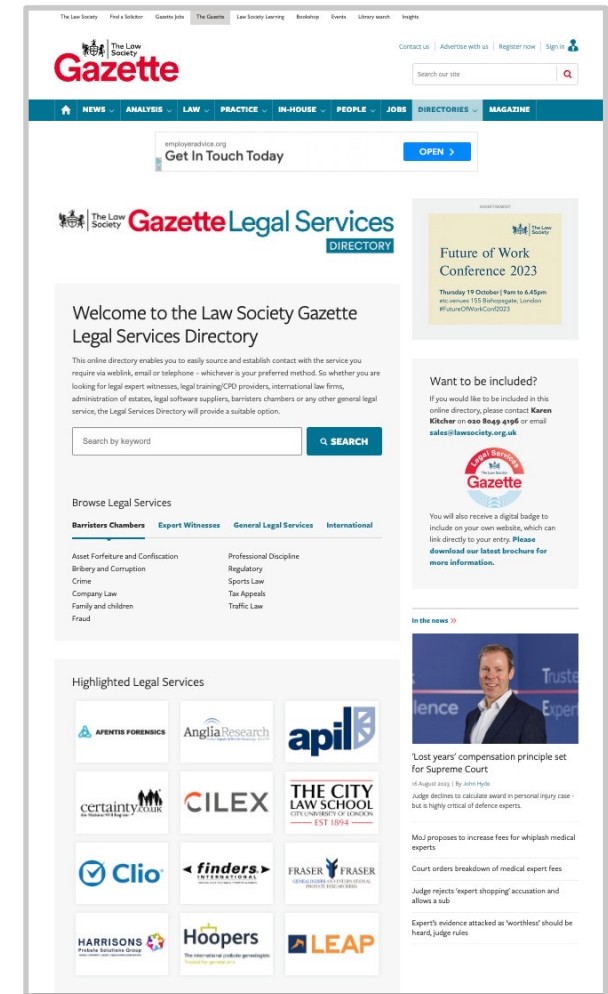
Advertise on the Legal Services Directory and reach thousands of solicitors looking for your services.

## Option one £455 + VAT

- About us tab - 400 words max
- Contact us tab - full contact information
- Two categories
- Runs for 12 months

## Option two £550 + VAT

- All of option one
- More categories
- Highlighted Legal Services button on homepage of Directory
- Runs for 12 months



# Event opportunities

## Sponsored events

Sponsoring Law Society conferences and events gives your company unprecedented access to our audience of solicitors and legal practitioners in England and Wales.

Sponsorship packages are created to deliver maximum brand recognition and engagement from your investment.



## Bespoke events

The sales team are happy to look at innovative event formats to engage a sponsor's target audience.

Collaborating with other Law Society teams has enabled us to deliver a variety of workshops, roundtable events, breakfast seminars or all day events.

From £10,000 + VAT

## Conferences

With online and in-person legal conferences, sponsors have the opportunity to present within a panel or exhibit to attendees, with all associated branding opportunities.

From £3,000 + VAT for exhibitors, up to £10,000 + VAT for main sponsors

## Webinars

The Law Society team works with internal and external clients to establish a topic that would appeal to the legal audience.

By marketing the content through our diverse communication channels, including emails, social media and advertising, we help to promote the event to the key target audience you want to reach.

Online recordings of webinars are available on-demand. This extends the event activity and remains as a useful tool for solicitors to revisit.

From £7,500 + VAT



# The Law Society Website

One of the main communication hubs for the Society, [lawsociety.org.uk](https://lawsociety.org.uk) delivers all the information a solicitor could possibly need to stay up to date with best practice.

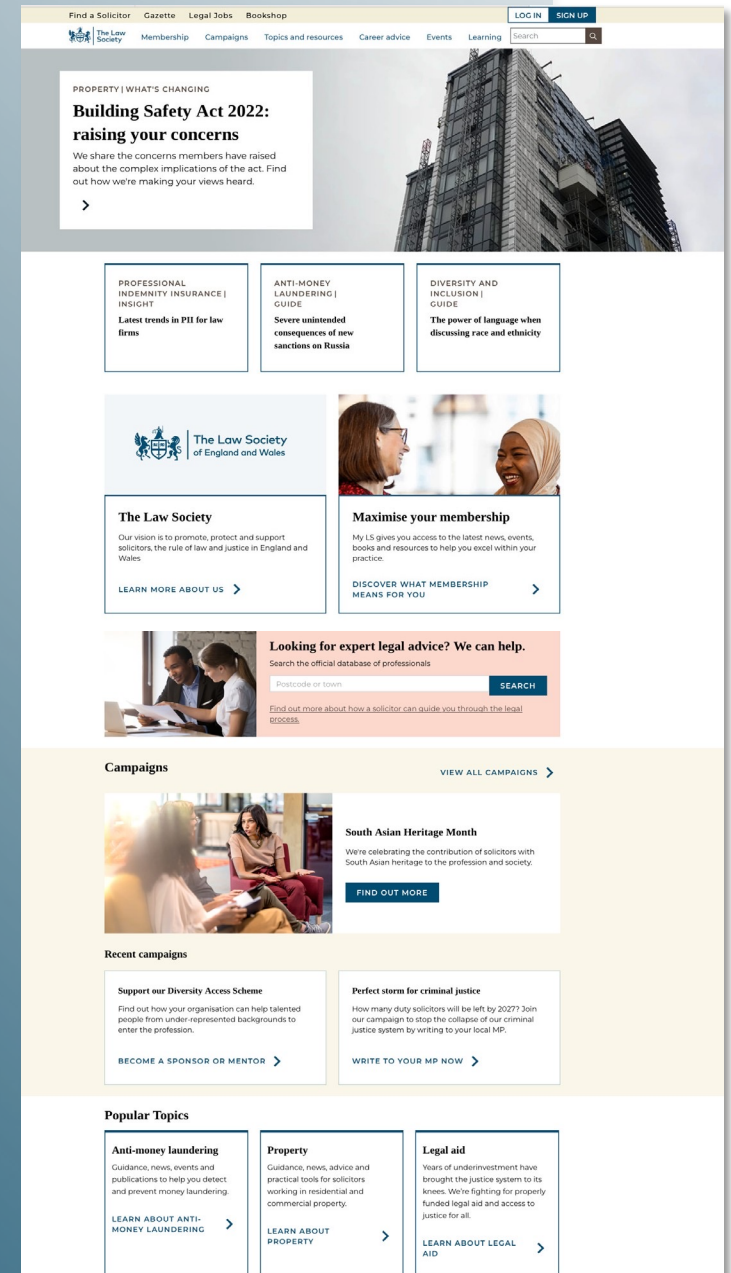
The resources available on the site include guidance, practice notes and thought leadership articles from a range of experts, including specifically selected partners who are specialists in their fields, as well as solicitor support services, training and events, plus exclusive member offers from our partners.

The Society site helps solicitors stay competitive and compliant at each stage of their career, whether newly qualified or in a senior role, all with the aim of enabling members to deliver the best possible legal advice.

Law Society members can get involved, stay connected and learn from peers and leading experts by joining one or more sections or networks related to their specialism or characteristics. These sections offer online and in-person opportunities to support one another, discuss best practice and share experiences.





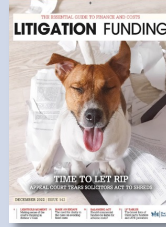
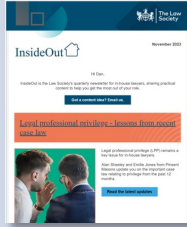
Sponsorship opportunities to help you build engagement with this important digital audience are available on the website from £10,000 + VAT.

For more information contact the sales team.



# The Law Society Sections' magazines

A key part of the member offer for the Law Society's paid-for sections is the publication of 20+ print magazines which provide relevant and interesting content for solicitors that specialise in key practice areas.

	Managing for Success	Property in Practice	PS Private Client	Legal Compliance	Litigation Funding	InsideOut
						
Summary	Practical guidance, information and support on a full range of practice management disciplines, such as IT, HR and Finance.	The latest coverage, views and practical guidance on all aspects of property and conveyancing law.	Focuses on the issues that matter in private client practice, through features, comment and current awareness updates from leading practitioners	Tailored to those with key compliance responsibilities, providing news, features and practical updates to keep risk professionals up to date with their regulatory requirements.	Essential reading for civil litigators, ensuring they keep up to date on all the latest developments in costs and funding.	The Law Society's newsletter for in-house lawyers. Aimed at sharing practical content to help this audience get the most out of their role.  Over a 40% open rate
Audience	Practice managers, managing & equity partners plus people in leadership & management roles at mid-sized firms	Residential and commercial property practitioners	Private client solicitors working in wills and probate, estate and tax planning, trusts, and mental capacity	Compliance officers, risk managers, money laundering reporting officers, and solicitors working in regulation and professional ethics.	Commercial and personal injury litigators, barristers, costs lawyers, litigation funders and ATE insurers.	Sent to 36,000 in-house lawyers
Date published	January, April, July, October	March, June, September, December	February, May, August, November	January, April, July, October	February, April, June, August, October, December.	Quarterly

# Partnerships

The Law Society partnership programme aims to help commercial organisations engage with the 150,000 + practising solicitor members, creating awareness of their business and extending the range of benefits available to the membership.



Working with us can help you achieve your corporate goals across the legal sector by:

- enabling unrivalled market access and reach to all qualified practising solicitors in England and Wales
- granting licensed access to a Law Society logo and tagline, to directly support your marketing and sales programme to solicitors
- building awareness of your brand and product with our members
- helping you engage with our members through our range of digital, print and face-to-face channels
- reaching different segments of our membership, such as practice size, area of practice etc.
- opportunities to meet our membership and showcase your products and services at seminars and events

We have three different types of partnerships:

## Strategic Partner



## Affiliate Partner



## Working with



A key element of working with the Society is the work delivered by our dedicated partnerships marketing team. Each partner has both an account manager and marketing lead. Together we jointly build a 12 month campaign of activity to engage solicitors.

With regular meetings and activity reviews, we are able to keep the partnerships on track to deliver value and ROI.

A partnership runs for at least one year, for an annual licence fee from £30,000 + VAT.



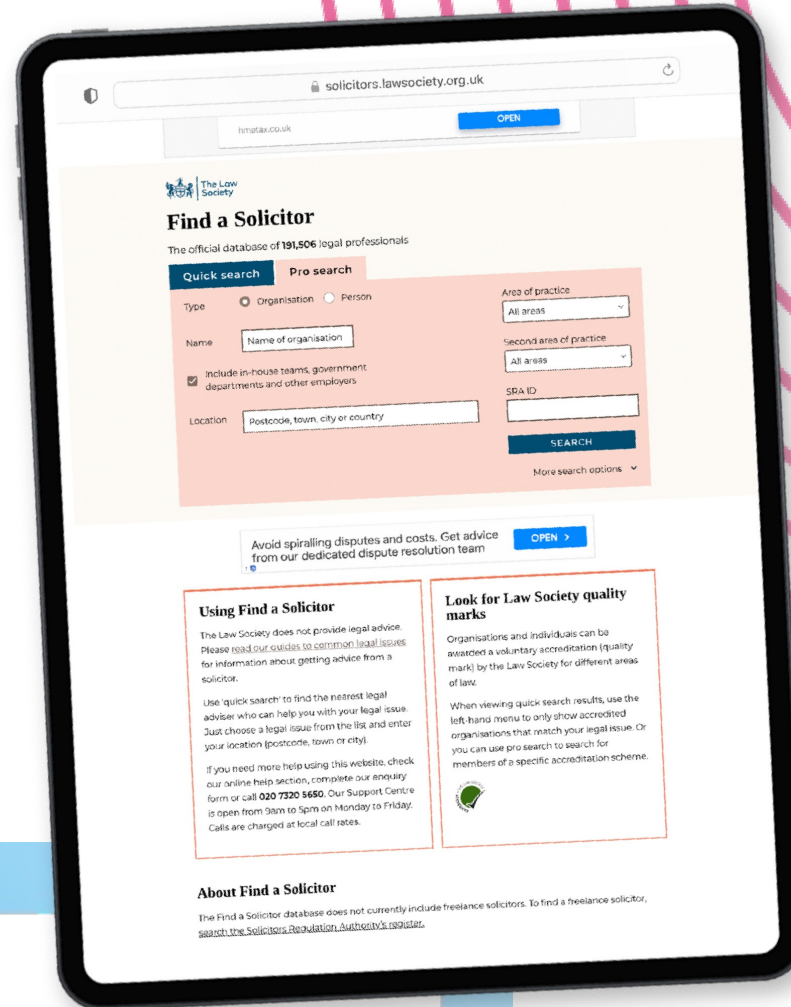
# Find a Solicitor

Delivered by the Law Society, Find a Solicitor is an easy-to-use search for anyone looking for information about organisations or people providing legal services in England and Wales that are regulated by the SRA.

The website is used every day by thousands of different people, including members of the public, solicitors and other lawyers, banks, mortgage lenders and estate agents.

The official database containing over 200,000 legal professionals, delivers almost 3 million page views a month, enabling advertisers to reach an audience of both consumers and legal professionals.

Digital advertising from £45 + VAT cpm



# Advertising rates

## Gazette website

### Desktop

Billboard	£90 cpm
300 x 600	£72 cpm
Sticky banner (mobile) 300 x 50	£60 cpm
MPU (all)	£45 cpm

## Gazette digital magazine

Double page spread	£11,137
Full page	£6,600
Half page	£4,125
Quarter page	£2,062
Solus strip	From £907

## Find a Solicitor

### Advertising options

Billboard 970 x 250	£90 cpm
Sticky banner (mobile) 300 x 50	£60 cpm
MPU (mobile) 300 x 250	£45 cpm

### Packaging offer

Billboard and sticky banner and MPU	£140 cpm
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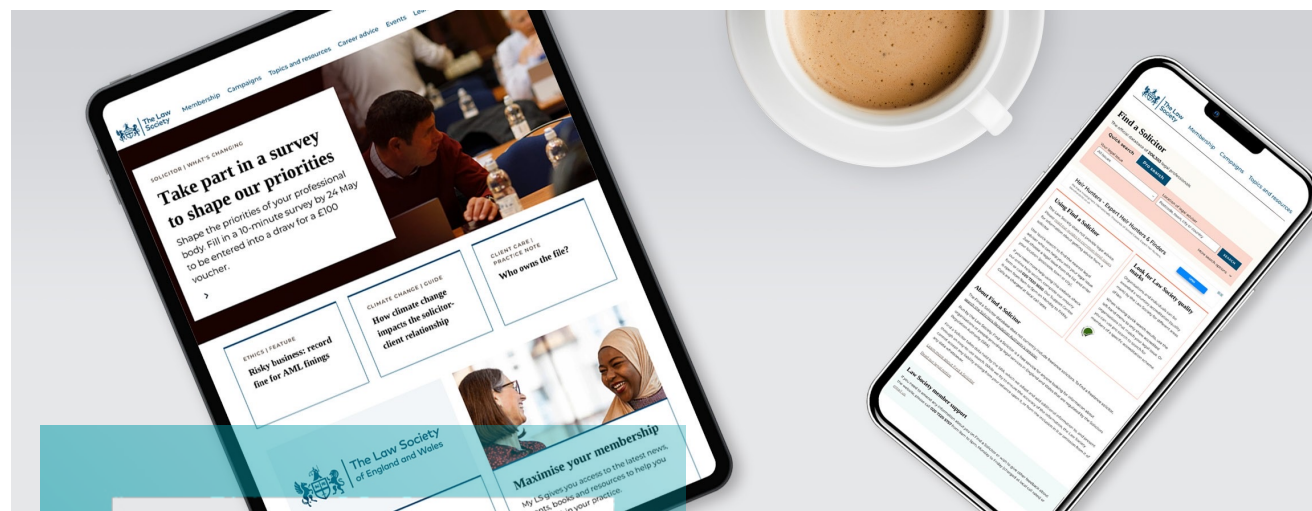
## Gazette daily update

Banner and MPU	£5,500
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## Sections' magazines

Display adverts	From £550
Inserts or Outserts	on application

**All costs + VAT**



For all enquiries,  
please contact:

[sales@lawsociety.org.uk](mailto:sales@lawsociety.org.uk)

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