



With an ABC circulation of 114,392* the Gazette reaches more than 5 times as many practising solicitors than any other legal magazine**

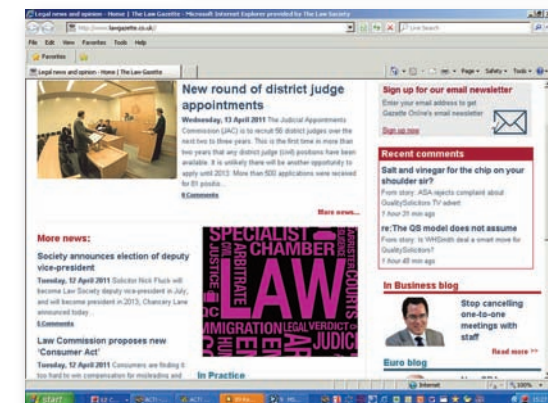
The Law Society Gazette is the leading weekly magazine of the Law Society, offering quality editorial that practising solicitors need and want to read every week.

Written by a team of expert and highly experienced journalists, including solicitors and barristers, the Gazette prides itself on breaking news stories before any other legal weekly publication.

In independent readership research the Gazette comes out on top for breadth of coverage of the law profession, quality of news articles, analysis, opinion, features/in-depth articles, writing in general and jobs/appointments section.**

With an ABC circulation of 114,392* the Gazette reaches more than five times as many practising solicitors than any other legal weekly and with 75%** of recipients reading every issue it is an essential choice on any advertising schedule for the legal market.

Every solicitor with a practising certificate receives a copy of the Gazette each week. It also has a significant paid subscription base in the UK and overseas.





The Gazette is read by 85% of solicitors every week**

Display - print

Display advertising captures the attention of the readers and influences current and future purchasing decisions. It gives you the platform to promote your brand and sell your product to the broadest possible audience.

Key facts:

- The Gazette is read by 85% of solicitors every week. Only 30% read The Lawyer and 17% read Legal Week**
- 49% of practising solicitors read the Gazette but not The Lawyer or Legal Week**

Contact: 020 7841 5542 gazette-advertising@lawsociety.org.uk

Inserts and Outserts

Give you the opportunity to deliver a detailed and specific message to your target audience, selecting by job title, geographical region, specialism and size of firm. These can be bound or loose.

Contact: 020 7841 5542 gazette-advertising@lawsociety.org.uk

Services and products

Ideal for advertisers with smaller budgets who want a regular presence, this is a cost-effective solution to reach such a wide audience of legal professionals. There are over 100 classifications available with the option to create your own. Regular choices include Admin of Estates, Caseload Help and Translations.

Contact: 020 7841 5544 gazette-advertising@lawsociety.org.uk



Unique visitors up 82%...⁺

lawgazette.co.uk is the popular web site of the Law Society Gazette.

As well as providing breaking news and exclusive content, the Gazette online has been expanded to offer a user - generated Moving On section, expert blogs, a reader comment function, book reviews and reader offers.

Users can sign up for a weekly newsletter featuring the best of the Gazette online and latest news stories. Users can also sign up for RSS feeds for all Gazette content, ranging from the latest SDT decisions and daily news to authoritative legal updates and benchmarks from our panel of judges.

The site saw a 70% increase in unique visitors in 2010 compared to 2009 and has become an essential choice when targeting the legal profession.

Advertising options include:

- Banners – alternate between pages
- MPU – appears on the home page
- Skyscraper – appears on the weekly newsletter

Contact: 020 7841 5542 gazette-advertising@lawsociety.org.uk

Banner



MPU

Skyscraper

SOURCE:

⁺ May 2011 against May 2010



The Law Society

75% of solicitors read every issue... **

Tenders and Expressions of Interest

This is a cost effective route for advertising legal tenders and expressions of interest, putting your tender in front of over 114,000 practising solicitors.

Contact: 020 7841 5544 gazette-advertising@lawsociety.org.uk

Year Planner

Published annually in December and sent to over 17,000 solicitors in law firms, commerce and industry and the public sector. Provides key dates relevant to the legal industry and is an ideal option to gain all year round exposure.

Contact: 020 7841 5544 gazette-advertising@lawsociety.org.uk

Gazette annual supplements and guides:

Continuing Professional Development

Distributed with the Gazette to every practising solicitor, the CPD supplement provides an extensive listing of accredited CPD providers within the UK and Europe.

Contact: 020 7841 5539 gazette-advertising@lawsociety.org.uk

Guide to Expert Witnesses

Distributed as part of the Gazette to over 114,000 solicitors' and 500 barristers' chambers in England and Wales, the Guide to Expert Witnesses contains an extensive listing of experts across many specialisms with numerous categories to choose from.

Contact: 020 7841 5541 gazette-advertising@lawsociety.org.uk





The Law Society

70% would use the Gazette if they wanted to find a legal job...

Recruitment

As the Law Society's official journal, the Gazette has unparalleled access to the legal profession – every solicitor with a valid practising certificate is entitled to a weekly copy. And with an audited circulation of 114,392 copies* (more than five times as many as its nearest competitor) that's an unrivalled reach for recruiters.

Contact: 020 7841 5453 / 5532 gazette-jobsadvertising@lawsociety.org.uk

lawgazettejobs.co.uk

www.lawgazettejobs.co.uk is the dedicated legal jobs website from the legal recruitment magazine, the Law Society Gazette. It provides users with instant access to the latest legal jobs across all areas of law in England and Wales, with the option to search by position (solicitor, in-house counsel, legal executive, legal secretary etc), practice area, location and PQE.

Contact: 020 7841 5453 / 5532 gazette-jobsadvertising@lawsociety.org.uk

Charity directories

The Spring Legacy Appeals Directory and the Charity & Appeals Directory are published annually in April and December respectively. Together, with our online directory of UK charities www.lawgazette.co.uk/charityexplorer, they offer charities the opportunity to target their campaign precisely and effectively to solicitors during the will-writing process.

Contact: 020 7841 5423 directory.advertising@lawsociety.org.uk



SOURCES:

* ABC 114,392 (July 2010 – June 2011)



** Fusion Communications (January 2011)



The Law Society

Be part of the CPD revolution...

CPD Centre

The Law Society's online CPD system makes it free and simple for solicitors to plan, track and record their annual CPD hours. It pulls together hundreds of CPD accredited courses from the UK's leading training providers, which can be quickly searched by area of law, region, dates and provider.

The Law Society's CPD Centre offers a fantastic opportunity to have the details of your CPD accredited course seen by solicitors throughout England and Wales.

Listing your course could not be easier, and there are a variety of options available to further promote your organisation, including featured providers, listings and banner advertisements on both the web site and e-newsletter to registered subscribers.

The site also includes the courses necessary for accreditation under the new Law Society Conveyancing Quality Scheme (CQS) - the quality mark that recognises high professional standards and excellent customer service.

Contact: 020 7841 5539 cpdcentreadvertising@lawsociety.org.uk



cpd centre

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Target your direct mail campaign with the most comprehensive legal list available

List Rental

Access data of around 56,000 solicitors and 15,000 offices in England and Wales with this unique service - providing you with the most up-to-date data available. Select your audience according to criteria such as: practice area, geographical region, job title, number of years qualified and new start ups. Lists are DMA and DPA compliant.

"The Law Society List Rental Service is a professional one from an organisation with a lot of experience in their field. We are repeat customers because the data supplied has helped us grow our business by generating fresh B2B sales leads. The data is both accurate and responsive, and the service levels from the staff, exemplary"

Patrick Bullen-Smith, Head of Professions, Hera Indemnity Limited

Contact: 020 7841 5543 directmail@lawsociety.org.uk

Directories

The Law Society's Directory of Solicitors and Barristers together with the Law Society Gazette Legal Services Directory.

Published in July and December respectively, advertising in both directories, together with the Legal Services Directory online e-book, gives you excellent coverage all year round.

Contact: 020 7841 5423 directory.advertising@lawsociety.org.uk

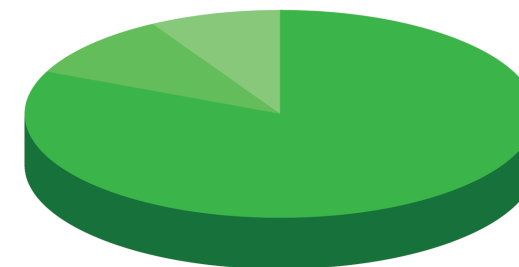
Sponsorship

The Law Society offers a diverse range of opportunities to engage with all aspects of the legal market.

Contact: 020 7316 5598 sponsorship@lawsociety.org.uk



The Law Society



- Law firms
- Commerce and Industry
- Others - includes Education, Local Government Regulatory Bodies, Government Funded Bodies, Government Departments, Trade Unions and the Crown Prosecution Service.



direct marketing

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The Law Society

More Law Society magazines...

Opportunities for: Advertising • Inserts and Outserts • E-alerts

Managing for Success

The quarterly magazine of the Law Society's Law Management Section provides best practice information and advice on a full range of practice management disciplines. Regular topics include HR, finance, marketing, IT, business development, client care, Lexcel, quality and risk.

Property In Practice

The quarterly magazine of the Law Society's Property Section provides best practice information and advice on all aspects of property related law. Regular topics include e-conveyancing, housing, money laundering, planning and environment, tax and revenue.

PS

Published six times a year, the magazine of the Law Society's Private Client Section provides best practice information and advice on a range of probate related issues. Regular topics include wills, financial planning, trusts, tax planning, Court of Protection, care planning and estate administration.

Contact: 020 7841 5494 sections-advertising@lawsociety.org.uk

Litigation Funding

Published six times a year, and read by subscribers who are involved in the funding, costs and litigation process, including practitioners, costs draftsmen and insurers, it offers a definitive guide to the funding process, updating readers on the financing of litigation as well as essential costs.

Contact: 020 7841 5494 litigationfunding-advertising@lawsociety.org.uk



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