

# REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY  
WITH CONFIDENCE.



## **B2B PUBLICATIONS**

Print & Online Advertising



## **MARKETING SERVICES**

Creative, Responsive & Affordable

## **THE WARREN GROUP**

2016 MASSACHUSETTS  
LAWYERS JOURNAL MEDIA PLANNER



**MBA**



# Start Building Stronger Business Relationships Today.

Massachusetts Lawyers Journal is the ultimate source for news, insights and analysis among the local law community. As the official publication of The Massachusetts Bar Association – and with the support of The Warren Group – advertisers are provided with a unique opportunity to strengthen their brands among key decision makers across the state.

The Massachusetts Bar Association currently has 25,000 members from over 7,300 law firms, which acts as a major distribution network for the Massachusetts Lawyers Journal. A targeted marketing program involving the publication is a proven way for you to influence this valuable audience through print and online content.

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

Attorneys

25K

Law Firms

7.3K



## Reader Poll:

### Which of the following actions have you taken after reading your state law newspaper?

Visited a company's website .....	64%
Passed the magazine or information on to a colleague or business contact .....	59%
Saved an ad or article for future reference .....	37%
Conducted further research .....	29%
Contacted a company for more information .....	15%
Recommended a product or service .....	14%
Purchased a product or service .....	9%

Source: Association Membership Survey

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

Advertising in any of The Warren Group’s newspapers, emails and websites can give you a significant advantage in the heavy competition for law clients. If you want to increase your market share, advertising in The Warren Group’s Massachusetts Lawyer Journal will help you achieve that goal.

Specialties And Practice Areas Include:

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

Our Readers Are:

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

Mass Lawyers Journal is coming out with new features, new columns, new profiles, a new look and a new distribution schedule. We are providing members with more in-depth coverage of the pivotal topics, technology and people that move the legal professional forward. This will include more input, updates and opinions from members, as well as expert analysis on the latest products and technology. Members will now receive a more comprehensive publication every other month.

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

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

— The Rochester Institute of Technology

“74% of users use both traditional and digital media, and that suggests that the best strategy for reaching them is by offering multiple media options.”

— The Association of Business Information

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

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



Need to hit the marketing refresh button? We'll help you do that. The Warren Group creates email, direct mail, and advertising campaigns to promote your services. From concept to implementation, we connect brands with customers. Our talented design team will walk you through the complete redesign, branding, logo creation, stock/custom photography and web development process. As a plus, our long-standing relationships with printers allows for aggressive pricing.

The Warren Group has a rich history in developing and delivering successful solutions for our customers. Through the years we have committed ourselves to helping businesses identify new prospects and reach their goals. It is with this passion and experience that we embark on our new journey by providing our clients with the very best in creative services.

Our team will challenge the way you see things, so you get real results.



## Creative & Marketing Services

<b>Annual Reports &amp; Brochures</b>	Provide design concepts, photography, and infographics that match your image.
<b>Corporate Identity</b>	Develop logos and corporate rebranding initiatives.
<b>Copywriting</b>	Research and create compelling content for marketing initiatives.
<b>Advertising Campaigns</b>	Create unique print and web ads that align with your company's brand standards.
<b>Email Marketing</b>	Create direct email campaigns that generate leads and provide measurable results with extensive reporting.
<b>Direct Mail Campaigns</b>	Create content and design a marketing piece that's delivered to your best prospects with a trackable response vehicle.
<b>Press Releases</b>	Research and generate content that drives interest.
<b>Brand Audit</b>	Research competitors, review all current branding collateral and develop a new brand strategy.



## Web Design Services

<b>Migration to WordPress</b>	Moving website to WordPress, altering WordPress theme to new look and training staff to use website.
<b>Website Development</b>	Creating new, mobile responsive websites that is easy to update and maintain at an affordable price.



## Advertorials

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting.



## Website Advertising - [www.MassBar.org](http://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



## 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. 1x - \$300, 6x- \$225, 12x - \$203, 25x - \$183, 50x - \$165



## Digital Edition

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. Deliver your message as the front cover of the digital magazine with a Belly-Band as it is delivered to thousands of computers, tablets and smartphones. Top & Banner (728 x 90) \$450, Square (300 x 250) \$350



## Email Marketing

Today's marketing landscape requires a targeted strategy that produces measurable results. Here at The Warren Group we understand your audience and can help you refine your message, identify your best prospects and track your results.



## Sponsored Posts

Be a part of our headlines as we deliver the digital version to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.



The Warren Group connects leading trade associations with their members, providing enterprising editorial content and engaging communities. By partnering with a variety of trade associations and business groups, our media and advertising group produces magazines, newspapers, online media and comprehensive trade shows. Our publications and events provide highly-targeted marketing opportunities for those seeking to reach decision making professionals in banking, accounting, legal, real estate and construction.