

PRODUCTS AND SERVICES ADVERTISING

A cost-effective classified advertising solution

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

Respected throughout the legal world, the *Gazette* is considered essential reading by practising solicitors, keeping them abreast of the latest and most topical legal issues relevant across England and Wales.

Why you should advertise

- A devoted section published in the *Gazette*, with a weekly ABC circulation of 120,914 (July 2008 – June 2009)
- Reach **OVER FOUR TIMES** more affluent practising solicitors and key decision makers through the *Gazette* than any other legal weekly publication
- A cost-effective classified advertising solution for all your legal services and products
- Ideal for companies with smaller budgets, with insertion costs as low as £122-00¹ for lineage and £176-40¹ for a display advertisement
- 91% of practising partners read at least 3 out of 4 issues of the *Gazette*, more than triple that of its nearest competitor²
- 79% of practising solicitors read every issue of the *Gazette*²

¹This rate is for guidance only. The final cost would be dependent on the number of words.

²Source: Fusion Communications, base 600 (January 2009)

Contact Quincy Takyi on 020 7841 5544

Lineage
£6-10 per word - minimum 20 words/£122-00
Display
£58-80 scc - minimum 3cm/£176-40
Spot colour + 15% Full colour + 25%
Great discounts available
Book a series and get a discount of...
<ul style="list-style-type: none"> • 15% with 10 insertions • 10% with 6 insertions • 5% with 3 insertions

Tailored to your requirements

- Over 100 available classifications to list your company
- For a full list of classifications call Quincy Takyi on 020 7841 5544
- Create your own classification if it's not already listed
- A range of sizes to suit all budgets
- Options to ensure your advertisement really stands out on the page e.g.
 - Full colour advertisements
 - Colour logos
 - Box borders

Tenders and expressions of interest

Are you a local government or council tendering for legal services or do you need to make a practice announcement/notice to the legal profession?

- The *Gazette* regularly publishes a section including legal services tenders and practice announcements/notices, allowing you to reach all practising solicitors across England and Wales
- The *Gazette* has an audited circulation of **ABC 120,914** (July 2008 – June 2009), making it the ideal platform to reach your target audience

Tender Rates

Size	Dimensions (mm)	Cost per insertion		
		Colour	Spot	Mono
Full Page	278 x 210	£5,119	£4,709	£4,095
Half Page				
Portrait or	278 x 103			
Landscape	136 x 210	£2,859	£2,631	£2,287
Quarter Page	136 x 103	£1,585	£1,458	£1,268
Eighth Page				
Landscape	65 x 103	£834	£767	£667

Space booking: Tuesday 10am of the week preceding the issue you wish to advertise in.

Copy: Thursday midday one week prior to publication.

Prices are subject to VAT at the prevailing rate.

Rates effective from 1st October 2009.

ABC 120,914
(July 2008 – June 2009)

ABC

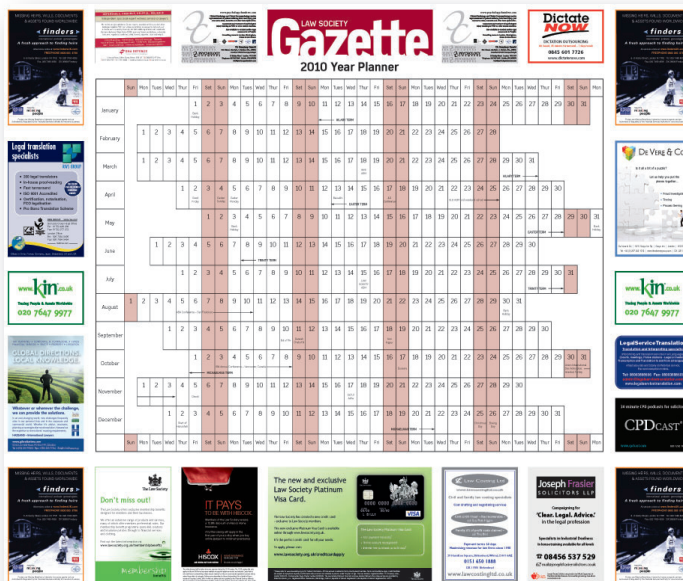


WALLPLANNER 2010

Advertise on the walls of solicitors' offices

- Published annually every December with the *Law Society Gazette*, the wallplanner is considered a key resource for solicitors throughout the year providing key dates relevant to the legal industry
- Reaches over 17,000 offices covering private practice, commerce and industry and the public sector.
- Bordering the main calendar, your colour display advertisement will really stand out and be seen throughout the calendar year
- Order and send your advertisement copy by Friday 12th November 2010**
- The Wallplanner publishes with the *Law Society Gazette* on Thursday 16th December 2010

Very limited slots available, so book today!



Size of advert	Dimensions (cm)	Price (ex. VAT)
One slot	6 x 9	£699
A4 Quarter page equivalent	13 x 9	£1,255

Prices are subject to VAT at the prevailing rate.
Rates effective from 1st October 2009.

Products & Services

BOOKING DEADLINE

Tuesday a.m. of week prior to publication.

COPY DEADLINE

Friday 12.00 noon of the week prior to publication.

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 dates in 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.

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