



The Law  
Society

# Gazette

**MEDIA PACK 2020**

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 it<sup>1</sup>, enabling our advertising partners to reach the widest legal audience.



Print:  
**81,178**  
weekly circulation



Online:  
**1,400,000**  
monthly impressions

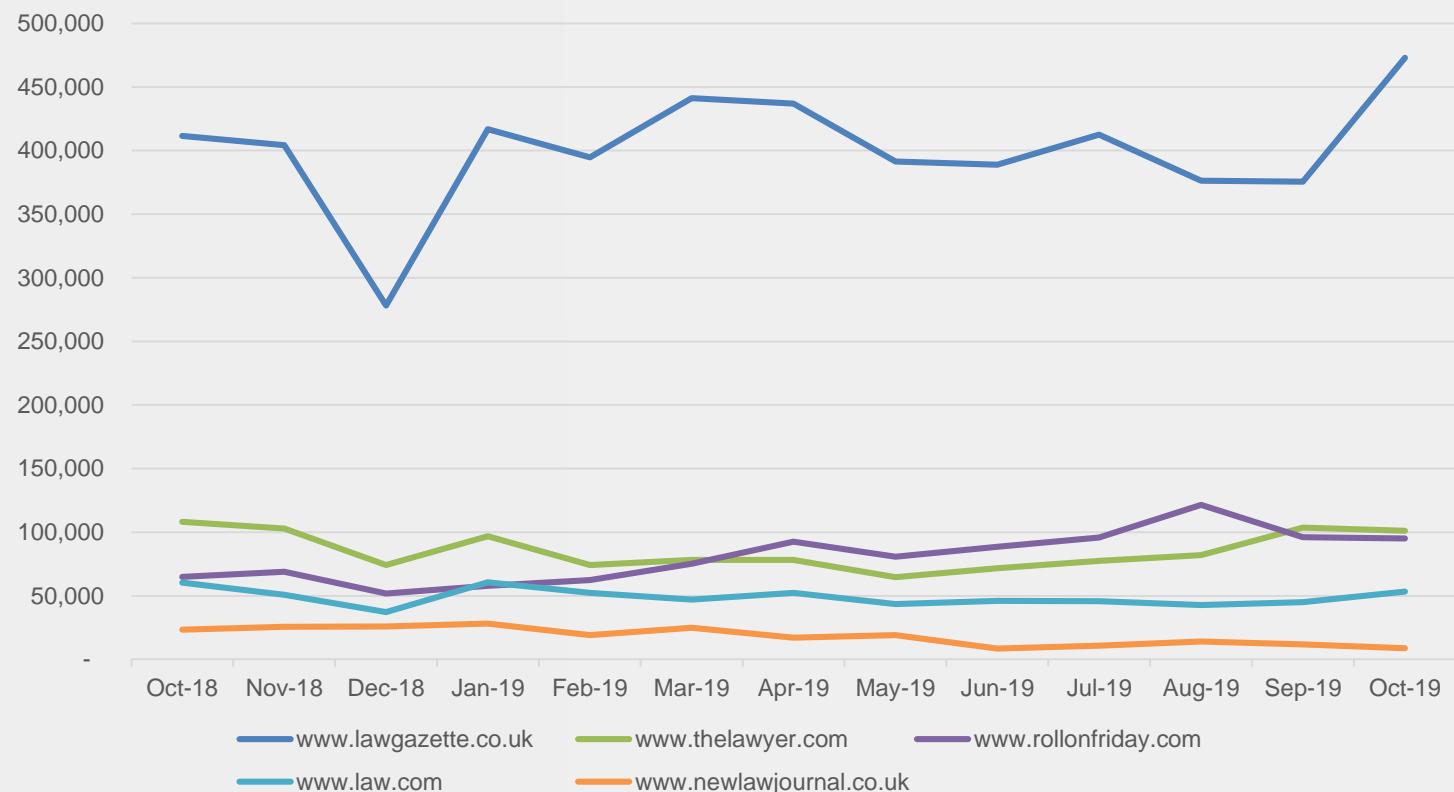


Gazette Daily Update:  
**182,195**  
daily e-newsletter recipients

Verified by  <sup>2</sup>

### Share of Gazette main site visits vs. competitor sites visits

Visits To The Law Gazette vs. Competitors



<sup>1</sup> 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.

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

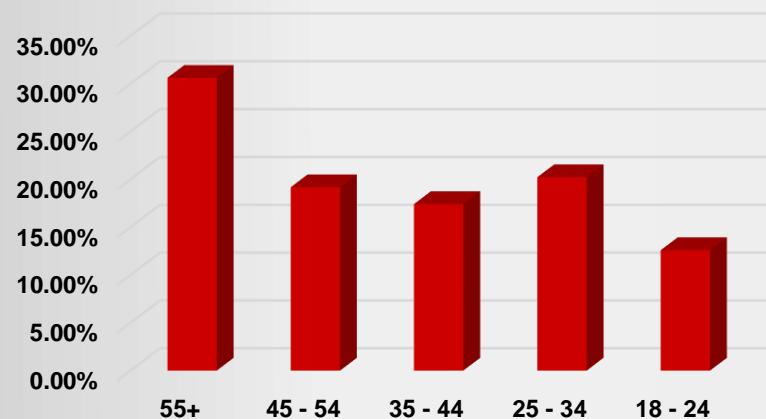
<sup>3</sup> Independent report provided in November 2019 showing monthly visits between October 2018 and October 2019 by Hitwise (<http://www.hitwise.com>).

**Our readership covers practising solicitors across England and Wales with coverage across practice areas, age groups and legal roles, making us an effective platform for advertising your products and services.**

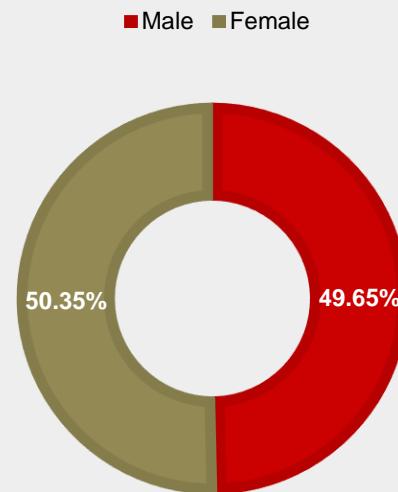
Our tailored advertising solutions can help you to reach the widest audience at once, or target your legal audience by segmenting our readership. We can provide detailed information on the demographical breakdown of our readers and insights into their interests and buying habits to adapt your advertising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

### Audience overview<sup>1</sup>

#### AGE



#### GENDER



You can target our audience by different segments:

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

“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**

<sup>1</sup> Independent report by Hitwise (<http://www.hitwise.com>) 24 weeks ending 29/09/2019.

**The Law Society Magazines**

One of the ways The Law Society supports 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 in specific specialisms through magazines with long shelf lives.



**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**

833

1,062

2,000

200

**Published**

January, April, July and October

March, June, September and December

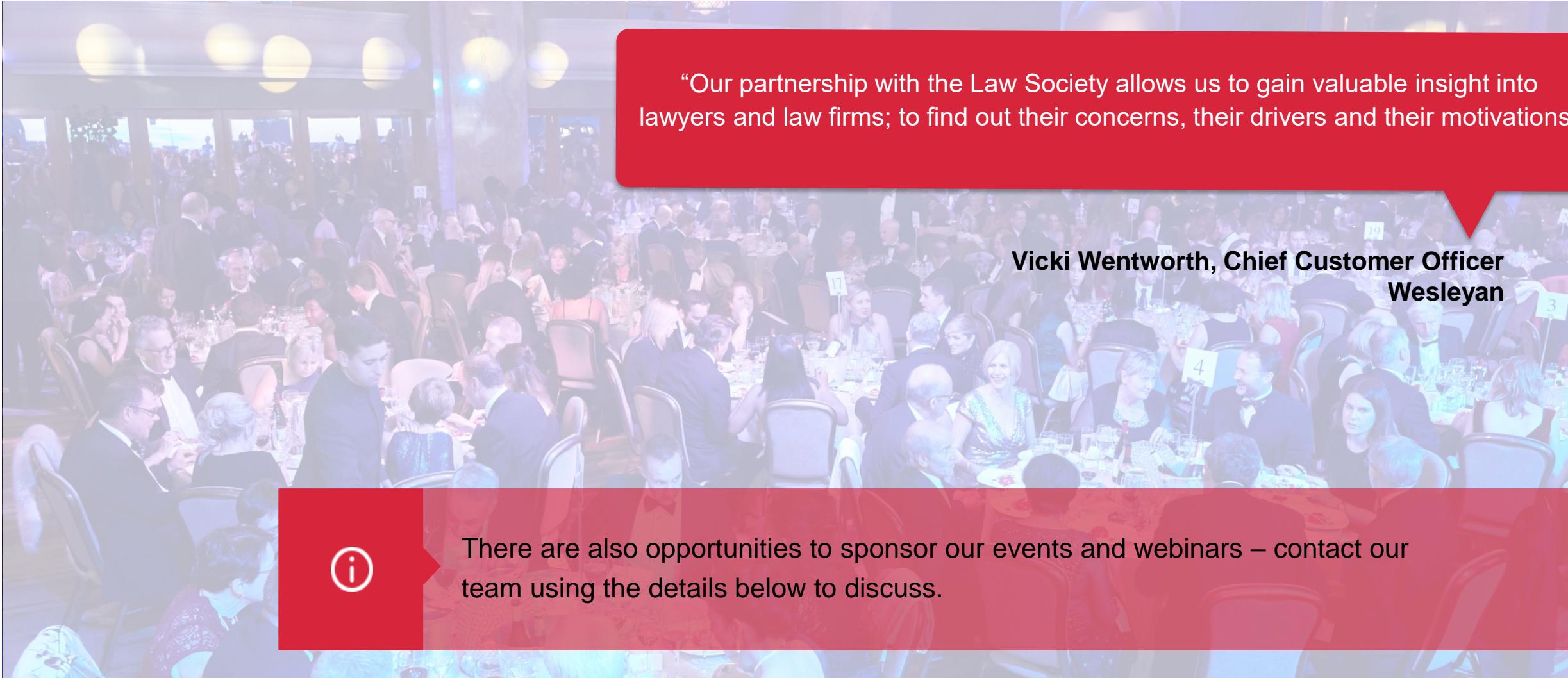
February, May, August, September and November

February, April, June, August, October and December

**Endorsed  
Partnerships**

**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 with specific segments of our membership to build brand awareness and drive sales of your product or services.



“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 are also opportunities to sponsor our events and webinars – contact our team using the details below to discuss.



# 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**. You will also find 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

6 Henrietta Street  
London WC2E 8PS  
020 7010 7820  
robert.kelly@stewart.com



## 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 boundary. Should the neighbour object 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

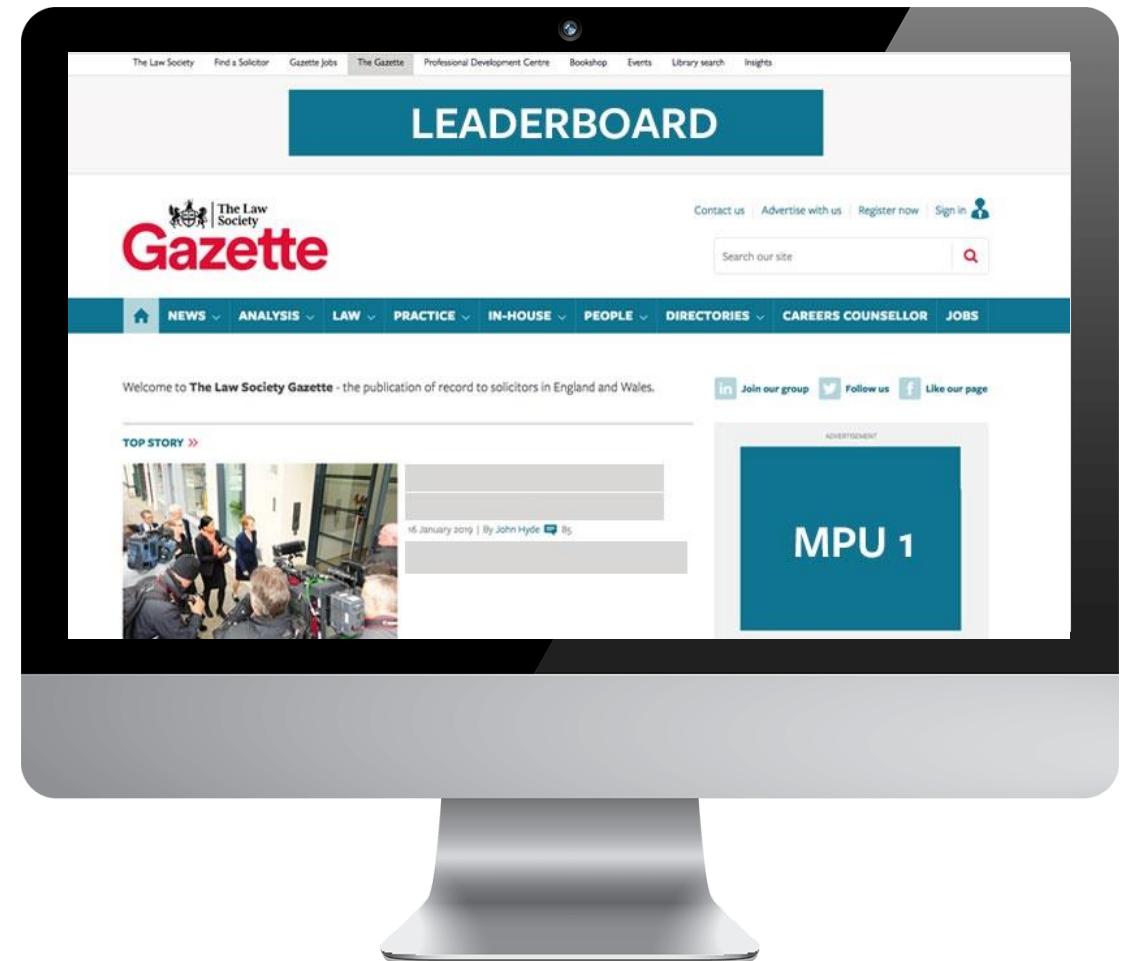
Promote your brand, product and services with a variety of positions and sizes available. You can also target solicitors by practice area on [our practice pages that bring together all relevant news to one place.](#)

## Gazette Daily Update

Feature in the daily e-newsletter sent every weekday to over **182,195 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 to **contribute to the discussion 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 participating in the event.
- Editorial and photographic post-event coverage in The Gazette, with your organisation featured as the sponsor.

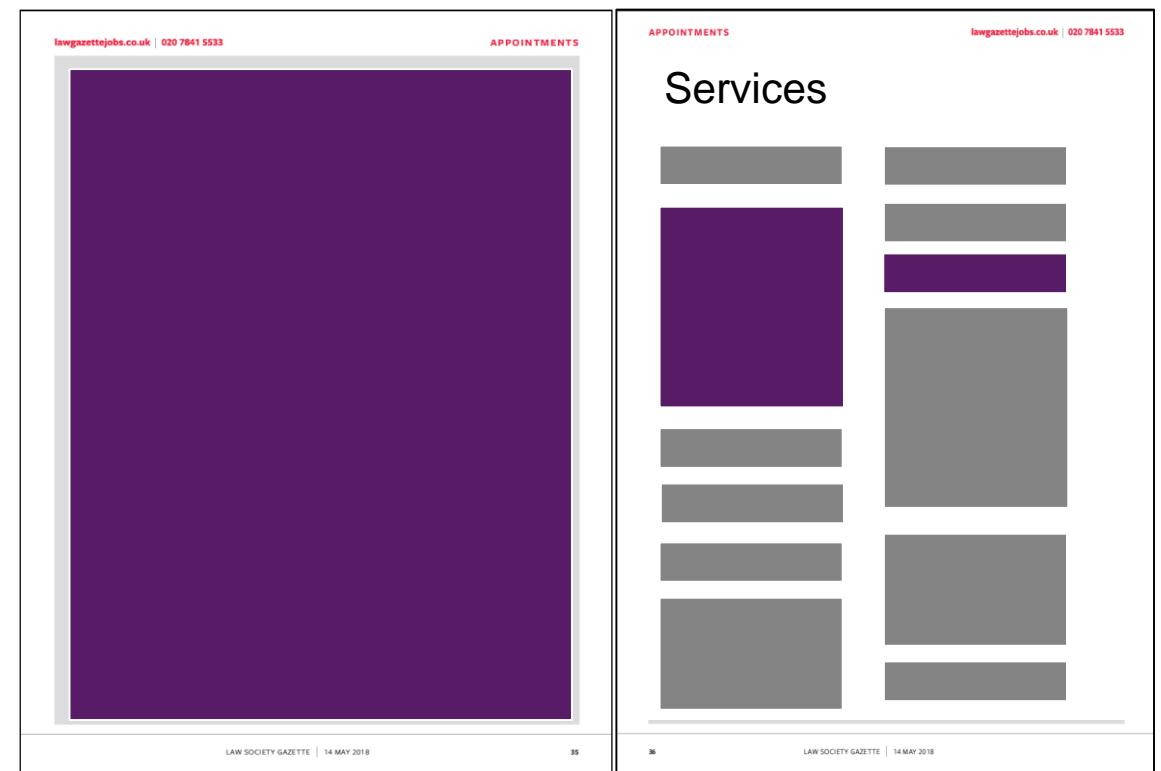


# Print: Gazette

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	£11,137.50
	Full page	243 x 179	273 x 209	267 x 203	£6,600
	Half page (vertical)	229.5 x 87			£4,125
	Half page (horizontal)	113 x 179			£4,125
	Quarter page	113 x 87			£2,062.50
	Solus Strip 20mm	20 x 179			£907.50
	Solus strip 30mm	30 x 179			£990
	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



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

**Copy deadline:** Wednesday 5pm prior to insertion date.  
Insight pages on application.

Prices are subject to VAT.

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

# Print: Gazette

ADVERTISING TYPE	PRICE	MINIMUM BOOKING
	(per 1,000)	
Inserts from	£170	10,000
Outserts from	£210	
Cellophane wrap	On application	

**Booking deadline:** on application.

**Copy deadline:** on application.

# Print: Year Planner

ADVERTISING TYPE	SIZE (mm)	PRICE
One slot	60 x 90	£750
A4 Quarter page equivalent	130 x 90	£1,380

**Booking deadline:** 7 November.

**Copy deadline:** 14 November.

Prices are subject to VAT.

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



The Year Planner grid displays the months of 2018 from January to December. Each month is represented by a small calendar grid. The 'Gazette' logo is prominently displayed at the top center of the grid. The grid is surrounded by purple and grey decorative blocks.

# Print: The Law Society magazines

ADVERTISING TYPE		TYPE AREA	BLEED SIZE	TRIM SIZE	PRICE		
		(mm)	(mm)	(mm)	(per insertion)		
Display					<b>Managing for Success</b>	<b>Property in Practice</b>	<b>PS</b>
	Full Page	279 x 186	303 x 216	297 x 210	£893	£1322	£1,680
	Half Page (horizontal)	136 x 186			£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	<b>Litigation Funding</b>					
	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 (width x height px)	PRICE (per 1,000 page impressions)	MINIMUM BOOKING
Display	Leaderboard	728 x 90	£30	50,000
		468 x 60		
		300 x 50		
	MPU1	300 x 250	£45	
	MPU2	300 x 250	£15	

For information on additional MPU slots and for availability and rates, please contact us.

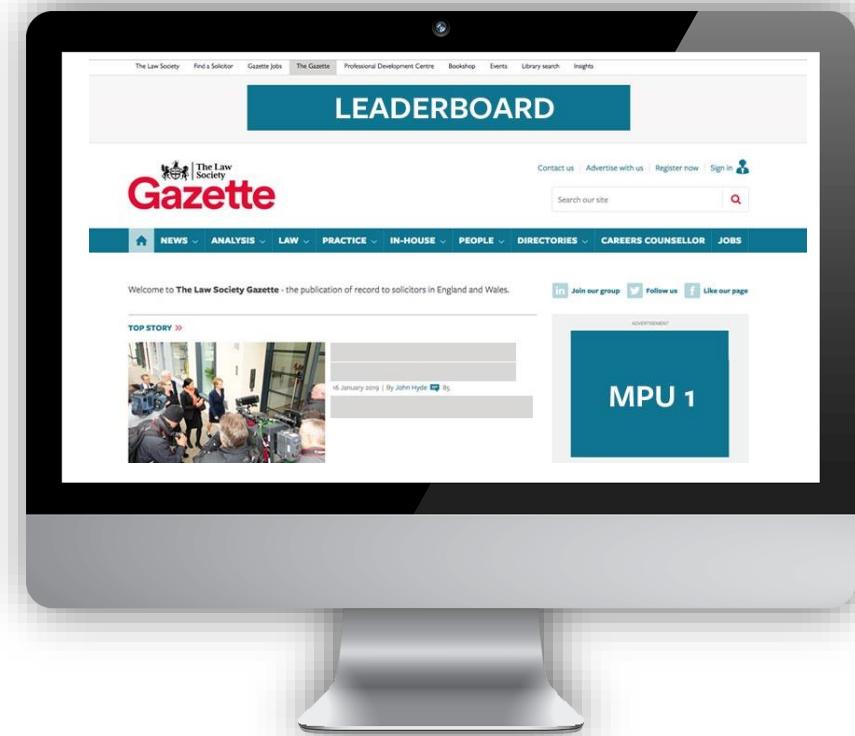
You can also speak with us about availability on specific Practice area pages.

**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.



# 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.