

The Lawyers Weekly

Profile

Now in its 28th year as Canada's premier national weekly legal news source, *The Lawyers Weekly* provides lawyers with information essential to building and maintaining a successful practice in today's competitive business environment. *The Lawyers Weekly* is published 48 times a year and is read by 40,000 professionals across Canada each week.

With 17,889* (**CCAB audited**) copies distributed throughout Canada each week, *The Lawyers Weekly* is one of the most highly recognized brands in Canada's legal industry. Its readership comprises both private practice and corporate lawyers. *The Lawyers Weekly's* hard-hitting news, opinions, and feature articles give legal professionals the information they need to make key decisions in their business lives. Each issue is packed with:

- News stories about the latest significant court rulings from across Canada.
- Stories on new trends and developments in Canadian legislation and legal practice as well as on the business of the practice of law, including the latest developments and trends in management, technology, marketing, career advancement, professional development, recruitment, and regulatory news.
- A "Digest of Recent Decisions" featuring summaries of the most important recent court rulings.
- The "Business & Careers" section offers articles and commentary on the business of the practice of law and career advice for lawyers at all stages, from associates to partners. The section regularly features the latest developments in the Canadian legal market, focusing on: market trends, technology, management, marketing, recruitment and professional development.
- The "Names in the News" section keeps readers up-to-date on the movers and shakers in the Canadian legal world through in-depth profiles and a weekly column.
- Profiles of key movers and shakers in the Canadian legal profession.
- Notes on major events in which law societies, bar associations, and law firms are involved.

As an advertiser, you can take advantage of frequency and multi-product discounts that give you cost-effective means to achieve a consistent presence. Advertise in *The Lawyers Weekly* and increase your brand's exposure and top-of-mind awareness.

* CCAB Circulation Statement / March 2009 / February 27, 2009 Edition

DIGITAL VERSION

New in 2010!

The Lawyers Weekly will be available in an online digital edition to all subscribers.

- Instant delivery to your desktop
- Email alerts to your inbox advising you that the digital version has arrived
- Automatic hotlinks to website and email addresses
- Content sharing tools
- New advertising opportunities



Demographics

Personal Profile

_____ %

Gender

Male	60
Female	40

Age

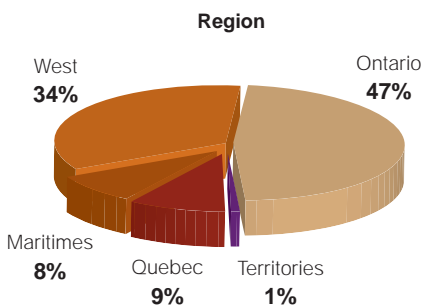
24-44	39
45+	61

Total Household Income

<\$100,000	20
\$100,000 – \$150,000	23
\$150,001 – \$200,000	27
\$200,001+	30

The Lawyers Weekly subscribers are affluent, with an average household income of \$207,000.

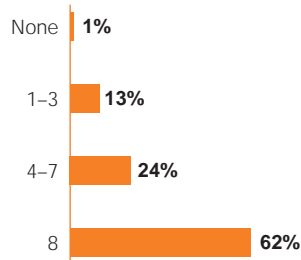
Readership



The Lawyers Weekly readership skews towards males (60%), and those living in Ontario (47%).

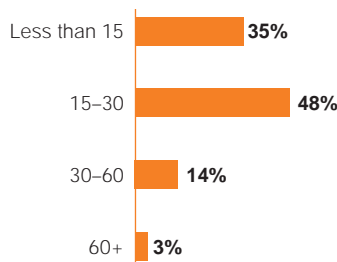
Number of Issues Read in Past 2 Months

Average 6.5 / 8 issues



Time Spent Reading per Issue

Minutes

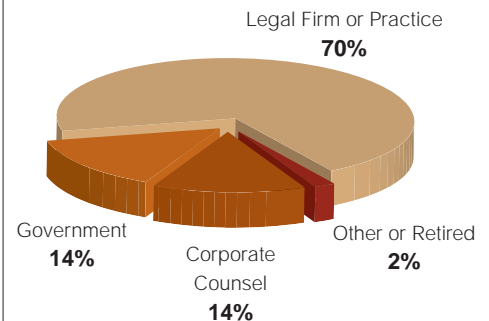


- On average, lawyers read over 80% of *The Lawyers Weekly* issues, and spend an average of 22 minutes per issue.
- 1 in 5 (17%) spends more than 30 minutes reading each issue.
- Each issue is read by 2.6 readers; more than doubling the publication's distribution.
- Once lawyers have finished reading *The Lawyers Weekly*, 66% save the publication in part or in its entirety for future reference.
- Another 30% pass it on to a colleague.

Impact of Advertising

- Advertising in *The Lawyers Weekly* has had a tangible impact on one-third of subscribers.
- 1 in 5 (21%) has filed an ad for future reference.
- 15% have told another about the products or services they saw advertised in *The Lawyers Weekly*.
- 1 in 10 (12%) has purchased a product or service seen advertised in *The Lawyers Weekly*.











Type of Practice



- Subscribers to *The Lawyers Weekly* are most likely to be employed by a legal firm (42%).
- 1 in 10 works in industry, providing corporate counsel.
- 15% are employed by a government (national, provincial or municipal).

Research conducted by Totum Research Inc. 2008 and Insignia Marketing Research Inc. 2005.

2010 Display Advertising Rates (48 Issues per Year) — Rates per Issue and Frequency Discount Schedule

Size (width x height)		1-3 times	4-11 times	12-20 times	21-30 times	31+ times
FULL PAGE 10 1/4" x 14" (980 agates / 5 x 196 agates)		\$6,275	\$5,565	\$5,085	\$4,600	\$4,035
MAGAZINE PAGE 8" x 10" (560 agates / 4 x 140 agates)		\$3,585	\$3,175	\$2,900	\$2,630	\$2,310
HALF PAGE 10 1/4" x 7" (500 agates / 5 x 100 agates)		\$3,200	\$2,845	\$2,590	\$2,345	\$2,070
ONE-THIRD PAGE 6" x 7" (300 agates / 3 x 100 agates)		\$1,930	\$1,700	\$1,555	\$1,405	\$1,250
ONE-QUARTER PAGE 4" x 9" (252 agates / 2 x 126 agates)		\$1,615	\$1,430	\$1,315	\$1,190	\$1,040
ONE-SIXTH PAGE 4" x 6" (170 agates / 2 x 85 agates)		\$1,085	\$955	\$885	\$830	\$705
ONE-EIGHTH PAGE 4" x 4 1/2" (120 agates / 2 x 60 agates)		\$770	\$685	\$625	\$565	\$505
PROFESSIONAL CARD 4" x 2 1/8" (60 agates / 2 x 30 agates)		\$395	\$340	\$310	\$285	\$250
EAR LUG 2" x 1 1/2"		\$775	\$685	\$625	\$565	\$505
BASEBAR 10 1/4" x 2 1/8" (150 agates / 5 x 30 agates)		\$1,530	\$1,370	\$1,245	\$1,140	\$990

Agency Commission — 15% of gross billings to accredited agencies only.

GST will apply to above rates.

Surcharge for guaranteed position — 10%.

Typesetting Fee — 15%.

All advertising copy subject to approval of the publisher.

Process Colour \$915 Extra

One Colour \$365 Extra

Please forward all artwork for *The Lawyers Weekly* to: tlwartwork@lexisnexis.ca

2010 Editorial Calendar (48 Issues)

Issue No.	Issue Date	Booking and Material Closing Date	Topic 1	Topic 2
2933	January 15	December 31	Insurance Law	Energy Law
2934	January 22	January 8	Intellectual Property	Environmental Law
2935	January 29	January 15	Business Law	Civil Litigation
2936	February 5	January 22	Personal Injury	Immigration Law
2937	February 12	January 29	ADR	Internet & E-Commerce
2938	February 19	February 5	Family Law	Securities Law
2939	February 26	February 12	Real Property	Criminal Law
2940	March 5	February 19	Labour & Employment Law	Wills, Estates, Charities & Trusts
2941	March 12	February 26	Business Law	Intellectual Property
2942	March 19	March 5	Tax Law	Bankruptcy & Insolvency
2943	March 26	March 12	Insurance Law	Media & Entertainment Law
2944	April 2	March 19	ADR	International Trade
2945	April 9	March 26	Wills, Estates, Charities & Trusts	Family Law
2946	April 16	April 2	Constitutional Law	Information Technology
2947	April 23	April 9	Real Property	Aboriginal Law
2948	April 30	April 16	Personal Injury	Health Law
3001	May 7	April 23	Intellectual Property	Insurance Law
3002	May 14	April 30	Business Law	Cross-Border Law
3003	May 21	May 7	Labour & Employment Law	Immigration Law
3004	May 28	May 14	Civil Litigation	Family Law
3005	June 4	May 21	Information Technology	Criminal Law
3006	June 11	May 28	Insurance Law	Municipal Law
3007	June 18	June 4	ADR	Environmental Law
3008	June 25	June 11	Personal Injury	Wills, Estates, Charities & Trusts
3009	July 2	June 18	Family Law	Real Property
3010	July 9	June 25	Labour & Employment Law	Privacy Law
3011	July 16	July 2	Business Law	International Trade
3012	August 6	July 23	Intellectual Property	Pensions & Benefits
3013	August 13	July 30	CBA	CBA
3014	August 20	August 6	Insurance Law	Cross-Border Law
3015	August 27	August 13	Constitutional Law	Real Property
3016	September 3	August 20	Civil Litigation	Biotechnology Law
3017	September 10	August 27	Labour & Employment Law	Personal Injury
3018	September 17	September 3	ADR	Intellectual Property
3019	September 24	September 10	Family Law	Aboriginal Law
3020	October 1	September 17	Information Technology	Municipal Law
3021	October 8	September 24	Real Property	Environmental Law
3022	October 15	October 1	Business Law	Media & Entertainment Law
3023	October 22	October 8	Criminal Law	Immigration Law
3024	October 29	October 15	Insurance Law	Legal Aid/Pro Bono Law
3025	November 5	October 22	Labour & Employment Law	Personal Injury
3026	November 12	October 29	Family Law	Cross-Border Law
3027	November 19	November 5	Information Technology	Bankruptcy & Insolvency
3028	November 26	November 12	Intellectual Property	Construction Law
3029	December 3	November 19	Wills, Estates, Charities & Trusts	Procurement
3030	December 10	November 26	ADR	Administrative Law
3031	December 17	December 3	Personal Injury	Criminal Law
3032	December 24	December 10	Real Property	Year in Review

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Inserts and Polybags

The most visible way to advertise your message is through direct mail distribution. Your announcement cards, catalogues, promotional postcards, flyers, newsletters or brochures can be distributed between the advertising pages, as an insert. You also have the option of placing the insert on the outside of the publication wrapped in plastic, as a polybag.

Inserts are the most up-front form of advertising available. Your message will reach your target audience in personally addressed copies, making it an efficient, affordable alternative to renting independent lists. You may select full-run distribution, or you may request zoning, which targets those professionals in specific postal code areas.

For maximum impact, inserts or polybags may be combined with a strategic use of on-page advertising and teasers — the affordable alternative to direct mail.

	Full Run	Zoned
Insert	\$180 per 1,000	\$230 per 1,000
Polybag (includes one insert piece)	\$290 per 1,000	\$335 per 1,000

Maximum Size:

8½" x 11" (folded to 8½" x 5½") piece.

Weight:

Maximum 5 grams. Overweight charges apply.

Booking Deadline:

Inserts must be booked at least three weeks in advance.

Material Deadline:

Your inserts must arrive no later than the Monday, 11 days prior to the issue date.

Shipping Instructions:

Please ship sufficient quantities directly to —

Reliable Bookbinders

20 Rolark Drive

Scarborough, ON M1R 4G2

Tel.: 416-291-5571

Fax: 416-291-3669

All boxes must be marked "THE LAWYERS WEEKLY" with issue date and quantities.

Classified Advertising

Line ads:

\$54 for the first 15 words and \$1.60 for each word after.

Box Number: \$54 per advertisement.

All advertising copy subject to approval of the publisher.

To book your classified advertisement in *The Lawyers Weekly*, please email us at: classified@lexisnexis.ca

Expert Witness Directory

The Expert Witness Directory is published in both *The Lawyers Weekly* and *Ontario Reports*:

- Combined weekly distribution — 61,000
- Combined weekly readership — 123,000

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The Lawyers Weekly Web Site

www.thelawyersweekly.ca

Profile

A logical enhancement to your on-page advertising program, *The Lawyers Weekly* Web Site brings your business into the 21st century. Bold graphics and an easy-to-read format make *The Lawyers Weekly* Web Site a must in your advertising program.

Updated weekly, *The Lawyers Weekly* Web Site contains the week's top news stories and other important legal business information. The site is visited regularly by legal professionals across Canada.

DIGITAL VERSION

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2010 Banner Advertising Rates

Size (width x height) Rate* (per month)

VERTICAL TOWER

2.2" x 8.3" (160 pixels wide x 600 pixels high) \$965
— remains until refresh or new viewer

TOP LEFT OR RIGHT BANNER

1.67" x 0.83" (160 pixels wide x 80 pixels high) \$430
— remains until refresh or new viewer

BOTTOM HORIZONTAL FOOTER/BASEBAR

6.5" x 0.83" (470 pixels wide x 60 pixels high) \$535
— appears when scrolling to lower portion of the page

BOTTOM LEFT OR RIGHT BANNER

1.67" x 0.83" (120 pixels wide x 60 pixels high) \$320
— appears when scrolling to lower portion of the page

*Minimum 4-month requirement.

Links:

All advertisements include a hotlink capability at no extra charge.

Production Details:

Advertisers to supply creative in final GIF or JPEG format. Advertisement files must not exceed 150K.

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