

The Lawyers Weekly

The Bottom Line

Special Glossy Supplements – 2014 Media Kit



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

- *Succession Planning*
- *Forensic Accounting & Fraud*

THE LAWYERS WEEKLY & THE BOTTOM LINE MAGAZINES

Special Glossy Supplements – 2014 Media Kit

The Lawyers Weekly and *The Bottom Line* are Canada's premier independent news sources for lawyers and accounting professionals. Together, they provide legal and financial 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 2014, *The Lawyers Weekly* and *The Bottom Line* continue the tradition of teaming up to provide their combined audiences with in-depth explorations into important topics facing the legal and accounting professions.

Succession Planning

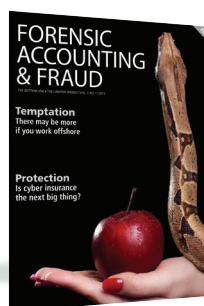
With the imminent retirement of many Baby Boomers, planning for the successful continuation of a business is more critical than ever. Few things are more important in a career than realizing value from a company when selling, or achieving lasting value when purchasing a business. *Succession Planning* illustrates how to do it right and who to do it with, from both the financial and legal perspectives.



Distribution: *The Lawyers Weekly* &
The Bottom Line
Combined Distribution: 50,000+
Frequency: 3 times in 2014
Distribution Dates: March/April 2014
July/August 2014
November/December 2014

Forensic Accounting & Fraud

Unfortunately, fraud is a fact of life. Defending others against this devastating crime is the work of a select group of legal, financial and technical gatekeepers who are deeply committed specialists. Today, these specialists combine forces, bringing technological training, forensic accounting expertise, legal experience and investigative acumen to take down fraudsters. *Forensic Accounting and Fraud* looks at the people who delve into this dark world to protect the rest of us. It examines the tools they use, the commitment they display in the financial and legal arenas, how threats are evolving and what goes on inside the minds of fraudsters.



Distribution: *The Lawyers Weekly* &
The Bottom Line
Combined Distribution: 50,000+
Frequency: 2 times in 2014
Distribution Dates: June/July 2014
December 2014

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

SUCCESSION PLANNING

With the imminent retirement of many Baby Boomers, planning for the successful continuation of a business is more critical than ever. Few things are more important in a career than realizing value from a company when selling, or achieving lasting value when purchasing a business. Succession Planning illustrates how to do it right and who to do it with, from both the financial and legal perspectives.

About *The Lawyers Weekly*

Now in its 32nd 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 18,053* 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 6,782* site license users for major law firms, government departments, academic institutions and research libraries.

About *The Bottom Line*

The Bottom Line is the only fully independent publication serving the memberships of all Canada's major accounting bodies. With circulation of 30,475** every issue enjoys remarkable top-tier penetration with professional decision-makers and managers.

Published 16 times annually, *The Bottom Line* is the vehicle of choice for advertisers seeking to widen their brand exposure throughout key accounting demographics.

*The Lawyers Weekly CCAB Circulation Statement March 2013

**The Bottom Line CCAB Circulation Statement June 2013

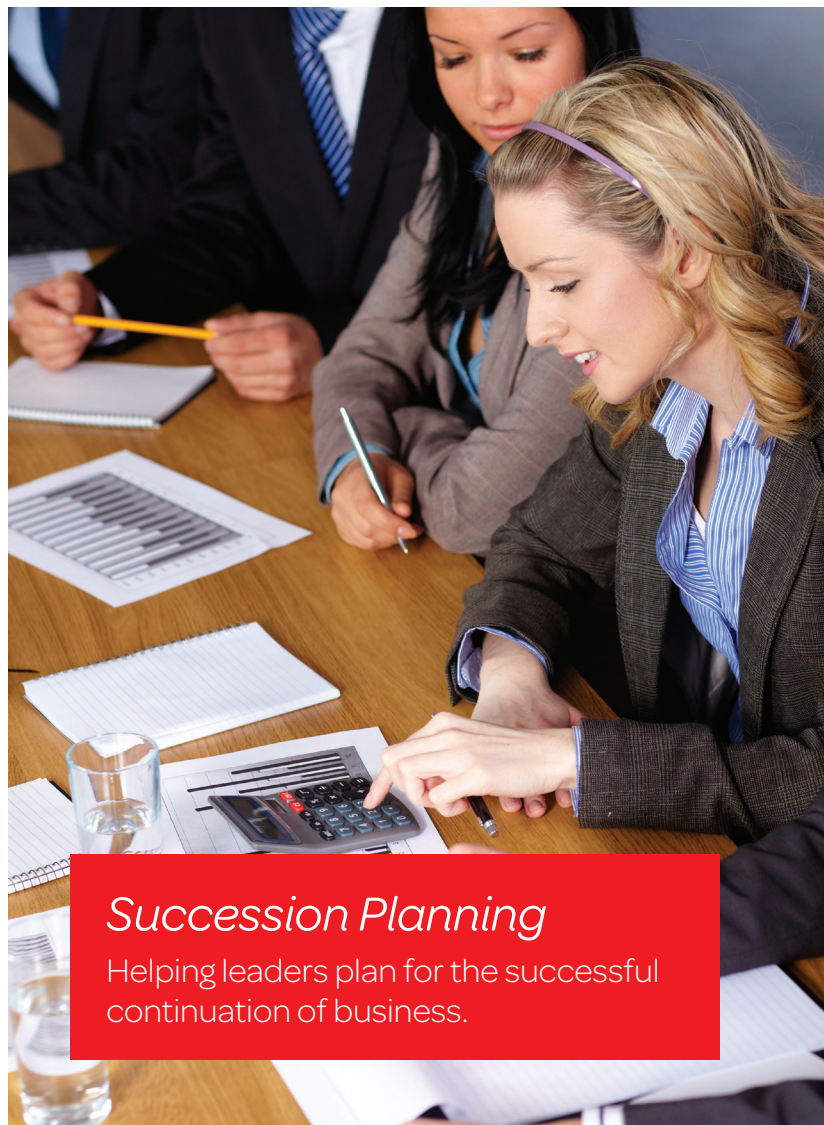
Reach your target audience with
CCAB Audited Distribution:

Over **48,528** personally addressed copies
6,782 site license users

SOCIAL MEDIA PROMOTION

Succession Planning magazine is promoted through search engine marketing and social media channels, driving readers to the digital publication and maximizing the number of legal and financial professionals who see your message.

Don't miss the opportunity to be front and center. Get your message out to key decision makers in the legal and financial community.

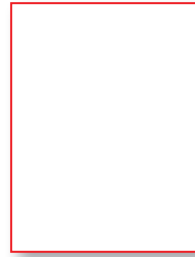


Succession Planning

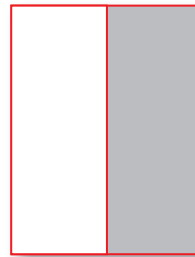
Helping leaders plan for the successful continuation of business.

2014 Rates & Dates

	SIZES	RATES
Inside Front Cover	7.625"W x 10.125"H (live area)	\$5,458
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)	\$4,646
Half-Page Vertical	3.453"W x 9.708"H	\$2,349
Half-Page Horizontal	7.062"W x 4.776"H	\$2,349
Quarter Page	3.453"W x 4.776"H	\$1,639



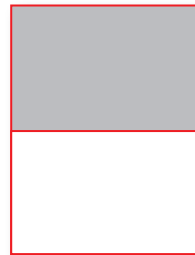
FULL PAGE
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8.625" x 11.125" (bleed)



1/2-PAGE VERTICAL
3.453" x 9.708"

Advertising prices include process colour.

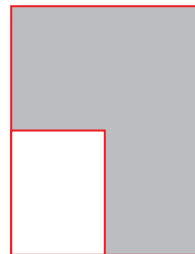
Trim Size of Magazine: 8.375" wide by 10.875" deep



1/2-PAGE HORIZONTAL
7.062" x 4.776"

Advertising Deadline

2014 Issue Dates (mailed with)	Booking Deadline	Material Deadline
<i>The Lawyers Weekly</i>		
March 28	February 5	February 12
July 25	May 28	June 11
November 28	October 1	October 15
<i>The Bottom Line</i>		
April	February 5	February 12
August	May 28	June 11
December	October 1	October 15



1/4-PAGE
3.453" x 4.776"

Frequency Discount

2 Issues - 10%
3 Issues - 15%
4 Issues - 20%

FORENSIC ACCOUNTING & FRAUD

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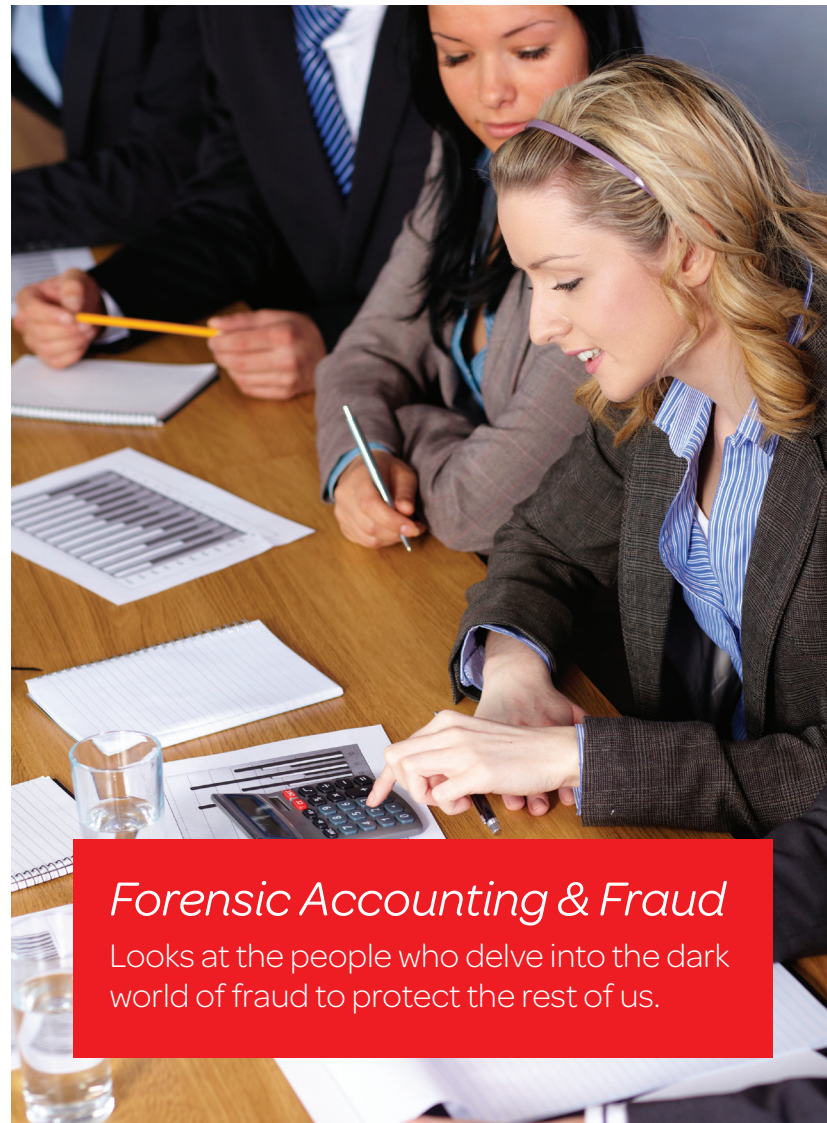
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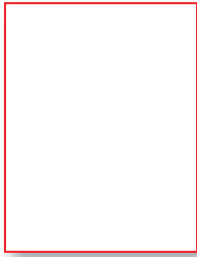
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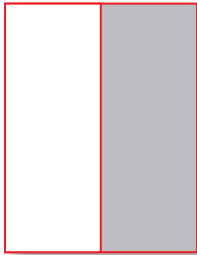
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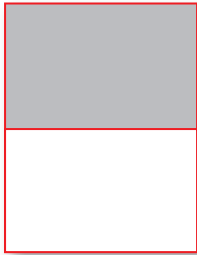
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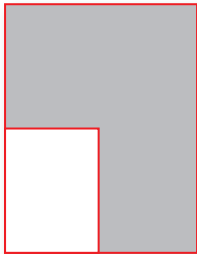
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