

The Lawyers Weekly – Print and Digital



Profile

Now in its 29th year as Canada's premier national weekly legal news source, *The Lawyers Weekly*, available in digital or print, 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 17,953* (**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. Readership is also enhanced with site licences for major law firms, government departments and academic institutions.

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 2010 / February 26, 2010 Edition

2011 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)		\$6,525	\$5,785	\$5,285	\$4,785	\$4,195
MAGAZINE PAGE 8" x 10" (560 agates / 4 x 140 agates)		\$3,725	\$3,300	\$3,015	\$2,735	\$2,400
HALF PAGE 10 1/4" x 7" (500 agates / 5 x 100 agates)		\$3,325	\$2,955	\$2,690	\$2,435	\$2,150
ONE-THIRD PAGE 6" x 7" (300 agates / 3 x 100 agates)		\$2,005	\$1,765	\$1,615	\$1,460	\$1,300
ONE-QUARTER PAGE 4" x 9" (252 agates / 2 x 126 agates)		\$1,685	\$1,485	\$1,365	\$1,235	\$1,080
ONE-SIXTH PAGE 4" x 6" (170 agates / 2 x 85 agates)		\$1,125	\$990	\$920	\$860	\$730
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)		\$410	\$350	\$320	\$295	\$260
EAR LUG 2" x 1 1/2"		\$805	\$710	\$650	\$585	\$525
BASEBAR 10 1/4" x 2 1/8" (150 agates / 5 x 30 agates)		\$1,590	\$1,420	\$1,290	\$1,185	\$1,025

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

Surcharge for guaranteed position – 10%.

Typesetting Fee – 18% (if applicable).

All advertising copy subject to approval of the publisher.

Process Colour \$915 Extra

One Colour \$365 Extra

Note: Rates do not include applicable taxes.

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

2011 Editorial Calendar (48 Issues)

Issue No.	Issue Date	Booking and Material Closing Date	Topic 1	Topic 2
3033	January 14	December 31	Insurance Law	Energy Law
3034	January 21	January 7	Intellectual Property	Environmental Law
3035	January 28	January 14	Business Law	Civil Litigation
3036	February 4	January 21	Personal Injury	Immigration Law
3037	February 11	January 28	ADR	Internet & E-Commerce
3038	February 18	February 4	Family Law	Securities Law
3039	February 25	February 11	Real Property	Criminal Law
3040	March 4	February 18	Labour & Employment Law	Wills, Estates, Charities & Trusts
3041	March 11	February 25	Business Law	Intellectual Property
3042	March 18	March 4	Tax Law	Bankruptcy & Insolvency
3043	March 25	March 11	Insurance Law	Media & Entertainment Law
3044	April 1	March 18	ADR	International Trade
3045	April 8	March 25	Wills, Estates, Charities & Trusts	Family Law
3046	April 15	April 1	Constitutional Law	Information Technology
3047	April 22	April 8	Real Property	Aboriginal Law
3048	April 29	April 15	Personal Injury	Health Law
3101	May 6	April 22	Intellectual Property	Insurance Law
3102	May 13	April 29	Business Law	Cross-Border Law
3103	May 20	May 6	Labour & Employment Law	Immigration Law
3104	May 27	May 13	Civil Litigation	Family Law
3105	June 3	May 20	Information Technology	Criminal Law
3106	June 10	May 27	Insurance Law	Municipal Law
3107	June 17	June 3	ADR	Environmental Law
3108	June 24	June 10	Personal Injury	Wills, Estates, Charities & Trusts
3109	July 1	June 17	Intellectual Property	Real Property
3110	July 8	June 24	Labour & Employment Law	Privacy Law
3111	July 15	July 1	Business Law	International Trade
3112	August 5	July 22	Family Law	Pensions & Benefits
3113	August 12	July 29	CBA	CBA
3114	August 19	August 5	Insurance Law	Cross-Border Law
3115	August 26	August 12	Constitutional Law	Real Property
3116	September 2	August 19	Civil Litigation	Biotechnology Law
3117	September 9	August 26	Labour & Employment Law	Personal Injury
3118	September 16	September 2	ADR	Intellectual Property
3119	September 23	September 9	Family Law	Aboriginal Law
3120	September 30	September 16	Information Technology	Municipal Law
3121	October 7	September 23	Real Property	Environmental Law
3122	October 14	September 30	Business Law	Media & Entertainment Law
3123	October 21	October 7	Criminal Law	Immigration Law
3124	October 28	October 14	Insurance Law	Legal Aid/Pro Bono Law
3125	November 4	October 21	Labour & Employment Law	Personal Injury
3126	November 11	October 28	Family Law	Cross-Border Law
3127	November 18	November 4	Information Technology	Bankruptcy & Insolvency
3128	November 25	November 11	Intellectual Property	Construction Law
3129	December 2	November 18	Wills, Estates, Charities & Trusts	Procurement
3130	December 9	November 25	ADR	Administrative Law
3131	December 16	December 2	Personal Injury	Year in Review
3132	December 23	December 9	Real Property	Criminal Law

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Ad Sponsorship Package – Digital Edition Only

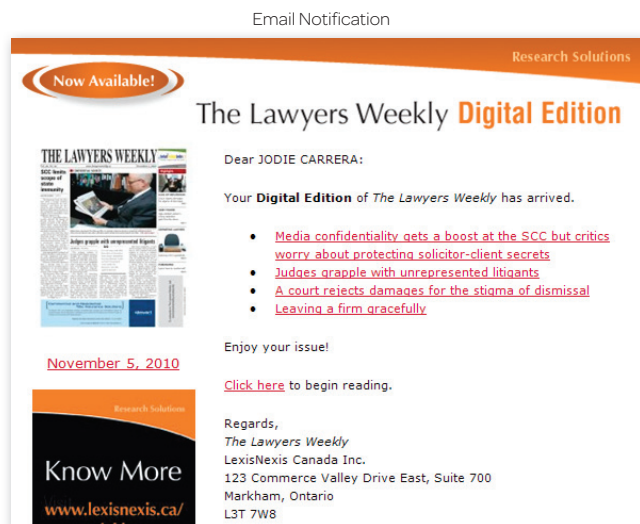
(See Digital Production Requirements, page 20)

Available to a single advertiser per month – \$850 per issue

Package includes:

- 1) Exclusive ad presence on that week’s email notification
- 2) Front page navigation bar – top right, with logo
- 3) Tile ad on front page below Table of Contents

* See material specifications on page 20



Inserts and Polybags

Your announcement cards, catalogues, promotional postcards, flyers, newsletters or brochures can be distributed between the advertising pages of the print version. You also have the option of placing the insert on the outside of the publication wrapped in plastic, as a polybag.

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.

	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

Word 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

Note: Rates do not include applicable taxes.

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

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.



2011 Banner Advertising Rates

Size (width x height)	Rate* (per month)
VERTICAL TOWER	
2.2" x 8.3" (160 pixels wide x 600 pixels high) – remains until refresh or new viewer	\$965
TOP LEFT OR RIGHT BANNER	
1.67" x 0.83" (160 pixels wide x 80 pixels high) – remains until refresh or new viewer	\$430
BOTTOM HORIZONTAL FOOTER/BASEBAR	
6.5" x 0.83" (470 pixels wide x 60 pixels high) – appears when scrolling to lower portion of the page	\$535
BOTTOM LEFT OR RIGHT BANNER	
1.67" x 0.83" (120 pixels wide x 60 pixels high) – appears when scrolling to lower portion of the page	\$320

*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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