



The Law
Society

Gazette

MEDIA PACK 2019

Law Gazette Jobs

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:
81,178
weekly circulation



Online:
1,400,000
monthly impressions

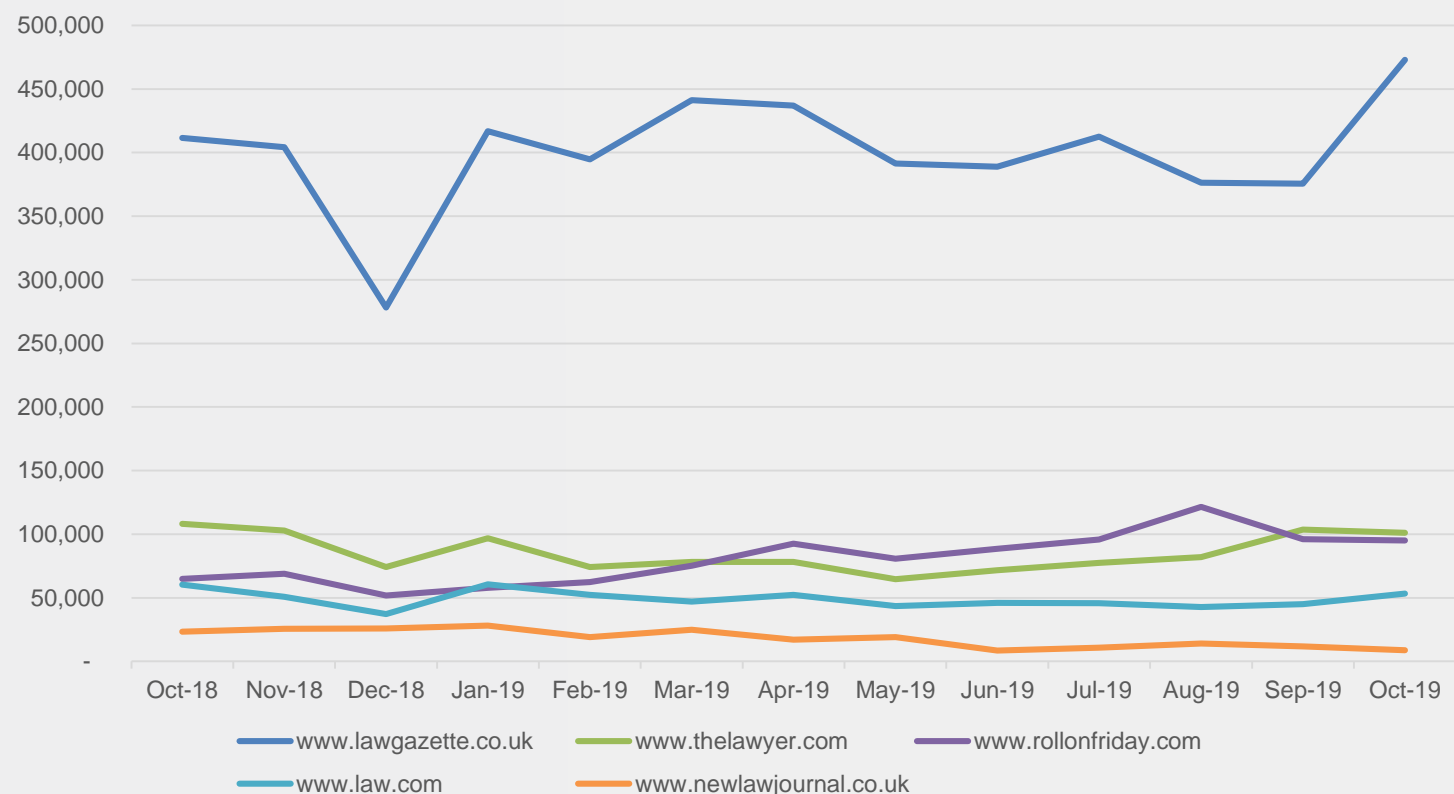


Gazette Daily Update:
182,195
daily e-newsletter recipients

Verified by  ²

Share of Gazette main site visits vs. competitor sites visits

Visits To The Law Gazette vs. Competitors



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.

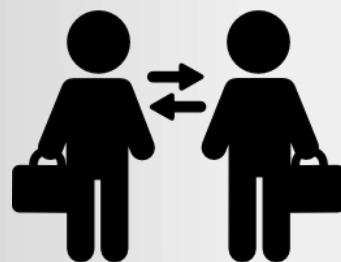
² Audit Bureau of Circulation (ABC) verified figures for July 2018 – June 2019.

³ Independent report provided in November 2019 showing monthly visits between October 2018 and October 2019 by Hitwise (<http://www.hitwise.com>).

Jobs.LawGazette.co.uk is the dedicated legal jobs website from the Law Society Gazette, giving you unparalleled access to a highly-qualified and diverse legal talent pool.

Gain from our unbeatable coverage of the whole profession or tailored targeting – as your recruitment needs dictate. No other title offers the same breadth and diversity of coverage across all levels of experience, practice areas, in house or private practice.

107,879+



monthly unique users ¹
focused on a career move



The most legal roles in
print

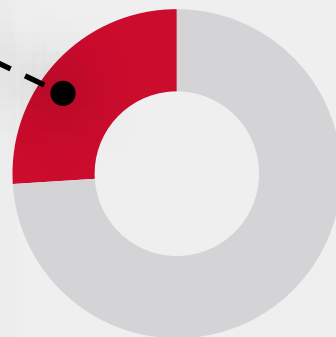
“The Gazette is one of our main tools in attracting quality candidates for our niche legal vacancies.”

Claire Jackson, Resourcing Business Partner
BLM

Reach both active job seekers and hard-to-reach passive candidates

26%

of the vast readership use the Gazette to **actively** look for new roles²



33%

‘regularly read’ the jobs section² so you also have **access** to hard-to-reach passive candidates



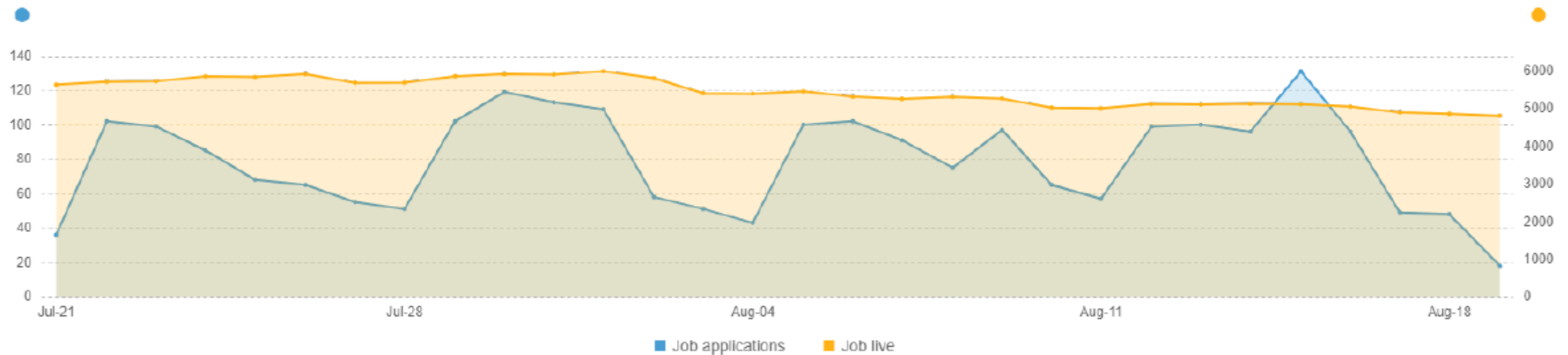
Extend your reach

With options to showcase your job on:
The lawgazette.co.uk homepage and the Gazette Daily Update e-newsletter

¹ Audit Bureau of Circulation (ABC) verified figures for July 2016 – June 2017.

² Based on independent research conducted in 2017 by IFF Research on behalf of the Law Society into a representative sample of England and Wales practising solicitors’ legal news consumption and preferences.

Upgrade Comparison (Law Gazette:Job Board) - 19/08/2019



Job upgrade	Job live	Job views	Job applications	Job response rate %	Job views per vacancy	Job applications per vacancy
	Total: 10,818 Average: 1,805	Total: 58,962 Average: 12,482	Total: 2,382 Average: 488.2	Total: 4.04% Average: 3.39%	Total: 10.1 Average: 107.3	Total: 0.36 Average: 3.47
None	9,790	45,390	1,938	4.27%	8.93	0.32
Enhanced HTML	865	11,099	321	2.89%	19.97	0.63
Display Logo In Listing	80	8,715	319	3.66%	158.5	6.69
Top Job	54	6,822	215	3.15%	188	7.10
Premium Job	37	2,468	132	5.35%	114.3	6.07
Homepage	3	398	4	1.01%	154	0.00

Print solutions

Display advertisements

Reach candidates across the legal profession, including an online listing on jobs.lawgazette.co.uk for increased visibility.

Online solutions

Packages

With a range of options, choose the right combination to hire the candidate you need.

Enhancements

Extend your candidate search with the Gazette's daily e-newsletter to 150,628 recipients, or directly reach candidates' inboxes with a tailored email.



Print

ADVERTISING TYPE	TYPE AREA (mm)	BLEED SIZE (mm)	TRIM SIZE (mm)	PRICE COLOUR
Double page spread	243 x 386	273 X 412	267 X 406	£10,890
Page	243 x 183	273 X 209	267 X 203	£6,655
1/2 page (Vertical)	243 x 90			£4,174.50
1/2 page (Horizontal)	120 x 183			£4,174.50
3/8 page	181.5 x 90			£3,650
1/4 page	120 x 90			£3,019.50
3/16 page	89 x 90			£2,365
1/8 page	58.5 x 90			£1,809



Package information:

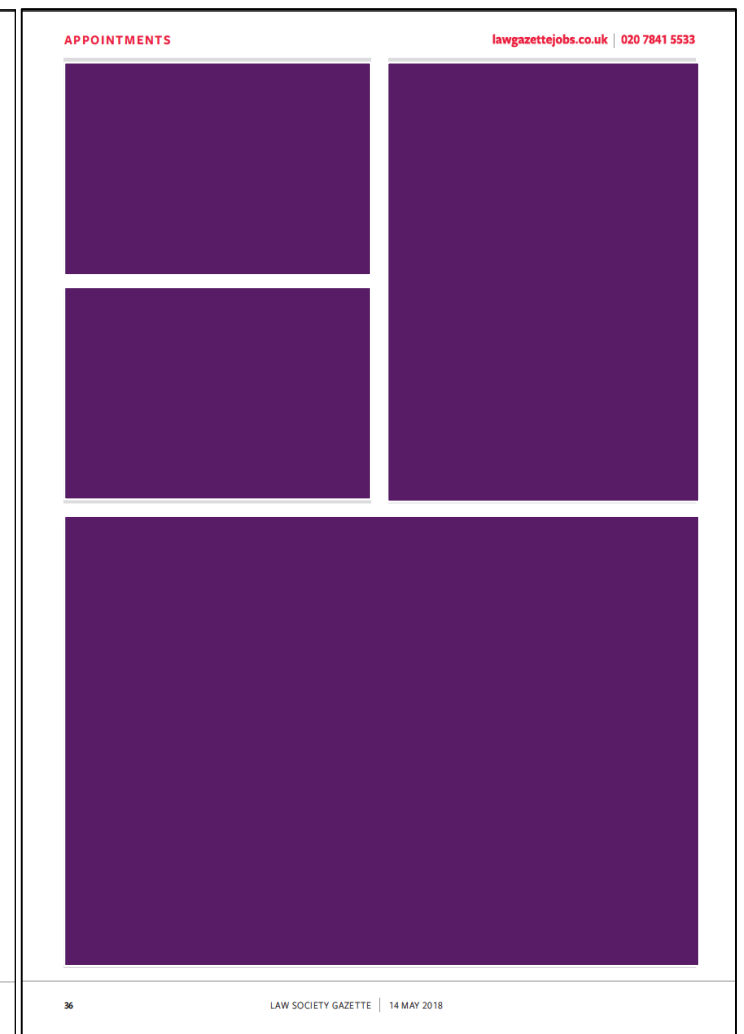
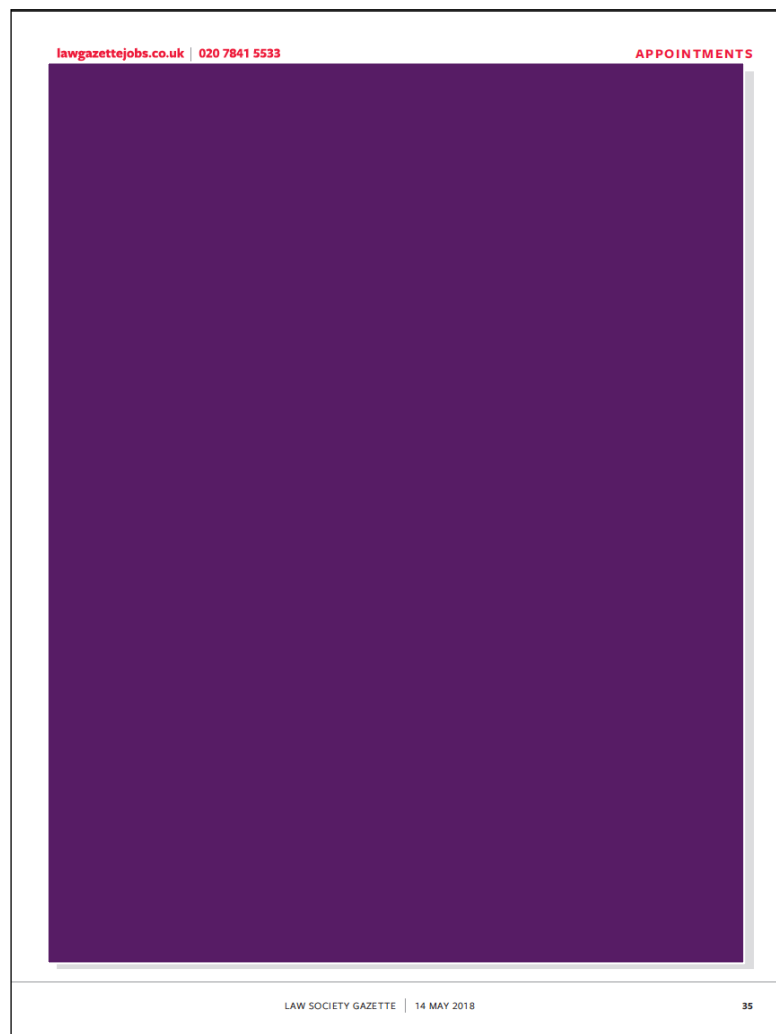
- Bronze online listing included for up to 4 weeks.
- Upgrade options to Silver and Gold packages.

Booking deadline: Wednesday noon prior to insertion date.

Copy deadline: Wednesday 5pm prior to insertion date.

Prices are subject to VAT.

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



Online: Packages

		BRONZE	SILVER	GOLD
ADVERTISING TYPE	SIZE	£995	£1,095	£1,195
Text based job listing	N/A	✓	✓	
Branded listing	2000 x 30			✓
Logo in search results	360 x 180	✓	✓	✓
Premium Job in search results	N/A		✓	
Featured employer on Gazette Jobs homepage	N/A			✓
Top Job in practice area	N/A			✓

MULTIPLE JOBS POSTED AT THE SAME TIME			
NUMBER OF JOBS	BRONZE	SILVER	GOLD
2	£1,530	£1,705	£1,940
3	£2,115	£2,220	£2,570
4	£2,540	£2,755	£2,990
5	£2,860	£3,070	£3,305

Booking deadline: Call us to discuss your needs.

Copy deadline: Three hours prior to go live.

Prices are subject to VAT.

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Online: Enhancements

ADVERTISING TYPE	PLACEMENT	SIZE (width x height px)	PRICE
Job of the Week	Gazette Daily Update	-	£800
Premier Job	Gazette homepage	265 x 144	£800
Premier Job	Gazette landing pages	265 x 144	£800
Hot Job	Gazette Jobs	-	£800
Featured Job		-	£800
MPU		300 x 250	£400
Banner run of site		728 x 90	Available on request
Skyscraper run of site		120 x 600	Available on request

Banner run of site



Featured job

Booking deadline: Call us to discuss your needs.

Copy deadline: Three hours prior to go live.

Prices are subject to VAT.

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Online: Enhancements

ADVERTISING TYPE	NUMBER OF CANDIDATES	PRICE
Targeted e-mail	Up to 150	£365
	151-300	£520
	301-700	£795
	701-1,000	£995
	1,001-2,500	£1,570
	2,501-5,000	£1,950
	5,001-10,000	£2,495



Booking deadline: n/a.

Copy Deadline: On application.

Prices are subject to VAT.

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Packages

Product	Description	Price
Branding focus	<p>Gain broad high profile exposure via broadcast options and the Job site:</p> <p>Job of the Week on Gazette Daily News email to over 150,000 legal professionals -1 week Branded Job site listing Logo in search results Top Job in practice area - 1 week Featured Employer on home page Banner or MPU (min 10,000 PI)</p> <p>This is an online only package.</p>	£1,785
Target a specific audience	<p>Targeted email campaign to up to 1000 candidates Branded Listing Logo in search results Featured Employer on home page</p> <p>This is an online only package.</p>	£2,040
Reach passive candidates	<p>1/4 page colour display advert in the Law Society Gazette magazine, sent to practising solicitors in England & Wales - 1 week Banner or MPU (min 10,000 PI) Premier Job on the Law Gazette website Branded listing Top Job in practice area - 1 week Logo in search results Featured Employer on home page</p>	£3,795
Hard-to-fill	<p>1/4 page colour display advert in the Law Society Gazette magazine sent to practising solicitor in England & Wales - 1 week Banner or MPU (min 10,000 PI) Premier Job on the Law Gazette website Branded Listing Top Job in practice area - 1 week Logo in search results Featured Employer on home page Targeted email campaign to up to 1000 candidates</p>	£4,500

Prices are subject to VAT.

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