

The Lawyers Weekly

The Bottom Line

Special Glossy Supplements – 2016 Media Kit



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

• *Succession Planning*

THE LAWYERS WEEKLY & THE BOTTOM LINE MAGAZINES

Special Glossy Supplements – 2016 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 2016, *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: 60,000+

Frequency: 3 times in 2016

Distribution Dates: May/April 15

August/July 22

January / December 16

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

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About *The Lawyers Weekly*

Now in its 34th 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 27,991* 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 10,754* 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 29,564** 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 2015

**The Bottom Line CCAB Circulation Statement June 2015

Reach your target audience with
CCAB Audited Distribution:

Over **57,555** personally addressed copies
Plus **10,754** 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.

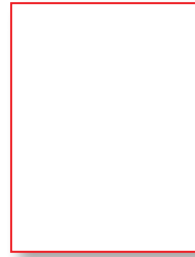


Succession Planning

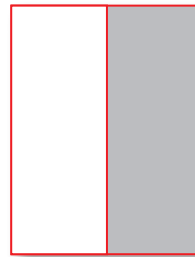
Helping leaders plan for the successful continuation of business.

2016 Rates & Dates

| | SIZES | RATES |
|----------------------|--|---------|
| Inside Front Cover | 7.625"W x 10.125"H (live area) | \$5,790 |
| 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) | \$4,930 |
| Half-Page Vertical | 3.453"W x 9.708"H | \$2,490 |
| Half-Page Horizontal | 7.062"W x 4.776"H | \$2,490 |
| Quarter Page | 3.453"W x 4.776"H | \$1,735 |



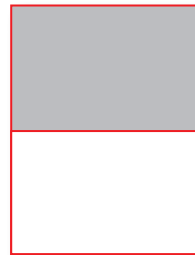
FULL PAGE
8.375" x 10.875" (trim)
8.625" x 11.125" (bleed)



1/2-PAGE VERTICAL
3.453" x 9.708"

Advertising prices include process colour.

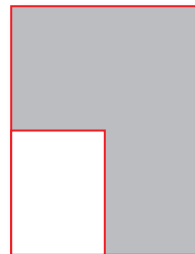
Trim Size of Magazine: 8.375" wide by 10.875" deep



1/2-PAGE HORIZONTAL
7.062" x 4.776"

Advertising Deadline

| 2016 Issue Dates (mailed with) | Booking Deadline | Material Deadline |
|--------------------------------------|------------------|-------------------|
| <i>The Lawyers Weekly</i> | | |
| April 15 | February 24 | March 9 |
| July 22 | May 25 | June 8 |
| November 25 | September 28 | October 12 |
| <i>The Bottom Line</i> | | |
| May | February 24 | March 9 |
| August | May 25 | June 8 |
| December | September 28 | October 12 |



1/4-PAGE
3.453" x 4.776"

Frequency Discount

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