

2015 MARKETING OPPORTUNITIES

MASSACHUSETTS



LAWYERS JOURNAL



MBA



# MassBar Members Are Your Best PROSPECTS

## Start building stronger business relationships today.

The Massachusetts Bar Association and The Warren Group provide you the opportunity to connect with 25,000 attorneys from over 7,300 law firms across the Bay State. A targeted marketing program involving Massachusetts Lawyers Journal is a proven way for you to influence this valuable audience through print and online.

Connect with the leaders of Massachusetts legal community and increase your market share and grow your business. Your message will be featured to partners and associates in small, medium and large firms in one of the economy's top demographics. This monthly paper has state-wide distribution to a powerful audience of attorneys, including litigators, boutique firms, and specialists in everything from real estate to taxes and estate planning.



To learn more about **Massachusetts Lawyers Journal** or to customize a marketing program unique to your business needs call **800-356-8805 ext. 307** or email [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com).

## MEDIA SOLUTIONS

### > PRINT

Monthly News Magazine  
**Massachusetts Lawyers Journal**

### > ONLINE

Digital Posting of **Massachusetts Lawyers Journal** at MassBar.org Home Page and ROS banners

### > EMAIL

Email Delivery of the Digital Lawyers Journal  
MassBar's eJournal Emails



The Official Newspaper of the Massachusetts Bar Association

# Reader Demographics

**When professionals were asked how they were introduced to new business-products, newspapers like Massachusetts Lawyers Journal topped the list:**

Association Member/Trade Magazines .....	<b>48%</b>
Online .....	<b>34%</b>
Direct Sales Representatives .....	<b>30%</b>

— The Rochester Institute of Technology

**Our readers are:**

Sole Practitioner .....	<b>43%</b>
Partner .....	<b>20%</b>
Principal/Director .....	<b>8.5%</b>
Associate in a Private Firm .....	<b>14%</b>
In-House Counsel .....	<b>6%</b>
Prosecutor/Judge/Government Attorney .....	<b>8%</b>
Paralegal/Admin .....	<b>1%</b>

**Mass Lawyers Journal Readers Have Authority To Purchase Your Products And Services.:**

Authority to buy .....	<b>58%</b>
Authority to buy some products/services .....	<b>11%</b>
Share in selection/purchasing process .....	<b>10%</b>
Strong influence on purchases .....	<b>9%</b>
Other .....	<b>12%</b>

**Independent studies have shown that magazine advertising, particularly in niche trade journals, proved superior to TV and online advertisements in driving purchase intent.**

**Magazines score higher than TV or the internet in “ad receptivity” and other engagement measures, and among digital readers, 73% read or tap on advertisements appearing in electronic magazines.**

— The Association of Magazine Media

**SPECIALTIES AND PRACTICE AREAS INCLUDE:**

Litigation .....	<b>40%</b>	Employment Law .....	<b>13%</b>
Real Estate .....	<b>29%</b>	Administrative .....	<b>10%</b>
Family Law .....	<b>25%</b>	Elder Law .....	<b>10%</b>
Tax & Estate Planning .....	<b>21%</b>	Bankruptcy .....	<b>8%</b>
Corporate Law .....	<b>16%</b>	Environmental Law .....	<b>5%</b>
Criminal Law .....	<b>16%</b>		

# DIGITAL SOLUTIONS



## DIRECT EMAIL SERVICE

Supplement your advertising campaign with a direct email campaign. We will design and deliver your email campaign to all or selected parts of our audience. Utilize our professional creative services department and our exclusive database. Call now for a tailored plan and pricing. Call about our Direct Email Service.

## DIGITAL ADVERTISING

All magazines have an accompanying digital version, which includes live links for URLs and e-mail addresses. Digital versions are sent to readers via interactive e-mails, which also include advertising opportunities for you. You will receive reports detailing how many people opened the e-mail, and how many clicked on your advertisement. **Top & Banner** (728 x 90) \$450, **Square** (300 x 250) \$350

## ONLINE – E-NEWS - LAWYERS E-JOURNAL

Delivered to more than 11,000 attorneys, with 18% of recipients clicking on one of its links. The most timely way of communicating with members. Every Thursday, thousands of attorneys across Massachusetts receive information and updates on trends, legislation, education, upcoming events and more.

Insertion	1x	6x	12x	25x	50x
Price	\$300	\$225	\$203	\$183	165

## WEBSITE ADVERTISING - WWW.MASSBAR.ORG

43,000 visits per month. Access to Casemaker®, one of the world's largest law libraries, the site is a valuable resource for attorneys. Offers legal information and resources to the public, free of charge., **TILE AD 180 x 150 pixels \$200/week**

# ADVERTISING RATES

AD SIZE	1 TIME	3 TIMES	6 Times
Full Page 10" x 15.375"	\$2,995	\$2,695	\$2,395
Half Page V. 4.875" x 15.375" H. 10" x 7.5"	\$1,945	\$1,750	\$1,555
Quarter Page Sq. 4.875" x 7.5"	\$1,200	\$1,080	\$960
One-Eighth H. 4.875" x 3.75"	\$750	\$675	\$600

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

## EXPERTS & RESOURCES

### Full Color 2" X 4"

**1 year** (12 issues) \$1325

**1/2 year** (6 issues) \$960

### Full Color 4" X 4"

**1 year** (12 issues) \$2625

**1/2 year** (6 issues) \$1900

### PROFESSIONAL ANNOUNCEMENT

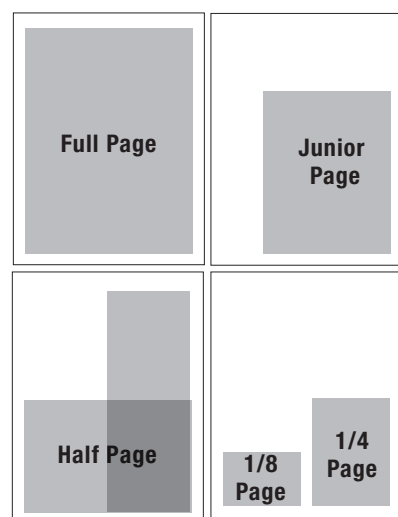
**Full Page** \$1,925

**Half Page** \$1,350

**Quarter Page** \$950

## 2015 DEADLINES AND ISSUE DATES

Issue	Space Closes	Material Due	Issue Date	Issue	Space Closes	Material Due	Issue Date
January	12/15	12/22	1/2	August	7/16	7/23	8/3
February	1/15	1/22	2/2	September	8/17	8/24	9/1
March	2/13	2/20	3/2	October	9/15	9/22	10/1
April	3/17	3/25	4/1	November	10/16	10/23	11/1
May	4/15	4/22	5/1	December	11/17	11/24	12/4
June	5/14	5/21	6/1	January	12/15	12/22	1/3
July	6/16	6/23	7/1				



## ADVERTISING MATERIAL SPECIFICATIONS

**File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF

**PDF:** 1.3 (transparency flattened), PDF/X-1a:2001

**Acceptable Software:** Photoshop, Illustrator & InDesign.

**Resolution:** 300 DPI

**TAC limit (Total Area Coverage):** SWOP (coated) #5  
Sheet TAC = 300%

**Color:** CMYK

**ICC color profile:** North America Prepress 2

**Rich Black Settings:** 100k, 75c, 63m, 63y

**Fonts:** PostScript or OPEN fonts.

**Images & Fonts:** Should be embedded or included.

**Proof:** Please include a printed proof.



To learn more about **Massachusetts Lawyers Journal** or to customize a marketing program unique to your business needs, call 617-896-5307 or email [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com).