

MASSACHUSETTS



LAWYERS JOURNAL

2012 ADVERTISING INFORMATION



The Massachusetts Bar Association and The Warren Group provide you the opportunity to connect with 25,000 attorneys across the Bay State. We offer you targeted marketing programs to reach this valuable audience through print, online, and local events.

You can 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 will enable you to build brand awareness and name recognition while helping to establish the path to better relationships with thousands of influential attorneys.

The MBA and The Warren Group help Massachusetts lawyers to manage their practice, grow their firms, and tap into valuable resources, giving you the best manner to present your solutions.

OPPORTUNITIES INCLUDE:

- **Print** – Monthly newspaper, Massachusetts Lawyers Journal
- **Online** – Weekly E-news, MBA Website
- **Events** – Annual Conferences and Trade Shows, FirmFuture, MBA Convention

PUBLISHED BY



MASSACHUSETTS LAWYERS JOURNAL

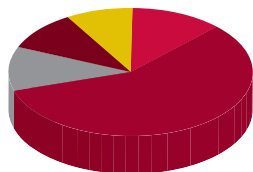
READER PROFILE



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.



58% Have authority to buy
11% Have authority to buy some products and services
10% Share in selection and purchasing process
9% Have strong influence on purchases
12% Other

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%

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%

Massachusetts Lawyers Journal

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%

87% of readers told us that they take note of the advertisements in the paper.

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.

Lawyers Journal now has more in-depth analysis and member input that is designed specifically to help with business development and business management.

Now publishing 12 times per year

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ADVERTISING RATES

FULL COLOR RATES

AD SIZE	1 X	6 X	12 X
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

New sections, including professional announcements and lawyer-to-lawyer referral

EXPERTS, REFERRALS, AD RESOURCES:

FULL COLOR 2" x 4"

1 year (12 issues) \$1,260 (save \$100 per issue)

1/2 year (6 issues) \$960 (save \$50 per issue)

FULL COLOR 4" x 4"

1 year (12 issues) \$2,500 (save \$100 per issue)

1/2 year (6 issues) \$1,900 (save \$50 per issue)

PROFESSIONAL ANNOUNCEMENT ADS

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

LAWYERS JOURNAL DEADLINES

Ad Closing	Materials	Issue Date
1/11	1/20	2/1
2/8	2/17	3/1
3/14	3/23	4/1
4/11	4/20	5/1
5/9	5/18	6/1
6/13	6/22	7/1
7/11	7/22	8/1
8/15	8/22	9/11
9/12	9/21	10/1
10/10	10/19	11/1
11/7	11/16	12/1
12/12	12/21	1/2

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 major conferences and trade shows, providing the opportunity to present educational seminars and meet face-to-face with your clients and prospects. Exhibitor and sponsorship opportunities available.

TWG events will feature upwards of 75 exhibitors and 600 attendees. We have targeted opportunities across New England, please call for details on additional events.

FIRMFUTURE 2012

The extraordinary conference and trade show from The Warren Group and other event partners, including the Massachusetts Bar Association.

A focus on Practice Management and Legal Technology.

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

Sponsorship, speaking, and exhibitor 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 websites, 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

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