

The Lawyers Weekly

Special Glossy Supplements – 2015 Media Kit



Supplements that help you reach high net worth legal professionals in Canada.

- *In-House Counsel*
- *Recovery*

THE LAWYERS WEEKLY MAGAZINES

Special Glossy Supplements – 2015 Media Kit

The Lawyers Weekly is Canada's premier independent news source for lawyers. It provides legal professionals with the information essential to working in today's challenging and competitive business environments. With hard-hitting news, opinions and feature articles, readers find the information they need to make key decisions.

In 2015, *The Lawyers Weekly* continues its tradition of providing in-depth explorations into important topics facing the legal profession by revisiting *Recovery* in our publishing schedule.

In-House Counsel

The Lawyers Weekly In-House Counsel targets the growing corporate counsel market. It includes profiles and editorial features that explore management, legal technology, recruitment, career advancement and regulatory compliance. *In-House Counsel* also explores cutting-edge issues such as work-life balance and corporate social responsibility. As corporate counsel move to the forefront of the legal business world, *In-House Counsel* guides them with the news they want and need to know. Reaching a sophisticated audience of general counsel with the nation's leading corporations, *In-House Counsel* informs its readers on developments that directly affect their legal departments, their companies and their careers.

Recovery

Recovery magazine provides insight and expert commentary on personal injury law in Canada. From precedent-setting cases, to the latest industry trends, *Recovery* is a must-read for personal injury lawyers. *Recovery* builds on the Personal Injury Focus section of *The Lawyers Weekly*, providing in-depth coverage on topics directly affecting personal injury lawyers. Magazine articles focus on unpacking the complex legal and practice management issues that are essential to understand in order to thrive in a competitive market.



Distribution: *The Lawyers Weekly*
Distribution: 30,000+
Frequency: 2 times in 2015
Distribution Dates: May 15, 2015
October 23, 2015



Distribution: *The Lawyers Weekly*
Distribution: 30,000+
Frequency: Once in 2015
Distribution Date: September 25, 2015

Reach the key decision makers in the legal industry by advertising in these highly targeted supplements. Maximize audience reach and frequency through the effective combination of supplement advertising insertions.

IN-HOUSE COUNSEL RECOVERY

The Lawyers Weekly In-House Counsel is a special glossy supplement targeting the growing corporate counsel market. It includes profiles and editorial features that explore management, legal technology, recruitment, career advancement and regulatory compliance. *In-House Counsel* also explores cutting-edge issues such as work-life balance and corporate social responsibility.

As corporate counsel move to the forefront of the legal business world, *In-House Counsel* guides them with the news they want and need to know. Reaching a sophisticated audience of general counsel with the nation's leading corporations, *In-House Counsel* informs its readers on developments that directly affect their legal departments, their companies and their careers

The Lawyers Weekly Recovery provides insight and expert commentary on personal injury law in Canada. From precedent-setting cases, to the latest industry trends, *Recovery* is a must-read for personal injury lawyers. *Recovery* builds on the Personal Injury Focus section of *The Lawyers Weekly*, providing in-depth coverage on topics directly affecting personal injury lawyers. Magazine articles focus on unpacking the complex legal and practice management issues that are essential to understand in order to thrive in a competitive market.

About *The Lawyers Weekly*

Now in its 33rd year as Canada's premier national weekly legal news source, *The Lawyers Weekly*, available in digital and print, provides lawyers with information essential to building and maintaining a successful practice in today's competitive business environment.

The Lawyers Weekly, one of the most highly recognized brands in Canada's legal industry, is read by lawyers, judges and other legal professionals across Canada each week.

With 27,844* copies distributed throughout Canada each week, *The Lawyers Weekly* is one of the most highly recognized brands in Canada's legal industry, read by both

private practice and corporate lawyers. Readership is enhanced with over 8,435* site license users for major law firms, government departments, academic institutions and research libraries.

Reach your target audience with
CCAB Audited Distribution:

Over **27,844** personally addressed copies
Plus **8,435** site license users

SOCIAL MEDIA PROMOTION

In-House Counsel and *Recovery* magazines are promoted through search engine marketing and social media channels, driving readers to the digital publication and maximizing the number of corporate counsel who see your message.

Get your message out to the key decision makers in the corporate and personal injury legal communities.

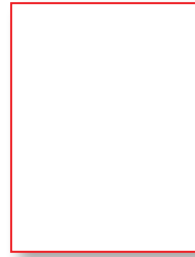


In-House Counsel + Recovery

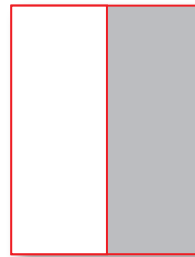
Reaching Canada's specialists in corporate and personal injury law.

2015 Rates & Dates

	SIZES	FOR RATES
Inside Front Cover	7.625"W x 10.125"H (live area)	\$2,870
Inside Back Cover	8.375"W x 10.875"H (trim)	
Back Cover	8.625"W x 11.125"H (bleed)	
Full Page	7.625"W x 10.125"H (live area) 8.625"W x 11.125"H (bleed)	\$2,420
Half-Page Vertical	3.453"W x 9.708"H	\$1,410
Half-Page Horizontal	7.062"W x 4.776"H	\$1,410
Quarter Page	3.453"W x 4.776"H	\$860



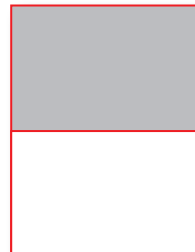
FULL PAGE
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1/2-PAGE VERTICAL
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Advertising prices include process colour.

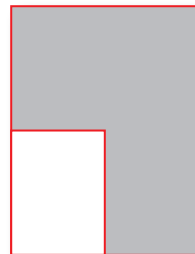
Trim Size of Magazine: 8.375" wide by 10.875" deep



1/2-PAGE HORIZONTAL
7.062" x 4.776"

Advertising Deadline

2015 Issue Dates (mailed with)	Booking Deadline	Material Deadline
<i>In-House Counsel</i> May 15	March 18	April 1
<i>Recovery</i> September 25	August 5	August 19
<i>In-House Counsel</i> October 23	September 2	September 16



1/4-PAGE
3.453" x 4.776"

Frequency Discount

3 Issues – 15%