

## DISPLAY ADVERTISING

Your direct route to reaching the legal profession in England and Wales

The *Law Society Gazette* is unrivalled by any other legal weekly publication and leads the way with cutting-edge news coverage, detailed news analysis and commentary.

### Biggest ABC circulation of any legal weekly

With an ABC circulation of 120,914<sup>1</sup>, the *Gazette* reaches over four times as many practising solicitors than any other legal weekly. It is growing its circulation in line with the growth of the profession whilst competitors are reducing their circulations. The *Gazette* has a long term commitment to both the profession and to advertisers and by producing a high quality editorial product and reaching out to the right people, we know we are delivering exceptional results for the advertiser.

### Expert editorial

Nearly 60% of readers agree that the *Gazette* is the information source of choice for legal news. The *Gazette* prides itself on breaking news stories before any other legal weekly.

### Highest average readership figures

Recent independent research by Fusion Communications<sup>2</sup> shows the *Gazette* is the best-read legal weekly with continually rising average readership figures:

	2000	2005	2008
<i>Gazette</i>	83%	85%	87%
The Lawyer	35%	22%	29%
Legal Week	16%	9%	14%

It also shows:

- 50%, half of all practising solicitors read the *Gazette* but NOT The Lawyer or Legal Week.
- 84% of practising solicitors read 3 out of every 4 issues of the *Gazette*.
- 24 minutes is the average time spent reading each issue of the *Gazette*.

### Advertise in the leading legal weekly

There is no better environment to advertise your products and services to a wide-range of legal decision makers throughout England and Wales, than via the *Gazette* and Gazette Online.

<sup>1</sup>Source: ABC 120,914 (July 2008 - June 2009)

<sup>2</sup>Source: Fusion Communications, Base 600 (January 2009)

### Gazette Online

As well as providing breaking news and exclusive content, Gazette Online has been expanded to offer a user-generated Moving On section, expert blogs and a reader comment function. Users can sign up to receive a weekly email newsletter featuring the latest news stories and the best of Gazette Online, as well as sign up for RSS feeds for all *Gazette* content.

### User figures are growing quickly in response to ongoing developments on the site with:

- 55,000 unique visitors, up 80% since October 2008.
  - 85,000 visits, up 95% since October 2008.
  - 230,000 page views, up 65% since October 2008.
- Take a banner advert on the popular Gazette Online today.

### Gazette advertising facts:

- Display advertisements capture the attention of readers, stimulate brand awareness and influence current and future purchasing intent.
- Offers a cost-effective advertising solution, with options to suit all budgets.
- Choose from bound or loose inserts, feature supplements, targeted mailings, sponsorship or advertorials to showcase your products.
- Banner advertising on Gazette Online offers a unique opportunity to reach a niche legal audience.
- Both legal and non-legal organisations, across all industry sectors advertise in the *Gazette* to achieve maximum results.

### Recent clients include:

- Cancer Research UK
- CLS Conveyancing
- Countrywide Legal
- DAS UK Group
- DCLG
- Eclipse Legal Systems
- Hawksmere
- Lexmark
- Lockton
- Mercedes
- Nottingham Law School
- Royal Mail
- Searchflow
- Temple Legal Protection
- Vodafone



## DISPLAY ADVERTISING Rates and Specification

**ABC 120,914**  
(July 2008 - June 2009)

**ABC**

(depth x width)	Type Area	Bleed Size	Trim Size	Cost per insertion		
				Colour	Spot	Mono
DPS	278 x 440mm	303 x 466mm	297 x 460mm	£9,335	£7,459	£6,627
Page	278 x 210mm	303 x 236mm	297 x 230mm	£5,006	£3,876	£3,472
Half Page (vertical)	278 x 103mm			£3,040	£2,352	£1,955
Half Page (horizontal)	136 x 210mm			£3,040	£2,352	£1,955
Quarter Page	136 x 103mm			£1,533	£1,239	£1,088
Page 1 Solus	41 x 38.8mm			£903		
20mm Strip (page 3)	20 x 210mm			£726		
Strip	50 x 210mm			£1,735		
Strip	50 x 103mm			£595		
Strip	30 x 210mm			£1,040		
Strip	20 x 210mm			£694		

Special Positions	Additions
<ul style="list-style-type: none"> <li>• Early Right Hand + 10%</li> <li>• Right Hand + 5%</li> <li>• Solus on GIP/Features + 10%</li> </ul>	<ul style="list-style-type: none"> <li>• Inserts from £121 per 000 minimum run 10,000</li> <li>• Outserts from £157 per 000 minimum run 10,000</li> <li>• Cellophane Wrap £710 per week minimum 4 month commitment</li> <li>• Direct Mail List Rental £235 per 000 minimum order 2,000 or equivalent</li> </ul>

Gazette Online advertising	Size	Cost per insertion
Web banner	468 pixels wide x 60 pixels high	£23 per '000 impressions

### ROP

#### BOOKING DEADLINE

Minimum 14 days prior to insertion date.

#### COPY DEADLINE

12 noon Thursday prior to insertion date.

#### MECHANICAL DETAILS

For full mechanical specifications please call Ian Clark on 020 7841 5560

#### PUBLISHING DATES

The *Gazette* is published every Thursday with the exception of April, August and December.

*We will not be liable for any errors in the production of advertisements supplied with incorrect spec relating to colour, trapping, low res images, fonts etc.*

### Artwork

Please send artwork via email or post, accompanied by a hard copy version (sent by post or fax) and copy instructions stating in which issue(s) the artwork is to appear.

#### COLOUR

All colours used in picture and document files must be split for CMYK. Please note that all Pantones are also to be converted to CMYK.

#### FONTS

Please ensure all screen and printer fonts used are supplied/ embedded for use during the output of digital files.

#### PREFERRED FILE TYPES

PDFs – Please ensure PDFs are created through a distiller and not exported. Additionally we accept QuarkXpress (Apple Macintosh), Photoshop, or Illustrator files. When supplying PDF or EPS formats please ensure all fonts are embedded. All files must be at least 300dpi. All colour digital files are to be supplied with colour guide (eg. cromalin).

#### TRAP INFORMATION

White text (on a coloured background) and graphic elements should always be set to 'Knockout' and not overprint.

Rates effective from 1st October 2009. All prices subject to VAT at the prevailing rate.

#### For advertising and list rental call:

Lois Elam 020 7841 5541  
Alison James 020 7841 5542

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