

THE LAWYER

MEDIA INFORMATION - DISPLAY ADVERTISING

THE UK'S LEADING INDEPENDENT MAGAZINE FOR BUSINESS LAWYERS

The **Lawyer** is a proven channel for B2B and B2C advertisers to effectively communicate with the legal profession - an audience that contains an exceptionally high concentration of 'ABs' (for both business and consumer purchases).

Each week there are more than 25 pages of news, views and in-depth analysis, which afford plenty of

opportunities for advertisements to be positioned against independent, widely read and highly regarded editorial.

With content covering both UK and international news, deals, in-depth interviews and client profiles, The Lawyer remains the first and only choice for targeting the legal profession with your message.

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The **Lawyer** remains the first choice for promoting your goods and services to the elite of the legal profession. Here are just some of our clients from the last year:

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- **23,669*** high-net-worth professionals working in the UK and global legal markets
- **6,882** partners in leading UK and international law firms - many of whom are key decision makers
- **6,067** in-house counsel with strategic influence on major corporates and public sector bodies
- **100%** requested circulation
- **100%** subscriptions actively renewed every year
- all circulation figures independently audited by the Audit Bureau of Circulations (ABC),
- guaranteed access to a measurable, high-quality and relevant audience.

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)

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MECHANICAL DATA

ALL DIMENSIONS ARE IN THE FOLLOWING FORMAT: 'width' x 'height'

DPS (trim size)	494mm x 345mm	1 column width	35 mm
Full page (type area)	230mm x 310mm	2 column width	74 mm
Half page (horizontal only)	230mm x 154mm	3 column width	113 mm
Quarter page	113mm x 154mm	4 column width	152 mm
Quarter page strip	230mm x 70mm	5 column width	191 mm
Eighth page strip	230mm x 35mm	6 column width	230 mm

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* 'pass4press' is the PPA official guidelines for creating and supplying PDFs within the printing industry. If you require further details for all these guidelines please visit www.pass4press.com



Copy deadline is 12 noon on the THURSDAY preceding the issue date

ADVERTISING RATES

Size	Rate Card	Position
DPS	£6,725 + VAT	£7,730 + VAT
Full page	£4,125 + VAT	£4,750 + VAT
Half page	£2,700 + VAT	£3,100 + VAT
Quarter page	£1,920 + VAT	£2,200 + VAT
Eighth page strip	£1,300 + VAT	£1,490 + VAT

INSERTS

INSERTS prices for full runs:

Loose	£99 + VAT per 1,000,
Bound	£110 + VAT per 1,000,
Split run inserts	POA

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**Advertising Production,
The Lawyer
4th floor,
79 Wells St
London
W1T 3QN**

ADVERTISING OPPORTUNITIES

Richard Edwards
Senior Account Manager
T: 020 7970 4667
E: richard.edwards@thelawyer.com
F: 020 7970 4699

Philippa Schlaefli
T: 0207 943 8189
E: philippas@centaur.co.uk
F: 020 7970 4699
M: 07714 660938

W: www.thelawyer.com

PRODUCTION QUERIES

Lucy Hayward
Publishing Manager
T: 020 7970 4619
E: lucy.hayward@thelawyer.com
F: 020 7970 4668

Gerald Torto
Production Assistant
T: 020 7970 4864
E: gerald.torto@thelawyer.com
F: 020 7970 4668

E: production@thelawyer.com

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