

THE LAWYER

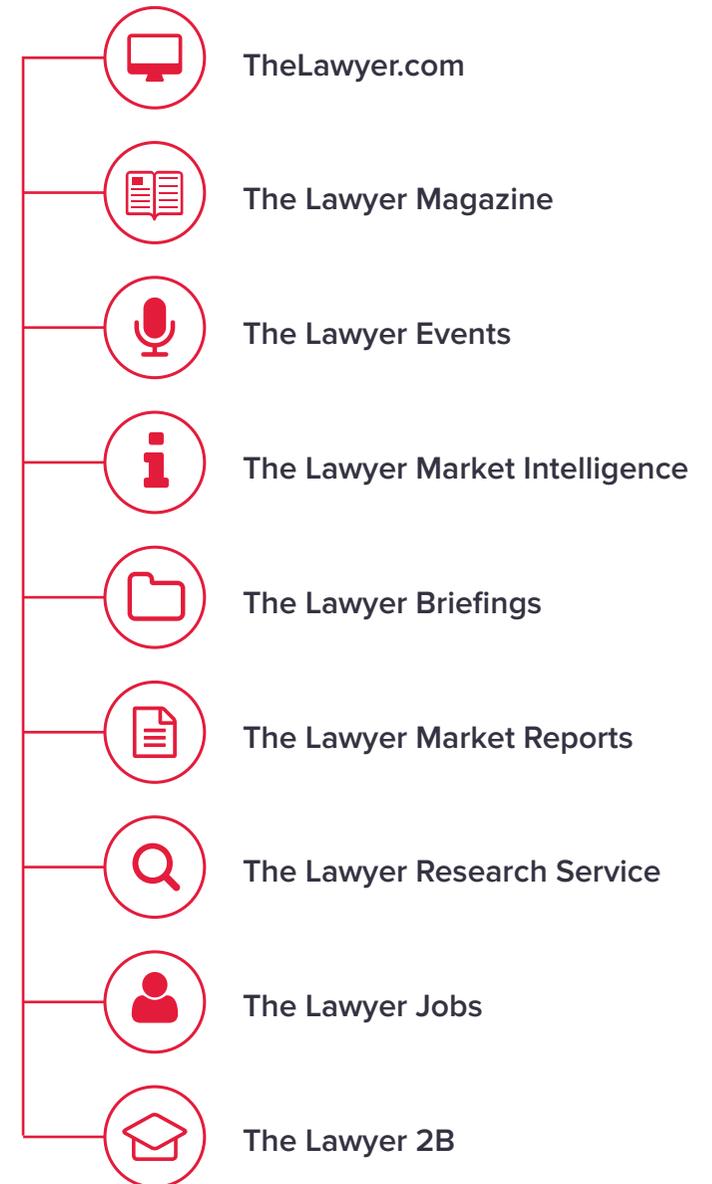
Advancing the business of law

What is The Lawyer?

The Lawyer magazine was launched 30 years ago to provide the latest news, analysis and business intelligence to lawyers working in private practice, in-house legal departments and The Bar. Since then The Lawyer has become a multi-faceted global print and digital brand with numerous events every year.

High quality audience engagement via unique and relevant content is at the very heart of our business success, rendering The Lawyer an essential channel for B2B and B2C advertisers wishing to engage with the legal community.

With content covering both UK and international news, deals, in-depth-interviews and client profiles, The Lawyer remains the first and only choice for targeting the legal profession with your message.

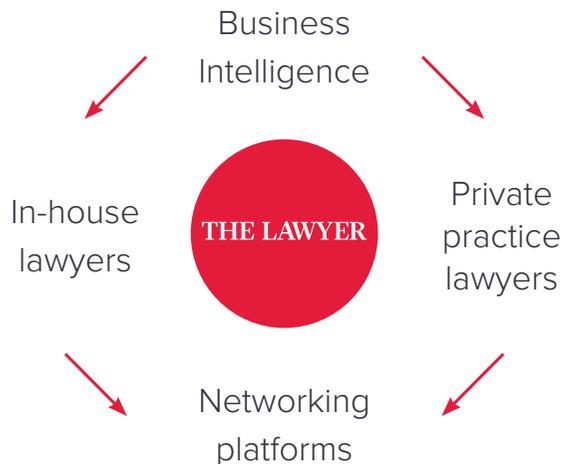


Our values

Central to the business of law

The Lawyer has cemented its position at the heart of the business relationships between the largest global law firms and their most valuable corporate clients.

These include the UK200 and International Top 30 private practice law firms, as well as in-house lawyers in global businesses – namely in the FTSE 250, Fortune 500 and other highly regulated sectors.



TRUSTED

The Lawyer brand is recognised for its heritage and independent, widely read and highly regarded content. To advertise with The Lawyer aligns you with the leading brand in the legal industry. Our comprehensive audience insight is imperative to help drive your campaigns to the right people.

CONNECTED

Our audience trusts us to bring them quality content, which is why we attract a global audience made up of the most senior private practice lawyers and general counsel from the top law firms, FTSE 500 and Fortune 500.

AMBITIOUS

Our breath of advertising opportunities is unrivalled and we help you to create bespoke packages that offer the best solution for you.

INNOVATIVE

We are a dynamic brand and our commercial opportunities are always led by market trends. We provide you with the tools and assets that power your campaign's success.

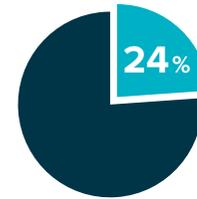
Audience overview

The Lawyer has a unique net audience of 230,000; with the print magazine having on average 35,900 weekly readers and the website having 222,000 unique registered users (50% private practice, 20% in-house).

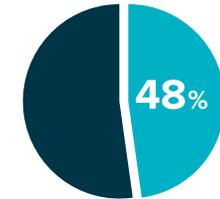
We go to great lengths to understand our audience because we know that the legal industry is evolving fast. We make sure that we are always targeting the right people, with the right content. In 2015, we invested significantly in undertaking a detailed audience data research project which included mapping out our audience according to where they sat in the UK 200, European 100, International Top 30 and FTSE 500.

The registration form on our website is comprehensive, as audience insight like this is critical and will help us deliver a better experience, creating more relevant and useful content through segmentation.

Our magazine readership



of readers are FTSE 500 in-house counsel and heads of legal with strategic influence on major businesses and public sector bodies



of readers are UK 200 managing/senior partners, associates, partners and practice area heads - many of whom are key decision makers

940,000+
page impressions
every month

36,000
print readers
every week

130,000+
social audience
on Twitter

110,000+
daily
newsletter
recipients

300,000
registered users

3,000+
attendees of
our events in
one year

The Lawyer Products



The Lawyer Digital

- Attracts an audience of over 220,000 unique and total traffic of 850,000 page impressions per month
- Articles attract on average around 60,000 page views a week
- Page views in January following thelawyer.com refresh were up over 100% on the same week in 2015
- The highest audited traffic figure of any legal website in the UK
- 300,000 registrations on the site

DIGITAL & PRINT

- A key channel for B2B and B2C advertisers wishing to engage with this community.
- Refreshed for 2016



The Lawyer Print

- The original brand (launched 30 years ago) and the number one flagship title of corporate law
- Over a quarter of our stories are exclusive to us
- The only print magazine in the UK covering the global legal industry
- Weekly digest of all the latest news from the UK and international legal industry

THE LAWYER

Market Reports



- The average yield of our market reports has tripled; we have grown from one paid-for report in 2013 to 16 in 2015.
- Our growing portfolio includes the UK 200, China Elite, and FTSE 100 reports
- The UK 200 is around 1,000 pages long in total, and incorporates six reports
- Our dedicated research team focus on regional and overseas issues, practice areas and business markets such as e-commerce, insolvency, property and alternative dispute resolution

THE LAWYER

Market Intelligence



- A unique relationship capital management tool that identifies the commercial relationships between the UK's top law firms and the largest corporate client organisations
- LMI contains a vast amount of valuable information on the organisations instructing and providing corporate law services, and the key individuals who work for those organisations
- With LMI it is possible to gain a measure of the relationship strength that a law firm has with a company by the number of deals they provide advice on or the number of partners directly involved in working for their client

THE LAWYER

Briefings



- Weekly email with 67,000 subscribers to promote premium content, plus featured content on all e-newsletters
- Content marketing platform to The Lawyer's leading online audience to generate leads for sales and marketing purposes
- Generates 3,000 leads per month
- Essential tool for opening up new and underpinning existing relationships
- Unique hub of white papers specifically for your clients that showcases your expertise
- Opportunity to illustrate market knowledge to existing and prospective clients

THE LAWYER

Research Service



- Bespoke content marketing solutions
- Our reports help:
 - Clients to understand key issues before making a strategic business decision
 - Partners, associates and business development professionals to develop strategic client relationships
 - Clients win more business
 - Provides firms with the information, data and analysis they need to grow their business
- Our award-winning research methodology can be applied to any industry or theme

The Lawyer Events

The Lawyer Events offer both private practice lawyers and corporate counsel the tools and cutting-edge insight to navigate through the complexities of the legal business world, advance their careers and enable their organisations to prosper in an increasingly competitive market.

THE LAWYER

Events



- Attended by the most influential legal professionals, business leaders and decision makers in the industry
- Our market-leading events have doubled in number from four to eight since 2013
- The Lawyer Awards attracts over 1,300 senior legal professionals every year making it the biggest and most prestigious event in the legal calendar
- Over 400 corporate counsel come to The Lawyer's In-house Series

Commercial opportunities with The Lawyer Events help your business:

- Conduct audience research
- Increase brand awareness
- Generate leads
- Deliver thought leadership
- Engage with the market face-to-face

We tailor packages to align with your strategy and help fulfil your ambitions. Our multi-channel approach offers unparalleled exposure for your brand and expertise with dedicated editorial coverage from The Lawyer.

VIP
Summits

Conferences
& Forums

Awards
Ceremonies

Invitation-only
roundtables

The Lawyer Advertising and Marketing Solutions

Print display

Magazine

DPS	£7,730 + VAT
Outside back cover	£5,700 + VAT
Inside front cover	£5,463 + VAT
Full page	£4,750 + VAT
Half page	£3,100 + VAT
Quarter page	£2,200 + VAT
Eighth page strip	£1,490 + VAT

Inserts

Loose	£110 + VAT per 1,000
Bound	£160 + VAT per 1,000
Split run inserts	POA
Cover wraps	£22,500
Belly band	£15,000

Printing service

If you would like us to source your paper and print requirements, we offer competitive rates that are available on request.

Online display

Homepage site takeover

1 x week of exclusive use	£8,245
Interstitial Overlay	£115 per 1,000 impressions
Page Peel	£120 per 1,000 impressions

Advertisers can place generic ads on the website that are served on a volume basis over a specific timescale.

Leaderboard	£50 per 1,000 impressions
Super Leaderboard	£75 per 1,000 impressions
Billboard	£100 per 1,000 impressions
MPU	£55 per 1,000 impressions
Half Page Unit	£80 per 1,000 impressions
Sidebars	£125 per 1,000 impressions

Premium service

We provide a premium service for targeting ads based on domain name, user behaviour, job title, practice area and location. For example, advertisers looking to target the UK 200 law firms can do so via domain name, or they can serve ads to users based on content related to the advertiser's products and services during their journey through TheLawyer.com.

Leaderboard	£70 per 1,000 impressions
Super Leaderboard	£95 per 1,000 impressions
Billboard	£120 per 1,000 impressions
MPU	£75 per 1,000 impressions
Half Page Unit	£100 per 1,000 impressions
Sidebars	£145 per 1,000 impressions

The Lawyer Newsletters

Sponsorship of these e-newsletters is available, providing banner ads at the top of each alert or ad promotion boxes further down the emails. You can select from the following email alerts and newsletters that are circulated:

The Lawyer News Daily	audience of 95,000+*
The Lawyer in the US	audience of 28,000+*
Litigation Weekly	audience of 33,000+*
The Lawyer in Asia	audience of 39,000+*
The Lawyer in Europe	audience of 24,000+*
Deals Insider	audience of 37,000+*
In-house Insider	audience of 41,000+*
Business Leadership	audience of 22,000+*

3rd party emails

Email to entire database **£9,950**
(35,000+ recipients)

Email to segment **£325**
per 1,000 recipients

The Lawyer Webinars

POA

Please speak to your account handler.

The Lawyer Jobs

Print display

Magazine

DPS **£16,448** + VAT

Full page **£9,244** + VAT

Half page **£6,146** + VAT

Quarter page **£4,100** + VAT

Please note: all rates include full colour and an online 28 day listing as standard.

Digital display

TheLawyer.com is the premier online community for the legal profession. The site provides candidates with access to the best legal jobs in private practice and industry, enabling recruiters to advertise their vacancies to the largest and finest quality lawyers in the profession.

- **1.9m+ page impressions**
- **270,000+ unique users per month**
- **70,000 job alert subscribers**
- **6,000+ jobs**

Job of the Week

The Job of the Week is published on TheLawyer.com homepage plus multiple news and features pages. The Job of the Week advert is a high impact opportunity able to influence all visitors to the site including browser candidates and links through to the full job details. The Job of the Week appears on TheLawyer.com for one week and your job vacancy will also be live in the recruitment database for 28 days and sent to relevant candidates via the daily jobs email alert.

Job of the week advert rate

£2,950 + VAT per week

Creative spec

w 300px x h 250px

Premium Jobs Button

Premium Jobs appear on TheLawyer.com homepage plus multiple news and features pages for one week. Premium Jobs will influence all visitors, including browser candidates. The Premium Jobs can be animated and link through to the full job details and your job vacancy will also be live in the recruitment database for 28 days and sent to relevant candidates via the daily jobs email alert.

Premium Job rate

£2,400 + VAT per week

Creative spec

w 120px x h 130px

Targeted Job Alerts

The Lawyer Bespoke Job Alerts allow advertisers to directly email jobs to those candidates who have subscribed to receive job emails for specific practice areas. This guarantees specific targeting and minimal wastage.

Bespoke Job Email Alert rate

£2,200 + VAT per practice area email,
plus £250 + VAT per additional practice area.

Digital display

Sponsored Jobs

A sponsored Job guarantees that your vacancy will appear at the top of the job results list when a relevant search is carried out. Your logo will also be visible to candidates. This ensures high visibility over and above other similar vacancies on the site.

Sponsored Job rate

£1,400 + VAT per 2 week tenancy

Single Job Listing

A single job posting stays live on the site for 28 days and can be tagged with specific practice areas and vacancy type in order to maximise targeting of relevant candidates through the site's search facility. Postings are also sent out on relevant job alert emails to subscribers.

Single Job Listing rate

£1,150 + VAT for 28 days

Recruitment Leaderboard Advertising

Advertisers can place job-related banner adverts across content pages. These are sold on a page impression basis.

£50/1,000 + VAT per page impressions

Job Site Leaderboard

Sold on impressions £40/1,000 + VAT per page impressions

Contact us

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NB: All artwork is to be received by 12pm on the Thursday prior to publication. Send all artwork to tl.production@centaurmedia.com