

# MASSACHUSETTS LAWYERS JOURNAL



Introduce yourself  
to our **members.**

## Start building lasting relationships today.

The Massachusetts Bar Association and The Warren Group provide you the opportunity to connect with 25,000 attorneys across the Bay State. A targeted marketing program involving Massachusetts Lawyers Journal is an effective way to reach this valuable audience through print, online and local events.

Connect with the leaders of Massachusetts legal community to 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 an incredibly powerful audience of attorneys, including litigators, boutique firms, and specialists in everything from real estate to taxes and estate planning.



The Official Newspaper of the Massachusetts Bar Association



### MEDIA SOLUTIONS

#### > PRINT

Monthly Newspaper  
**Massachusetts Lawyers Journal**

#### > ONLINE

Website and Digital Magazine  
Advertising Opportunities

#### > EVENTS

Conferences and Seminars  
Sponsorship Opportunities

## STATISTICS & RESEARCH

### 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 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%

### 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%

## DISPLAY ADVERTISING

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

<b>1 year</b> (12 issues)	\$1325
<b>1/2 year</b> (6 issues)	\$960

#### Full Color 4" X 4"

<b>1 year</b> (12 issues)	\$2625
<b>1/2 year</b> (6 issues)	\$1900

### PROFESSIONAL ANNOUNCEMENT

<b>Full Page</b>	\$1,925
<b>Half Page</b>	\$1,350
<b>Quarter Page</b>	\$950

## 2014 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January	12/13	12/20	1/2
February	1/10	1/17	2/5
March	2/14	2/21	3/5
April	3/14	3/21	4/1
May	4/11	4/17	5/1
June	5/9	5/16	6/1
July	6/13	6/20	7/1
August	7/11	7/18	8/1
September	8/8	8/15	9/1
October	9/12	9/19	10/1
November	10/10	10/17	11/1
December	11/7	11/14	12/1
January	12/12	12/19	1/2

## STATISTICS & RESEARCH

### A WEALTHY AUDIENCE:

**30% of our readers make more than \$200,000 per year**

\$100,000 to \$200,000 .....	<b>45%</b>
\$200,000 to \$300,000 .....	<b>18%</b>
\$300,000 to \$400,000 .....	<b>5%</b>
More than \$400,000 .....	<b>6%</b>

Published in conjunction with the Massachusetts Bar Association by The Warren Group. The Lawyers Journal has the largest circulation of any legal newspaper or magazine in Massachusetts. The circulation is greater than 13,000, representing more than 7,300 different firms. More than 25,000 attorneys will see your message in this comprehensive industry publication.

### WHAT DO OUR READERS DO WHEN THEY SEE YOUR ADVERTISEMENTS?

Purchased a product or service .....	<b>9.7%</b>
Recommended a product or service .....	<b>5.5%</b>
Passed on a story or an ad .....	<b>56%</b>
Visited a company's website .....	<b>32%</b>
Contacted a company for more information .....	<b>6.0%</b>
Filed a story or an advertisement for future reference .....	<b>29%</b>
Take note of the advertisements in the paper .....	<b>87%</b>

## 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 Mass. receive information and updates on trends, legislation, education, upcoming events and more.

### LAWYERS E-JOURNAL ADVERTISING:

Insertion	1x	6x	12x	25 x	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 \$200/WEEK

Ad Size: 180 x 150 pixels

### Events

We offer conferences and seminars providing the opportunity to present educational seminars and meet face to face with your clients and prospects. Exhibitor and sponsorship opportunities available.

### Legal Technology Conference

Your opportunity to come face to face with the leaders and decision makers of hundreds of law firms from across the state.

Sponsorship and speaking opportunities are available.

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>

— Source: The Case for Print Media Advertising in the Internet Age By: the Rochester Institute of Technology