



The Law  
Society

# Gazette

**MEDIA PACK 2020**

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




Print:  
**77,011**  
weekly circulation



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

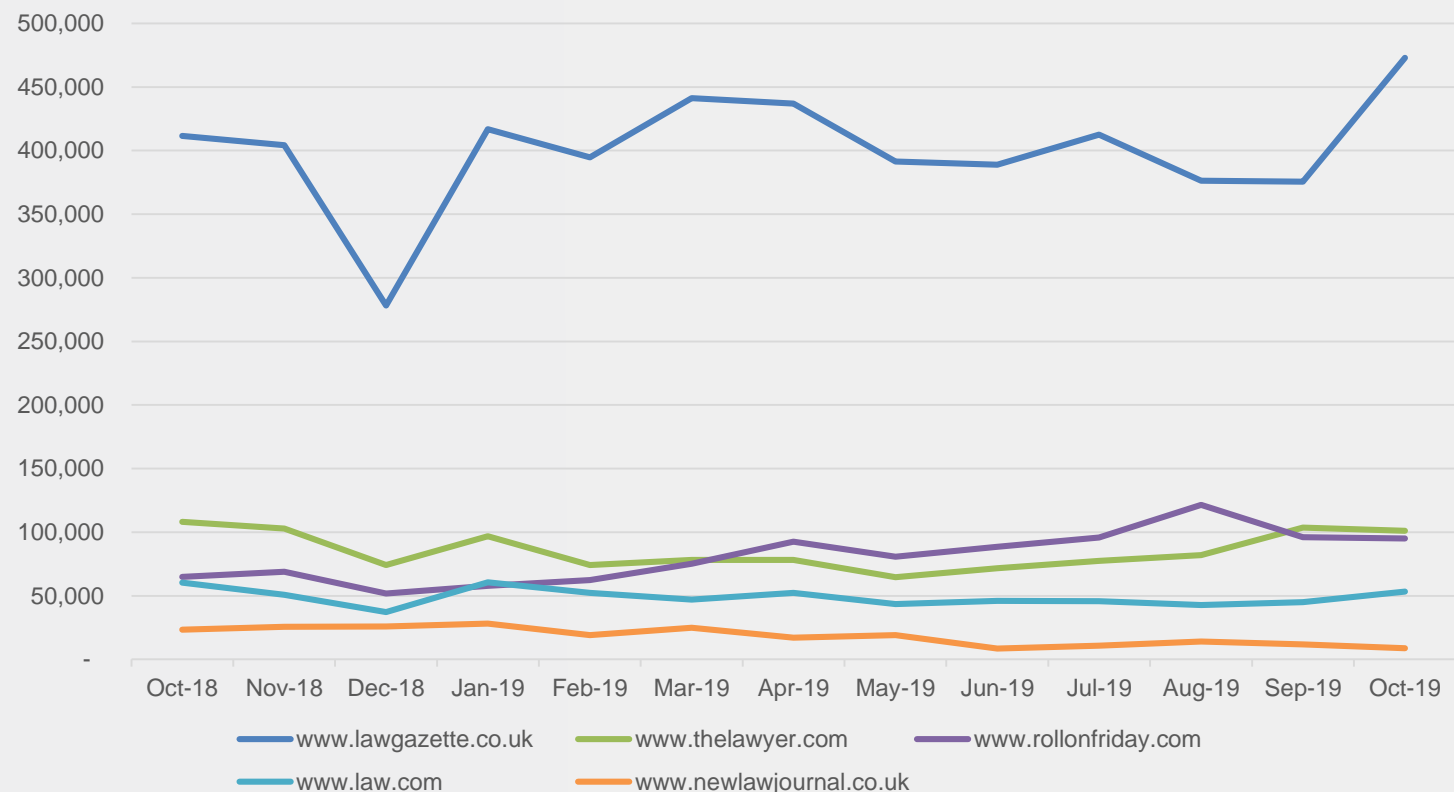


Gazette Daily Update:  
**163,709**  
daily e-newsletter recipients

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.

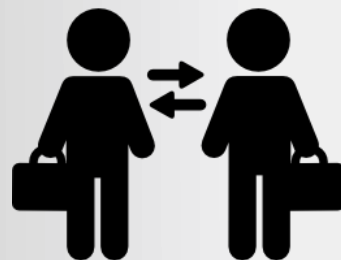
<sup>2</sup> Audit Bureau of Circulation (ABC) verified figures for July 2019 – June 2020.

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

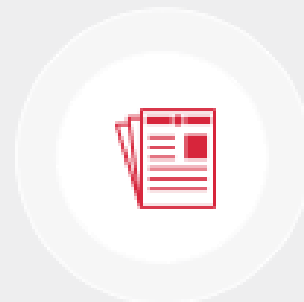
Jobs.LawGazette.co.uk is the dedicated legal jobs website from the Law Society Gazette, giving you unparalleled access to a highly-qualified and diverse legal talent pool.

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 <sup>1</sup>  
focused on a career move



The most legal roles in  
print

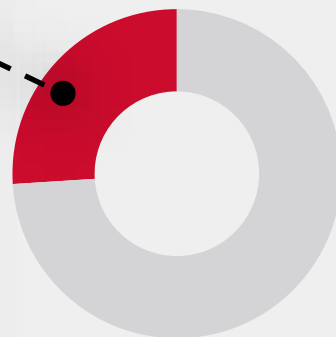
“The Gazette is one of our main tools in attracting quality candidates for our niche legal vacancies.”

Claire Jackson, Resourcing Business Partner  
**BLM**

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

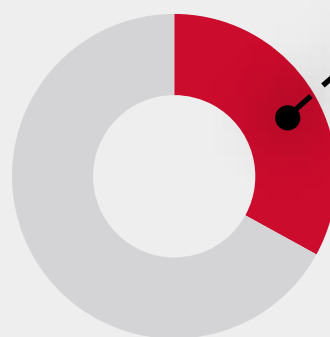
26%

of the vast readership use the Gazette to **actively** look for new roles<sup>2</sup>



33%

‘regularly read’ the jobs section<sup>2</sup> so you also have **access** to hard-to-reach passive candidates



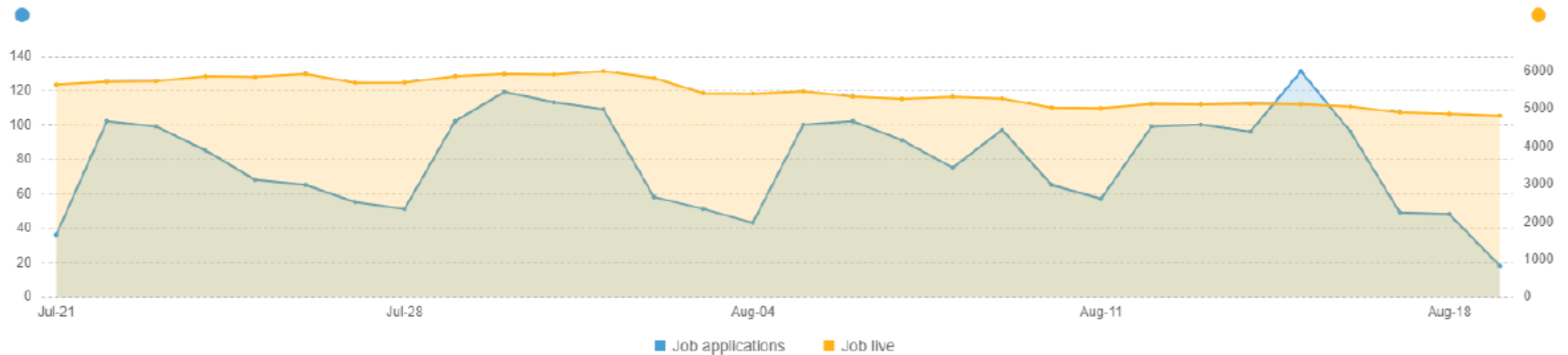
Extend your reach

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

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

<sup>2</sup> 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](http://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 182,195 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:

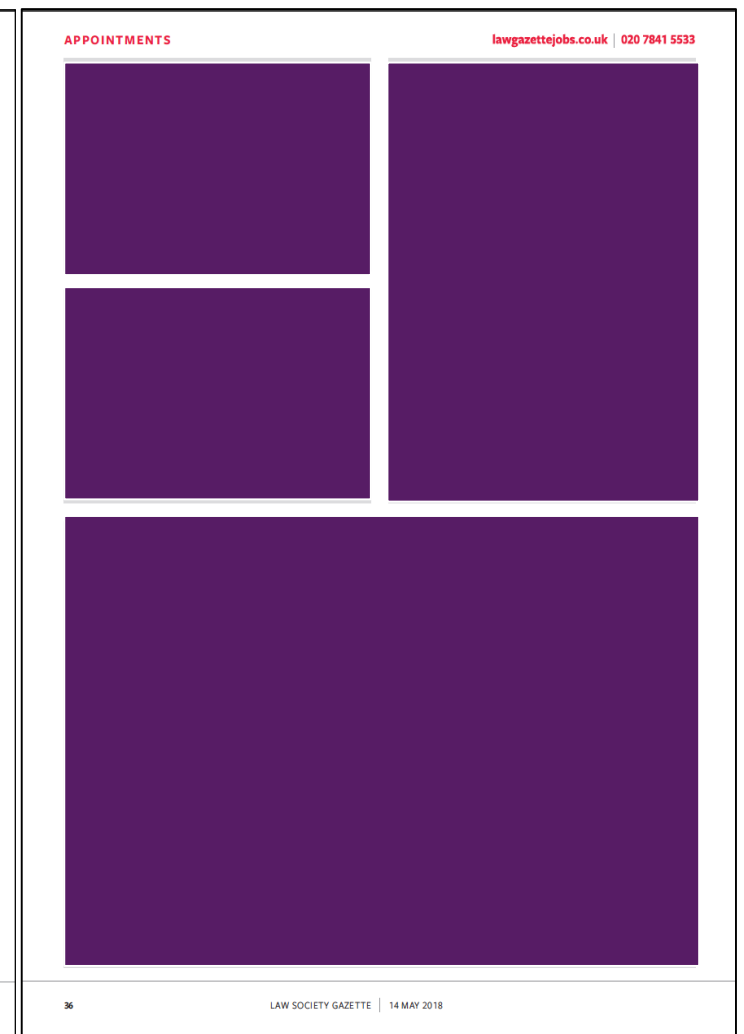
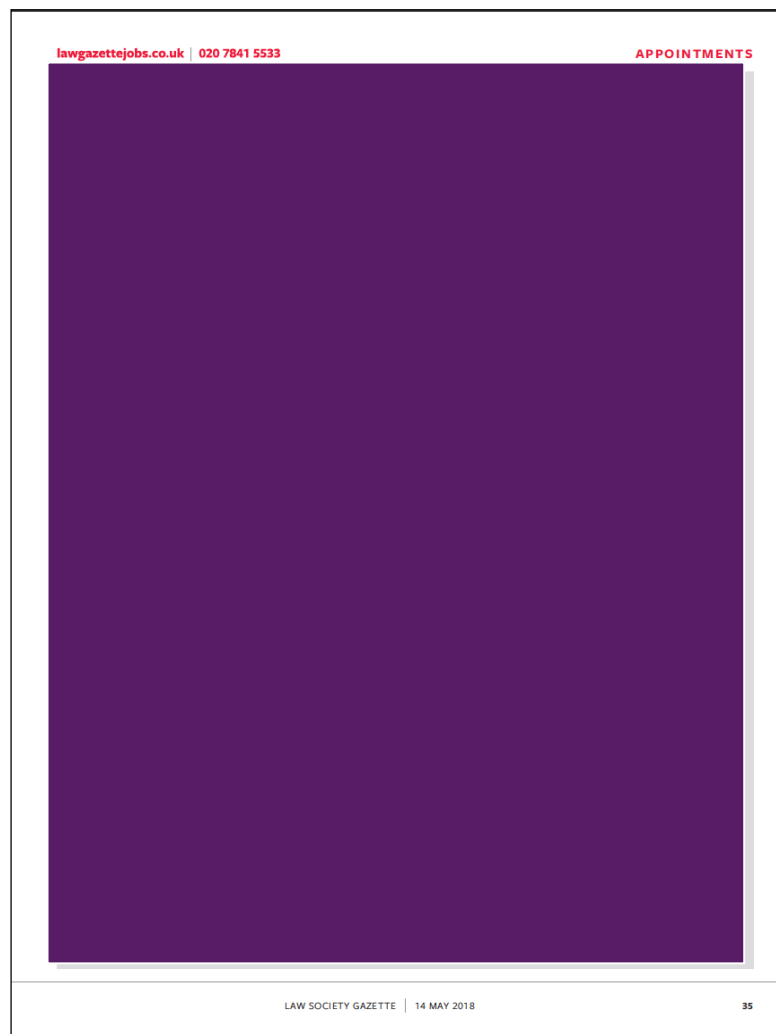
- Bronze online listing included for up to 4 weeks.
- Upgrade options to Silver and Gold packages.

**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.

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

# 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 &amp; 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 &amp; 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

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