

# THE LAWYER

## MARKETING SOLUTIONS

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Connecting your business with the  
highest quality legal community.

# Our Audience

## Access to the most powerful legal network

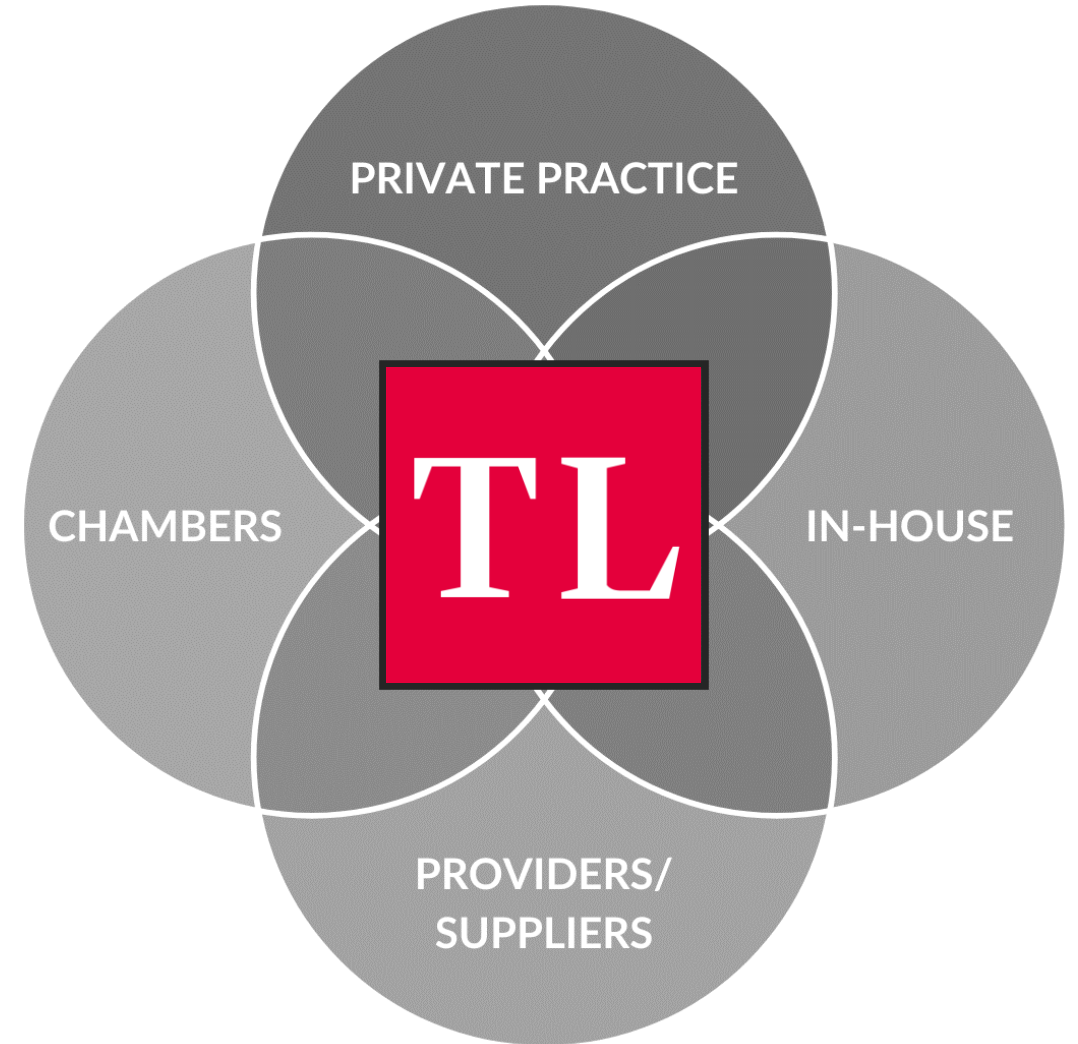
*The Lawyer* is the leading source of information and intelligence for the business of law, with a highly engaged audience that covers all sides of the market.

With our data-driven insights and award-winning\* editorial commentary we help lawyers to see around corners, identify new opportunities and anticipate their next big challenges.

\* PPA Market Intelligence Brand & Product of the Year 2022

\* PPA Business Information Product of the Year 2020

\* PPA Editor of the Year 2019





# **Rely on The Lawyer for data-rich intelligence to help you make decisions that make a difference.**

We have been able to build an engaged network that includes leadership teams, partners, general counsel, c-suite executives and other influential figures from the legal industry.

# The Lawyer in numbers

## WEBSITE

**206,000**

Average monthly unique visitors on thelawyer.com

**10M+**

Total annual page views on thelawyer.com

**4.3M+**

Total annual visitors to the lawyer.com

## EMAIL

**265,000+**

Total newsletter subscribers

**21M+**

Total newsletter email opens

**43,000+**

Daily Horizon contactable subscribers

## EVENTS/ WEBINARS

**25+**

Events and webinars

**2,600**

Live event attendees

**1,600+**

Live webinar views

## BRIEFING ROOM

**17,000+**

Total visits since launch

**77,000+**

Page views since launch

**8,000+**

Total unique visits since launch

## SOCIAL MEDIA

**164,000+**

Total followers

**1.4M+**

Linkedin impressions

**44,000**

Total link clicks (LinkedIn)

*Figures and statistics are for 2022*

# Key insights into our audience

*The Lawyer's* audience is comprised of senior leaders working across private practice and in-house legal teams. Our readership is growing year-on-year in size and engagement.

## Private Practice

**99,000+**



Registered private practice users on thelawyer.com

**25,000+**



Contactable subscribers to our Innovation & Delivery weekly newsletter

**96%**



Of the top 50 UK and top 50 US law firms subscribe to thelawyer.com

## In-house

**18,260+**



Registered in-house users on thelawyer.com

**49.8%**



Of registered in-house users are general or legal counsel

**1,500**



Members of The Lawyer's VIP In-house Influencers Panel

**31,000+**



Subscribers to our In-house Insider weekly newsletter

Figures and statistics are recorded as at January 2023. 'Users' are counted as those with activity across two year time span

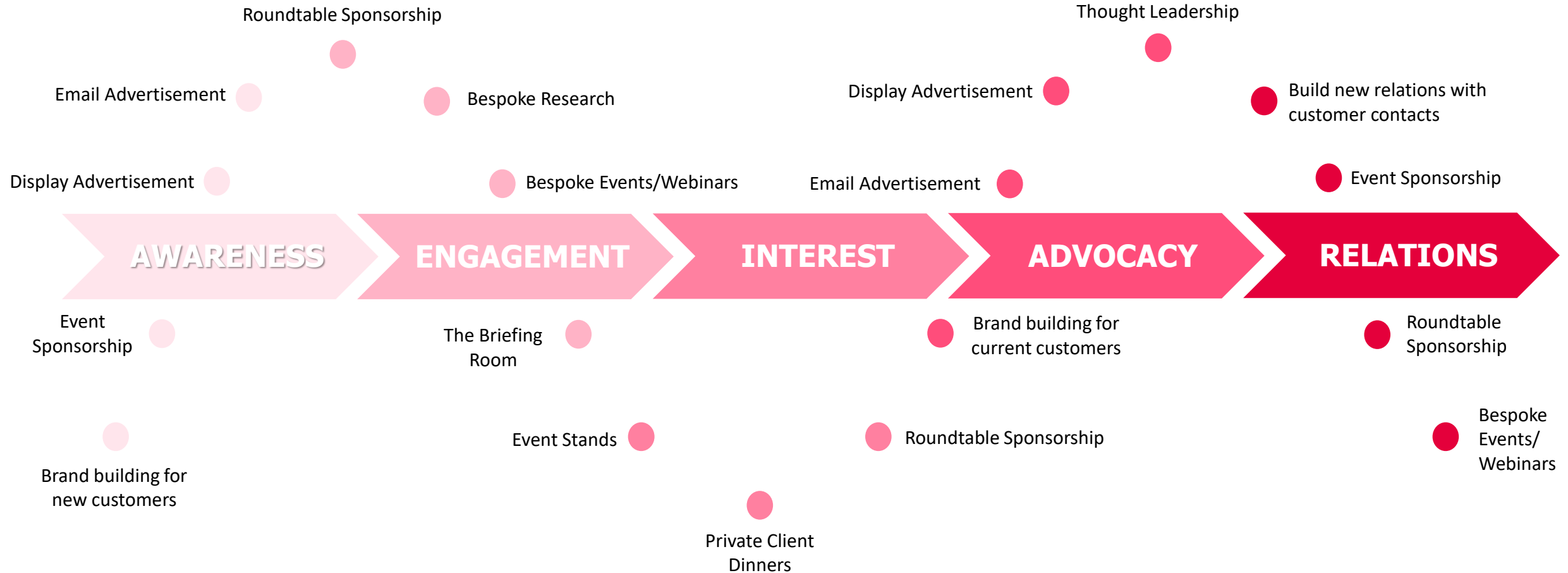


# YOUR OBJECTIVES

**What do you want to achieve?**

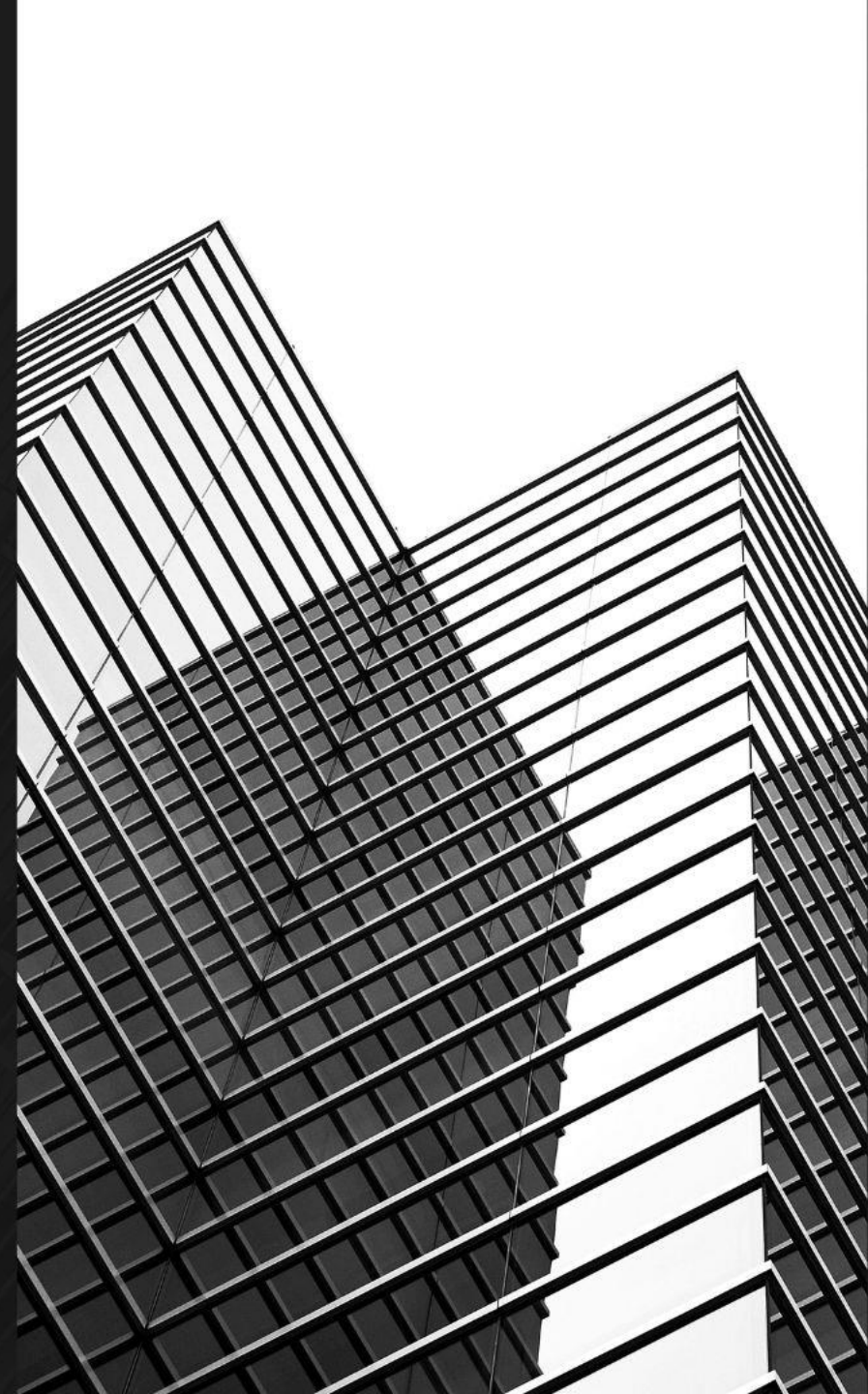
- ✔ To build your brand?
- ✔ To create relationships?
- ✔ To generate demand?
- ✔ To nurture current customers?

# Engage your audience through the entire journey



**THE LAWYER**

# **OUR SOLUTIONS**



# Targeted Digital Advertising at the heart of law

In an increasingly crowded digital world, ensuring that your message receives maximum exposure and impact is critical. We offer multi-channel digital display campaigns that build brand recognition with your target audience segment.

Target groups can include private practice, in-house, litigators and leadership teams.

## WHAT WE OFFER

We offer the following digital products to help you achieve your marketing objectives whether they be **lead generation**, **thought leadership** or **brand awareness**:

**DISPLAY ADVERTISING**

**NEWSLETTER SPONSORSHIP (including Horizon)**

**THIRD-PARTY EMAILS TO THE LAWYER'S DATABASE**

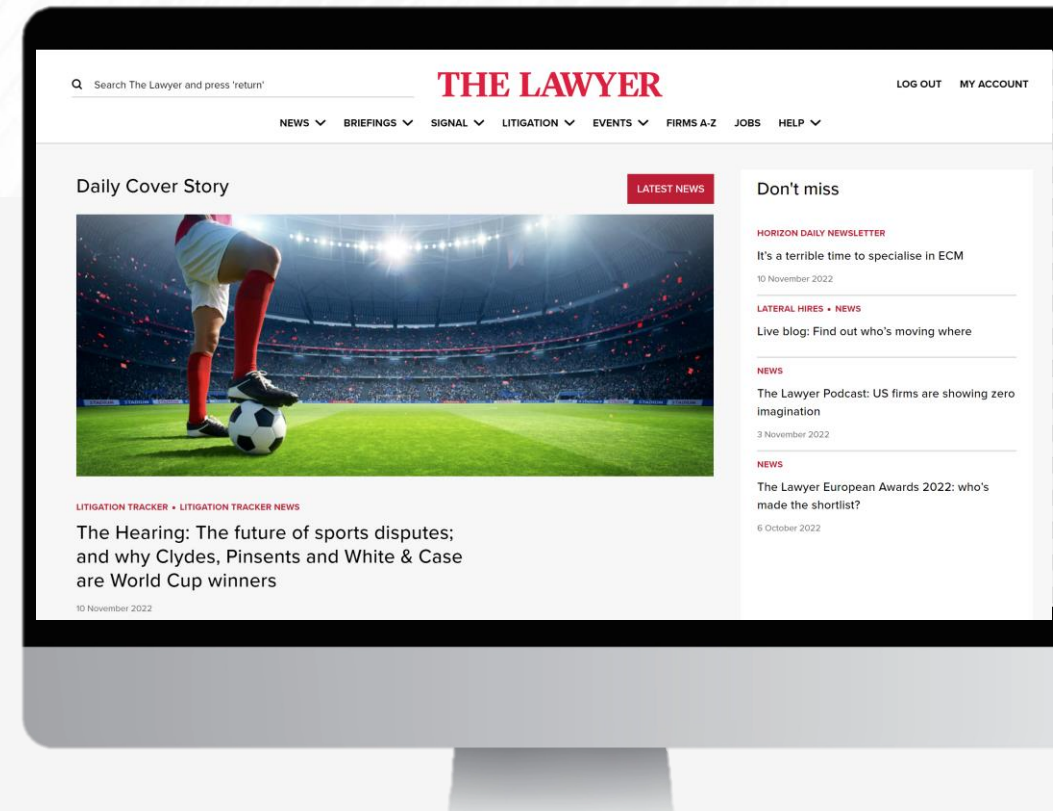
**CONTENT MARKETING (Briefings)**

**96%**

Market coverage with the UK's top 50 law firms and top US firms based in London

**10 Million+**

Page views on thelawyer.com annually



# Online Display

## Homepage site takeover

1 week of exclusive use £9,977

Channel Sponsor £6,044 per month

Advertisers can place generic ads on the website that are served on a volume basis over a specific timescale.

Super Leader board £60 per 1,000 impressions

Billboard £120 per 1,000 impressions

MPU 66 per 1,000 impressions

Half Page Unit £96 per 1,000 impressions

Sidebars £151 per 1,000 impressions

## Premium Targeting Service

We provide a premium service for targeting your ads based on user behaviour, job title, practice area and location.

For example, advertisers looking to target the top 200 UK law firms involved in disputes & litigation can do so via practice areas, or they can serve ads to users based on content that is related to the advertiser's products and services during their journey through thelawyer.com.

Super Leader board £84 per 1,000 impressions

Billboard £145 per 1,000 impressions

MPU £90 per 1,000 impressions

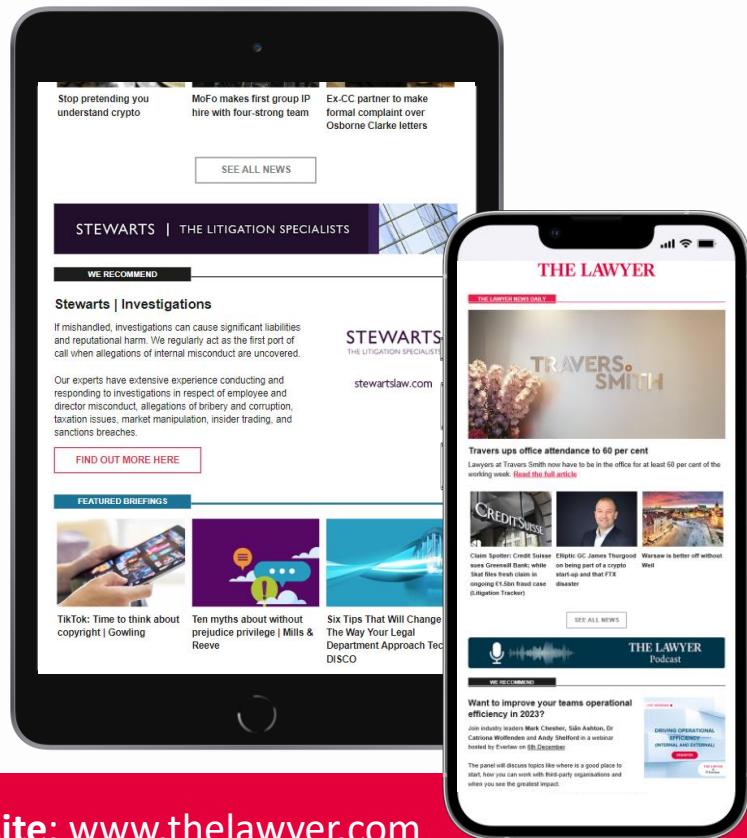
Half Page Unit £121 per 1,000 impressions

Sidebars £176 per 1,000 impressions

# Email Advertising

Sponsorship of e-newsletters targeted at various use demographics are available, providing banner ads at the top of each alert or ad promotion boxes further down the emails.

You can select from the following email alerts and newsletters that are circulated:



← Leader board example

← Ad text box example

## DAILY

The Lawyer News Daily	contactable subscriber list of 77,000
1 week's banner advertisement	= £4840
1 week's sponsored text box	= £5445

## WEEKLY

The Lawyer Briefings Digest	contactable subscriber list of 56,000
The Lawyer In-house Insider	29,000
The Lawyer Litigation Weekly	29,000
The Lawyer Deals Insider	27,000
The Lawyer Innovation & Delivery	23,000
1 month's banner advertisement	= £3206
1 month's sponsored text box	= £3570

## 3<sup>rd</sup> PARTY EMAIL

Email to entire database (6,000+ recipients)	£10,945+
Email to segment	£423 per 1,000 recipients

# Horizon

Exclusive to subscribers of *The Lawyer*, Horizon delivers editorial insight and analysis straight to readers' inboxes every day at 7 am.

Horizon is by far our most engaged email product. The embodiment of *The Lawyer's* mission in a single product, Horizon delivers data-driven editorial commentary to senior leaders in law, who have a daily habit of reading it.

43,000

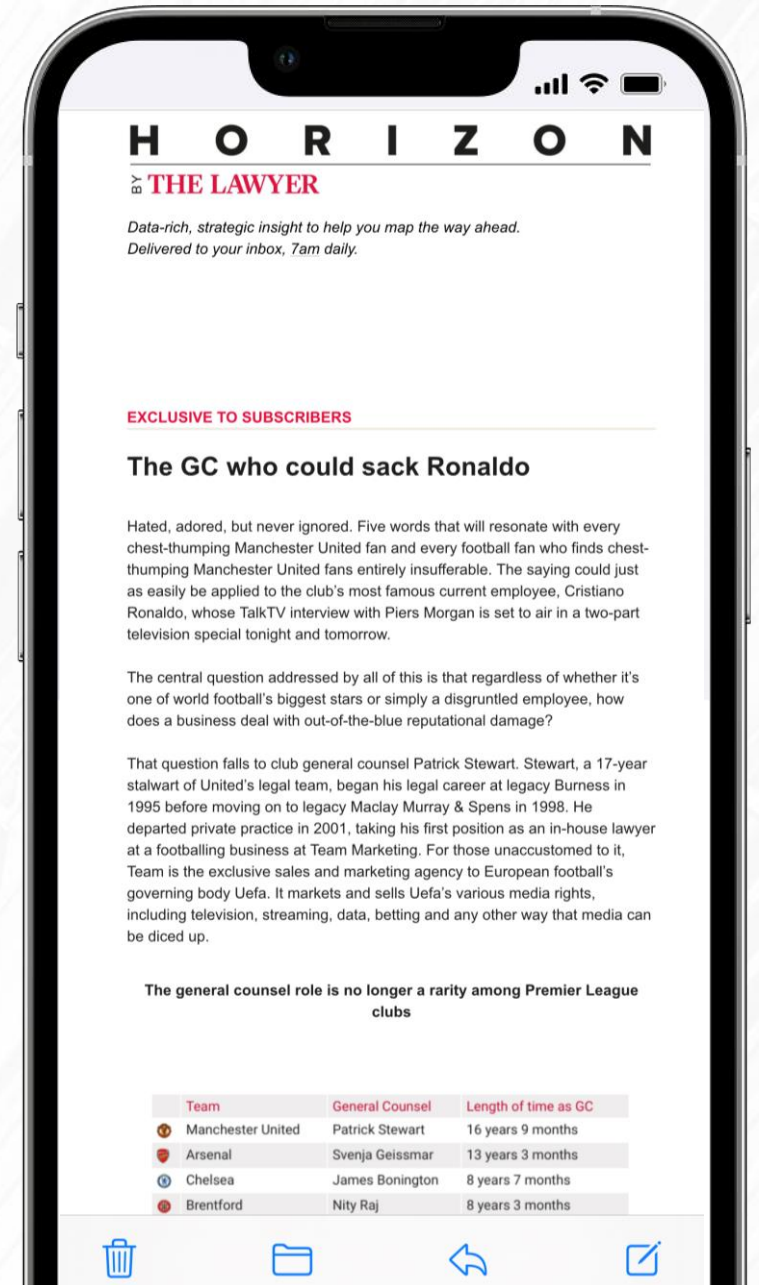
Contactable subscribers from the UK's largest law firms

27%

Industry-leading average open rate for Horizon

Exclusive 1-week sponsorship

£4,840



# The Briefing Room

The Lawyer's Briefing Room presents your content as part of our editorially curated library of external thought leadership.

Your content may be chosen to be included in the weekly Briefings Digest newsletter (which goes out every Friday) and in our Lawyer News Daily.

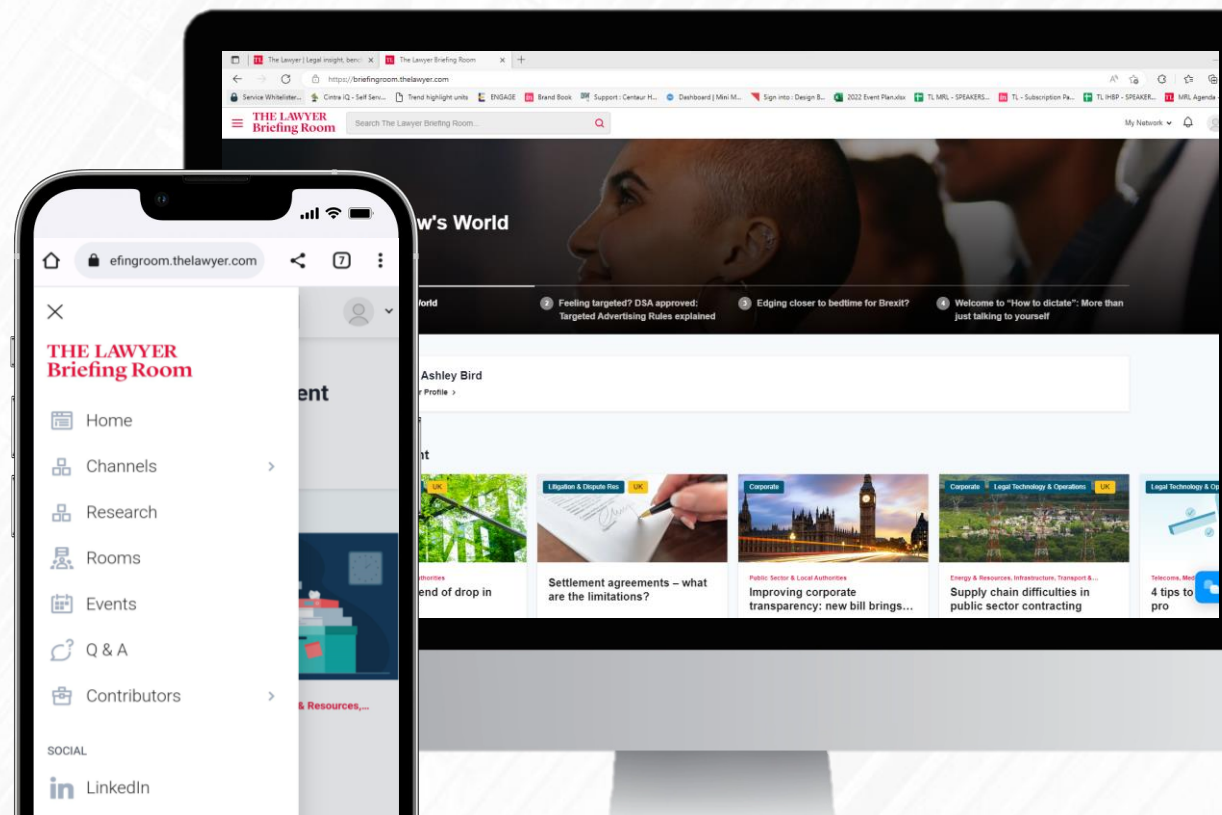
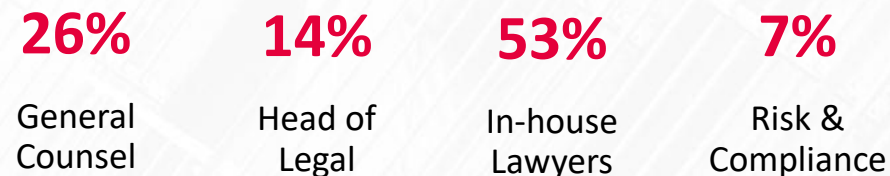
You also have the opportunity to place your branding across your content through ownership of display advertising on that page.

## ACCESS TO EMAIL NOTIFICATIONS

Briefings Digest      56,000+ contactable subscribers      25% weekly average open Rate

Lawyer News Daily      77,000+ contactable subscribers      24% weekly average open Rate

## Member Breakdown:



# Events



**Build connections,  
share knowledge,  
create networks.**

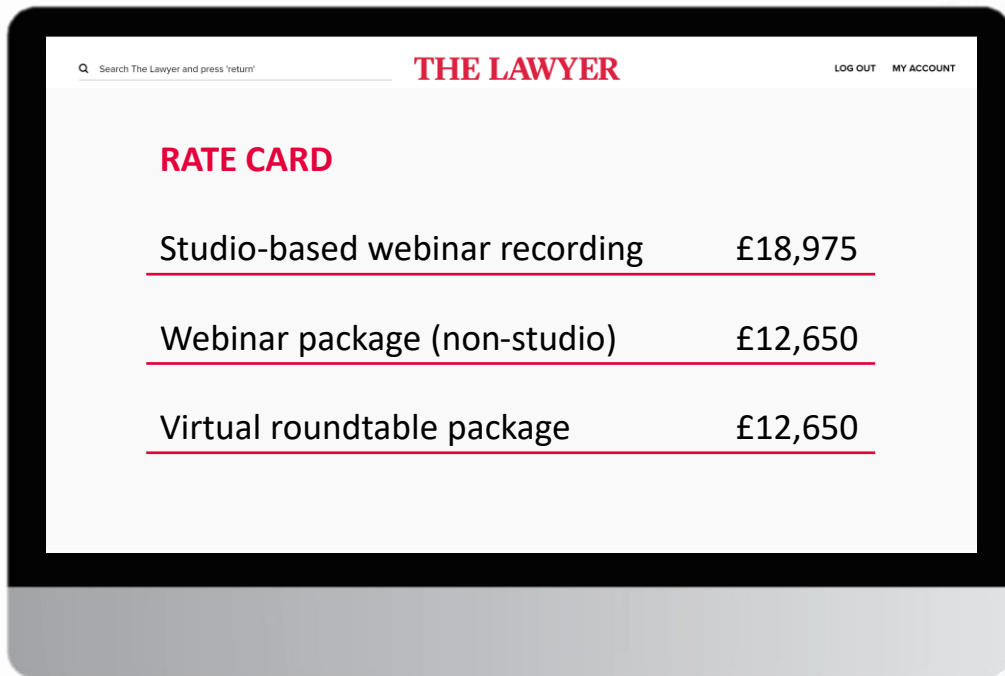
Our audience of legal professionals (law firms and in-house), and commercial partners can have full confidence in our ability to facilitate meaningful learning, knowledge sharing and networking opportunities.

The Lawyer provides high-profile learning and networking experiences to some of the most influential professionals and decision-makers in the legal industry through different formats. We also partner with law firms and service providers to **develop bespoke events** in any of these formats.

# Digital Events

We deal with the stress and logistical time required to host a digital event by handling all aspects of the production and marketing process for our clients.

You can connect your business with our vast digital community of in-house and private practice leaders through either a **webinar** or **virtual roundtable package**.



RATE CARD	
Studio-based webinar recording	£18,975
Webinar package (non-studio)	£12,650
Virtual roundtable package	£12,650



We work collaboratively with you to identify a topic that will resonate with our audience.



Our dedicated events team manages the events logistics and platform booking.



Our marketing experts handle all event communications and invitations.



The webinar or virtual roundtable is broadcast and made available on-demand on [thelawyer.com](https://thelawyer.com) (webinars only).



We provide you with your event's attendee data, analytics and number of viewers.

# Events Calendar 2023

In-house

<b>20–23</b>	<b>SMARTER WORKING WEEK</b>
<b>MARCH</b>	
<b>JOB TITLES</b> Chief Legal Officer, Head of Legal, Director of Legal, Legal Operations, General Counsel, Legal Manager	The Lawyer's Smarter Working Week is a series of in-person and online content that brings together in-house visionaries interested in improving the efficiency of their teams by working smarter and finding the right combination of people, processes and technology.
	<b>KEY STATS:</b> A series of informative webinars with an afternoon of face-to-face roundtables and panel discussions.

In-house

<b>10–12</b>	<b>GENERAL COUNSEL STRATEGY SUMMIT</b>
<b>MAY</b>	
<b>JOB TITLES</b> VIP invitation only for: Head of Legal, General Counsel, Chief Legal Officer, Legal Director, Head of Legal, Head of Legal Operations	Designed by and for UK leading General Counsel, The UK residential General Counsel Strategy Summit delivers industry-leading content, in-depth presentations, thought leadership and powerful networking opportunities.
	<b>KEY STATS:</b> 100+ in-house leaders from FTSE 250 and global corporates.

Private Practice

<b>28–29</b>	<b>MARKETING LEADERSHIP SUMMIT</b>
<b>SEPTEMBER</b>	
<b>JOB TITLES</b> Chief Marketing Officer, Marketing Director, Business Development Director, Director of Communications, Client and Markets Director, Head of Client Intelligence, Global Head of Practices & Markets	The summit brings together 70+ senior marketing and business development professionals working in some of the most successful and innovative law firms to discuss the trends and challenges impacting the legal industry, what the law firm of the future looks like and how the marketing and business development functions can help drive this transformation
	<b>KEY STATS:</b> 70+ marketing, communications and business development leaders from Top 100 UK and Top 50 US ranked law firms.

All legal

<b>20</b>	<b>THE LAWYER AWARDS</b>
<b>JUNE</b>	
<b>JOB TITLES</b> Entire legal community	The Lawyer Awards is the most recognised accolade for excellence in the legal industry. They bring together all the major players in professional law as one community — encompassing private practice, in-house, the Bar and legal technology.
	<b>KEY STATS:</b> 1,000+ attendees, including those from the UK 200, UK Top 100 and UK Top 50.

In-house

<b>28</b>	<b>IN-HOUSE FINANCIAL SERVICES CONFERENCE</b>
<b>JUNE</b>	
<b>JOB TITLES</b> Heads of Legal, Senior Counsel, General Counsel	The In-house Financial Services conference brings together the leading legal minds working in today's top banking and financial services institutions. We provide the financial services legal community with a platform where they can discuss the latest challenges in regulatory change and benchmark their work against that of their peers.
	<b>KEY STATS:</b> Audience of 90+ senior in-house counsel working exclusively within leading financial institutions.

# Events Calendar 2023

In-house

<b>20</b>	<b>MANAGING RISK AND LITIGATION</b>
<b>SEPTEMBER</b>	
<b>JOB TITLES</b> Head of Litigation, General Counsel, Senior Legal Counsel, Litigation Counsel	This conference in central London is an excellent opportunity to keep up to date with the latest trends in dispute resolution and offers practical solutions to common challenges faced by in-house litigation clients.
	<b>KEY STATS:</b> 70+ in-house litigators and risk managers working within highly regulated corporates. In 2022, 78% had responsibility for purchasing legal IT services.

In-house

<b>14</b>	<b>IN-HOUSE COUNSEL AS BUSINESS PARTNER</b>
<b>NOVEMBER</b>	
<b>JOB TITLES</b> Heads of Legal, General Counsel, Legal Operations, Senior Counsel, In-house Lawyer	This conference is The Lawyer's most encompassing event designed for in-house leaders from both large and smaller corporates, along with members of their wider teams.
	<b>KEY STATS:</b> 150+ senior counsel. In 2022, 90% of attendees had responsibility for purchasing legal IT.

Private Practice, Virtual

<b>ALL MONTH</b>	<b>BUSINESS LEADERSHIP SERIES</b>
<b>ANY MONTH</b>	
<b>JOB TITLES</b> The entire private practice legal community. The specific audience for each session will depend on content.	Once a month we host a thought leadership webinar or virtual roundtable dedicated to solving the challenges of private practice leaders working in top international law firms.
	<b>KEY STATS:</b> Up to 100 personnel who work within the business operation teams of leading UK Top 100 and US Top 50 law firms.

All Legal

<b>23</b>	<b>THE LAWYER EUROPEAN AWARDS</b>
<b>NOVEMBER</b>	
<b>JOB TITLES</b> Entire legal community	The Lawyer European Awards attract entries from over 130 independent law firms headquartered in Europe, as well as global firms working across the continent.
	<b>KEY STATS:</b> 250+ attendees, including attendees from top European and global law firms.

All Legal

<b>CUSTOM</b>	<b>BESPOKE EVENTS</b>
<b>ANY MONTH</b>	
<b>JOB TITLES</b> The specific audience for each any bespoke event will depend on content.	Throughout the year, The Lawyer gathers small groups of senior, industry-specific attendees for specially facilitated, high-level discussions on a range of engaging topics. We work closely with our commercial partners to ensure that each bespoke session is tailored to their specific needs.
	<b>KEY STATS:</b> 2,000 live views of bespoke webinars in 2021. 60+ participants in 2021 bespoke roundtables.

# Events

## WHAT PEOPLE ARE SAYING

*"Great results – success in our eyes! The Lawyer, as usual, organised this online event with a very high level of quality and organisation."*

**Client**  
Bespoke webinar, 2022

*"There are very few events that provide genuinely excellent content with top-class sponsor engagement – MLS is the pinnacle of this across the legal marketing space."*

**Sponsor**  
Marketing Leadership Summit, 2020

*"A fantastic event and an amazing opportunity to network with other in-house lawyers and trainee solicitors."*

*The sessions were extremely interesting and thought provoking and left me wanting more!"*

**Delegate**  
Managing Risk and Litigation Conference, 2022

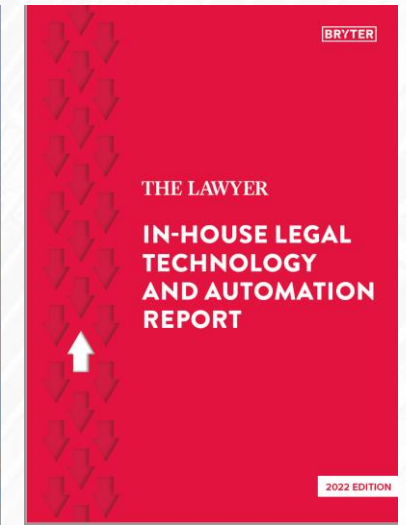
# Bespoke Research Service

Some of the biggest names in legal services have relied on The Lawyer Research Service to develop thought leadership solutions that help them grow their business.

**Now it is time to grow yours.**

We help all sides of the legal market gather insights into their target audience, benchmark products and services against their competition, and produce quality content marketing in the process.

We take care of the entire end-to-end research process: from planning to execution, report production and design; and we can help you launch it through our multiple channels.



CLYDE&CO

TaylorWessing

Control Risks

KYOCERA

Burford



DLA PIPER

TRAVELERS J

RPC

EVERSHEDS

20  
ESSEX  
STREET

Website: [www.thelawyer.com](http://www.thelawyer.com)

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# CONTACT US

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# THANK YOU

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If you have any questions, please get in touch.  
We hope to work with you and your team in the near future.

