

MASSACHUSETTS LAWYERS JOURNAL

Reach Your Targeted Business Audience with Accuracy

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.

Consistent marketing through The Warren Group and The Massachusetts Bar Association (MBA) will build brand awareness and name recognition. The MBA and The Warren Group help Massachusetts lawyers manage their practices, grow their firms and tap into valuable resources, giving you the best manner to present your solutions.

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.

With a higher circulation and lower prices than the competition, our value is unmistakable. Massachusetts Lawyers Journal now has more in-depth analysis and member input that is designed specifically to help with business development and business management.

MEDIA SOLUTIONS

> PRINT

Monthly Newspaper
Massachusetts Lawyers Journal



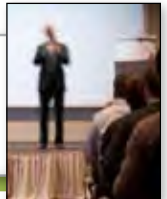
> ONLINE

Weekly E-news and MBA
Website Advertising Opportunities



> EVENTS

Conferences and Seminars
Sponsorship Opportunities



The Official Newspaper of the Massachusetts Bar Association

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%

ADVERTISING RATES

AD SIZE	1 TIME	6 TIMES	12 TIMES
Full Page 10" x 15.375"	\$2,995	\$2,545	\$2,395
Half V. 4.875" x 15.375" H. 10" x 7.5"	\$2,245	\$1,910	\$1,795
Quarter Page Sq. 4.875" x 7.5"	\$1,495	\$1,275	\$1,195
One-Eighth H. 4.875" x 3.75"	\$750	\$640	\$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, REFERRALS, AD 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 ADS

AD SIZE	FULL COLOR
Full Page	\$1,925
Half Page	\$1,350
Quarter Page	\$950

2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January	12/14	12/21	1/2
February	1/11	1/18	2/1
March	2/8	2/15	3/1
April	3/15	3/22	4/1
May	4/10	4/19	5/1
June	5/10	5/17	6/1
July	6/14	6/21	7/1
August	7/12	7/19	8/1
September	8/9	8/16	9/1
October	9/13	9/20	10/1
November	10/10	10/18	11/1
December	11/7	11/15	12/1
January	12/13	12/20	1/2

STATISTICS & RESEARCH

A WEALTHY AUDIENCE:

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

\$100,000 to \$200,000	45%
\$200,000 to \$300,000	18%
\$300,000 to \$400,000	5%
More than \$400,000	6%

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

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 asked for the top media vehicles that introduced them to a product, 48% reported "B2B publications" (specialized for the B2B industry, as opposed to general business magazines such as Fortune), 34% reported Web sites, and 30% reported sales reps. These three media forms remained the top three information sources used throughout the buying process.

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