



The Law
Society

Gazette

MEDIA PACK 2018

We are the leading legal weekly magazine with an unrivalled print circulation – connecting you with more solicitors than any other legal weekly printed title.

With cutting-edge breaking news coverage, analysis and commentary, the Gazette is the dominant legal title amongst practitioners in England and Wales with research showing that 89% of the profession read it¹, enabling our advertising partners to reach the widest legal audience.




Print:
82,863
weekly circulation



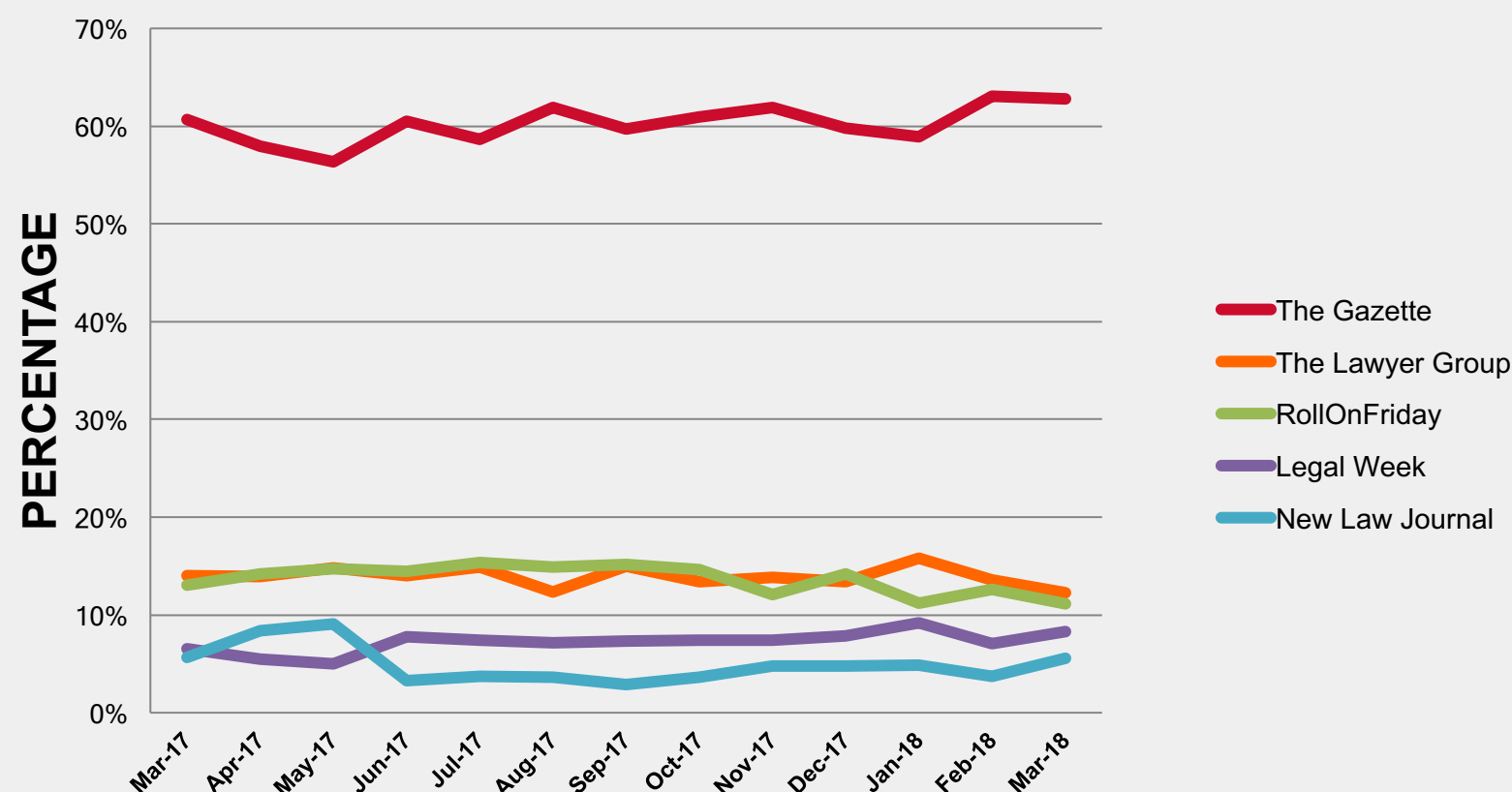
Online:
1,700,000
monthly impressions



Gazette Daily Update:
167,636
daily e-newsletter recipients

Verified by  ²

Share of Gazette main site visits vs. competitor sites visits



¹ Figures from independent research conducted by IFF Research on behalf of the Law Society into a representative sample of England and Wales practising solicitors' legal news consumption and preferences.

² Audit Bureau of Circulation (ABC) verified figures for July 2017 – June 2018.

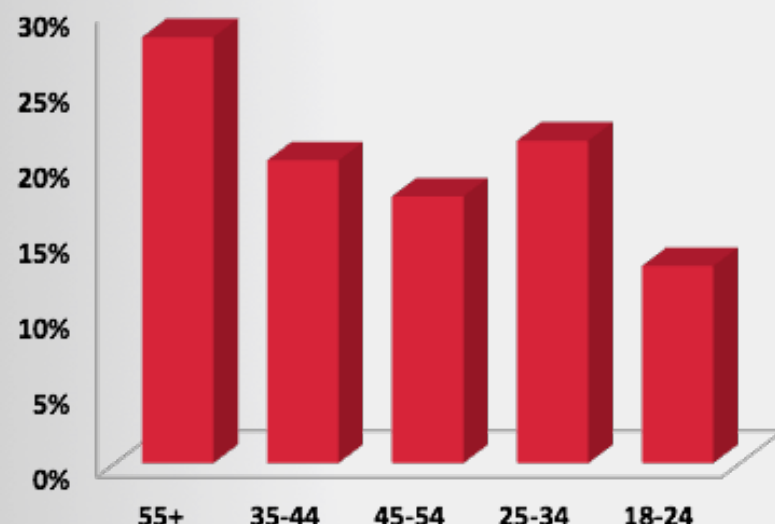
³ Independent report provided in April 2018 showing monthly visits between March 2017 and March 2018 by Hitwise (<http://www.hitwise.com>).

Our readership represents the progressive practising solicitor of today with coverage across age groups and genders, making us an effective platform for advertising your products and services.

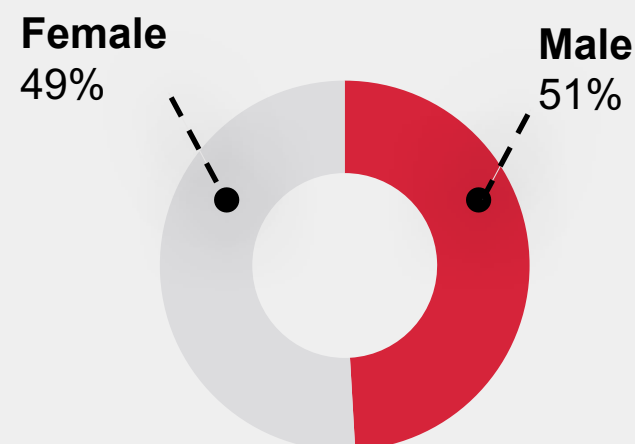
Our tailored advertising solutions can help you to reach the widest audience at once or target your legal audience by segmenting readership. We can provide detailed information on the demographical breakdown of our readers and insights into their interests and buying habits to adapt your advertising to produce the best results.

Audience overview¹

Age



Gender



"There's no question that the Gazette's advertising works."

Julian Bryan, Managing Director
Quill Pinpoint

"Gazette advertising gives us the best possible chance to reach our target audience."

Neil Phillips, Marketing Manager
Countrywide Legal Indemnities

You can also segment our audience by:

-  Practice area
-  Number of partners per office
-  Geographical region
-  Years of experience
-  Insights into their interests and buying habits

¹ Independent report by Hitwise (<http://www.hitwise.com>).

As the independent professional body for solicitors in England and Wales, one of the ways The Law Society supports practice excellence in the profession is through magazines providing best practice information and advice for our members, catered to their specific practice areas.

These provide additional opportunities for you to reach smaller concentrations of highly engaged professionals through magazines that have long shelf lives.

The Law Society Magazines



Managing for Success

Practical guidance, information and support on a full range of practice management disciplines including IT, HR, and Finance.



Property in Practice

The latest coverage, views and practical guidance on all aspects of property and conveyancing law.



PS

Industry news and legal developments with in-depth articles and practical guidance in the private client field.



Litigation Funding

Subscribers involved in the funding, costs and litigation process, including practitioners, costs draftsmen and insurers.

Reach

Key decision makers: Managing partners and practice managers.

Residential and commercial property practitioners.

Solicitors working in wills, financial planning, trusts and more.

Subscribers involved in the funding, costs and litigation process, including practitioners, costs draftsmen and insurers.

Print circulation

782

1,103

2,040

200

Published

January, April, July and October

March, June, September and December

February, May, August, September and November

February, April, June, August, October and December

We partner with trusted, expert providers of business and personal products and services that meet the needs and standards of our members, to provide added value, support and benefits to the entire legal profession.

Becoming an endorsed partner accelerates your relationship with the entire legal sector as well as specific segments of our membership to build brand awareness and drive sales of your product or services.

The Law Society Endorsed Partnerships

“Our partnership with the Law Society allows us to gain valuable insight into lawyers and law firms; to find out their concerns, their drivers and their motivations”

Vicki Wentworth, Chief Customer Officer
Wesleyan



There is also the opportunity to sponsor our events and webinars



Print solutions



Display

Promote your brand, product and services to the widest legal audience with various options to suit your budget and marketing objectives, ranging from **double page spreads through to solus strips**. Also, a cost-effective route for advertising **legal tenders and announcements**.

Services

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

Inserts, outserts and wraps

For inserts and outserts, you can tailor campaigns by **practice area, number of partners in office, geographical region and years of experience** and have the option to have them bound or loose. Details about wraps on application.

Year Planner

Published annually in December and **sent to over 17,000 solicitors** in law firms, commerce and industry and the public sector. Our planner provides key dates relevant to the legal industry and is an ideal option to gain all year-round exposure with limited spaces available.



Print solutions



Insight pages

Increase brand and product or service awareness in the legal sector through **thought leadership**. Following on from a feature or editorial piece, Insight pages create the opportunity for you to write an article to **showcase your knowledge and authority** on the subjects that matter to our members.

Insight pages take the form of a full page, including a photo of the author, your logo, brand colours and contact information.

Insight pages also appear on the website to ensure **maximum exposure** and **capture a wider audience**.

INSIGHT

RESIDENTIAL
PROPERTY



New Bill could
resolve expensive
problem, says
Stewart Title's
Robert Kelly

Robert Kelly
Commercial Business
Development Manager
Stewart Title Limited

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London WC2E 8BS
020 7010 7820
robert.kelly@stewart.com

stewart title

WILL PARLIAMENT DRAW A LINE UNDER BOUNDARY DISPUTES?

Of all the issues between neighbours where property solicitors are asked to advise or act, boundary disputes are often the most drawn out and expensive for litigants. Last month, newspapers reported on a boundary dispute that lasted for over eight years and resulted in an award of costs against the unsuccessful party and the subsequent need to sell their property. Cases like this where home owners 'lose everything' or 'face ruin' have led in part to the reintroduction of a private members bill in parliament. The Property Boundaries (Resolution of Disputes) Bill had its first reading in the House of Lords on 13 July 2017 following an earlier attempt to introduce legislation in 2012. The bill will receive a second reading at a later unspecified date.

To reduce the number of disputes which finish up in court, the bill proposes a dispute resolution procedure (based largely on the Party Wall etc. Act 1996) which must be adhered to. Failure to do so will result in the inability to recover costs associated with proceedings commenced to determine the exact line of a boundary between lands, including an application for determination made to the Registrar of Her Majesty's Land Registry.

Under the proposed procedure, an owner of land must in writing, serve notice (accompanied by a plan) on the neighbouring owner, identifying the exact line of the boundary and providing the neighbour with 14 days within which to agree to the proposed boundary or fail to respond, then a dispute is deemed to have arisen. The bill provides for the dispute to be resolved by a single surveyor who is agreed to by both parties or by three surveyors consisting of one appointed by each party and a third selected by the appointed surveyors. Following the judgement of the surveyor(s), there is a 28-day period within which to appeal to the High Court.

In its present form, the bill does not appear to include any authority for the surveyor to oblige a landowner to remove a structure on a neighbour's land or, alternatively, award compensation for any loss or diminution in market value suffered by an owner. The decision of the surveyor is, however, conclusive, unless an application is made to the High Court within the 28-day period. After this time period, the surveyor will submit details of its award to the Land Registry. The Registry will then be required to amend the registered title to reflect the determined boundary after which proceedings for trespass can be commenced by the affected landowner.

As the bill has not yet passed through the Lords (which will need to be followed by approval in the Commons) it has a fair way to go in parliament before becoming law. Solicitors will continue to advise clients on boundary disputes and seek to deal with these issues without the need for premature and costly litigation.

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LAW SOCIETY GAZETTE | 14 MAY 2018

Online solutions



Display

Promote your brand, product and services with a variety of positions and sizes available. You can also target solicitors by practice area on [our practice pages that bring together all relevant news to one place.](#)

Gazette Daily Update

Feature in the daily e-newsletter sent every weekday to [150,628 recipients](#) featuring the best of the Gazette online and latest news stories.

Legal Services Directory

The popularity of searching online for legal services has led to the creation of our comprehensive online directory. The directory is accessed through the Law Society Gazette website. It is an essential choice for any company wishing to promote services in the legal sector.



Roundtable events



Build awareness for your brand, product or service with **a unique face-to-face opportunity** at one of our monthly roundtable events bringing together subject specialists and legal practitioners.

Led by a senior member of the Gazette editorial team, we offer you the opportunity to sponsor and attend a roundtable event which is most relevant to your specialism and **contribute to the discussions and network with new contacts**.

The package includes integrated editorial and display advertising across print and online and is promoted via the Gazette Daily Update, making this the perfect opportunity **to showcase thought leadership** whilst contributing to a nationally branded campaign within the legal profession.

The roundtable package includes:

- Discussion to decide topic areas and input into the list of attendees, venue and timing of the event.
- Attendance of one of your senior executives for direct networking engagement with the senior legal professionals.
- Editorial and photographic post-event coverage in The Gazette, with your organisation featured as the sponsor.



Print: Gazette

ADVERTISING TYPE		TYPE AREA	BLEED SIZE	TRIM SIZE	PRICE
		(mm)	(mm)		COLOUR
Display	Double page spread	243 x 382	273 x 412	267 x 406	£9,335
	Full page	243 x 179	273 x 209	267 x 203	£5,010
	Half page (vertical)	229.5 x 87			£3,040
	Half page (horizontal)	113 x 179			£3,040
	Quarter page	113 x 87			£1,540
	Solus Strip 20mm	20 x 179			£694
	Solus strip 30mm	30 x 179			£850
	Solus strip 50mm	50 x 179			£1100

ADVERTISING TYPE		PRICE	BOOKING
Services	Lineage	£130	Up to 20 words
		£180	21-30 words
		£240	31-40 words
	Display	£60 per single column cm	Minimum 3cm

ADVERTISING TYPE		PRICE
Insight pages	650 words thought leadership	£5,500

lawgazettejobs.co.uk | 020 7841 5533

APPOINTMENTS

LAW SOCIETY GAZETTE | 14 MAY 2018

35

APPOINTMENTS

lawgazettejobs.co.uk | 020 7841 5533

Services

LAW SOCIETY GAZETTE | 14 MAY 2018

36

Booking deadline: Monday 5pm prior to insertion date.
Insight pages on application.

Copy deadline: Wednesday 12pm prior to insertion date.
Insight pages on application.

Prices are subject to VAT.

[Click here](#) for advertising terms and conditions.



Print: The Law Society magazines

ADVERTISING TYPE		TYPE AREA	BLEED SIZE	TRIM SIZE	PRICE		
		(mm)	(mm)	(mm)	(per insertion)		
Display					Managing for Success	Property in Practice	PS
	Full Page	279 x 190	303 x 216	297 x 210	£893	£1322	£1,680
	Half Page (vertical)	279 x 92.5			£499	£726	£840
	Half Page (horizontal)	136 x 190			£499	£726	£840
Inserts					From £950	From £950	From £850

ADVERTISING TYPE		TYPE AREA	BLEED SIZE	TRIM SIZE	PRICE	
		(mm)	(mm)	(mm)	(per insertion)	
Display	Litigation Funding					
	Full page	277 x 220	307 x 250	297 x 240	£1,096	
	Half page	125 x 200			£601	
Inserts					From £500	

Booking deadline: On application.

Copy deadline: On application.

Prices are subject to VAT.

[Click here](#) for advertising terms and conditions.

Online: Gazette

ADVERTISING TYPE		SIZE	PRICE	MINIMUM BOOKING
		(width x height px)	(per 1,000 page impressions)	
Display	Leaderboard	728 x 90	£16	50,000
		468 x 60		
		300 x 50		
	Banner	325 x 125	£8	
	MPU1 & MPU2	300 x 250	£25 & £8	

For availability of slots and rates specifically on the Practice area pages please contact us.

Booking deadline: On application.

Copy deadline: Three working days prior to go live.

Prices are subject to VAT.

[Click here](#) for advertising terms and conditions.

Leaderboard

Banner

MPU1



Online: Gazette Daily Update

ADVERTISING TYPE	SIZE	PRICE
	(width x height px)	(per week)
Banner and MPU	468 x 60 and 300 x 250	£2,750



Booking deadline: On application.

Copy deadline: Monday of prior week.

Prices are subject to VAT.

[Click here](#) for advertising terms and conditions.

Online: Legal Services Directory

ADVERTISING TYPE	PRICE
	(per annum)
Option A. About Us and Contact Us tab	Price on application
Option B. Option A plus logo in both tabs of your entry	

Price includes

- Address, telephone number, email, web address and social media details
- Up to 400 words, including keywords related to your business to enhance your search ability
- Classification under categories



Booking deadline: n/a.

Copy deadline: Three hours prior to go live.

Prices are subject to VAT.

[Click here](#) for advertising terms and conditions.