

## UK200 Supplement

### Overview

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Rates + Specs

This is the year of the UK legal market's Big Bang, the long awaited moment of deregulation under the Legal Services Act that could finally result in a publicly listed law firm and non-lawyer owners of legal giants.

The UK200, the acknowledged industry benchmark, provides the most detailed analysis of law firm financials in the market. In this landmark year of change and likely consolidation it is the indispensable information source for any legal market player.

For the first time, **The Lawyer UK 200 Annual Report 2011** will be delivered through two distinct channels on the following dates:

- **15 August** - announcement within **The Lawyer** and on thelawyer.com of the Top 200 UK firms listed by financial performance (revenue generation). This will be accompanied by analysis of the risers and fallers in 2011 compared to the previous year.
- **26 September** - publication of **The UK 200** supplement providing qualitative research findings assessing the overall performance of the top 100 law firms. This performance will focus on 4 core areas: Vision; Execution; Financial Management; Governance. Additional coverage of the next 100 firms will also be included.

As ever, the supplement will highlight the leading commercial sets at the bar, a sector of the market as ripe for change as the top 200 firms, plus an analysis of the top 30 international firms in the UK.

Further analysis of the leading practices in real estate, corporate, litigation and finance will be provided.

Both the **15 August** issue and the **26 September** supplement will be circulated to **The Lawyer's** usual audience of 23,669 (ABC verified 2009-2010).

Both represent a fantastic opportunity for sponsorship or advertising in order to promote your business or services to solicitors, corporate counsel and barristers throughout the UK.



The Lawyer UK200 2010

For more information, please contact  
Ed Tillotson,  
Commercial Director  
T: 0207 970 4658 E: ed.tillotson@centaur.co.uk

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### Ratecard and Specifications

Overview

**Rates + Specs**

#### HEADLINE SPONSORSHIP, INCLUDING:

- Logo on the front cover
- DPS ad on the Inside Front Cover
- 200 run-on copies of the supplement for sales and marketing purposes
- Banner advertising on the news alert (circulated to 60,000 legal professionals) announcing the Top 200 firms
- Leaderboard or MPU advertising on **The Lawyer.com** around the top 200 league table

PRICE: £15,000

#### ADVERTISING RATECARD

SIZE	PRICE
DPS	£6,725
Full Page	£4,125
Half Page	£2,700
Sponsorship	POA
Guaranteed position	+15%
Cover site position	+25%

#### MECHANICAL DATA

##### SIZE MEASUREMENTS (w x h)

DPS	420 X 297 mm
Full Page	190 x 277 mm
Trim	210 x 297 mm
Bleed	+3mm each side
Half Page	190 x 135 mm

Additionally, 2011 will see the launch of two new products available for law firms to purchase, as follows:

- UK 200 emblem to be used on all sales and marketing literature until the publication of the UK 200 Annual Report 2012 is published. Price = £495
- Firm logo to appear beside the printed entry of the top 200 law firms within the supplement. Price = £250

Should you wish to buy both options, this can be bought for the package price of £595.

Online  
Page Impressions

**2,309,544**

Unique Users

**249,750**

Print

**100% REQUESTED**

Circulation

**23,669\*** 

Including  
**6,067** in-house lawyers  
**6,882** partners

\* 23,669 Average Net  
Circulation per week  
(ABC, 1 Jul 2009 - 30 Jun 2010)  
6,067 in-house counsel  
6,882 partners (including  
senior & managing partner)