

# MEDIA PACK



*I really think the publication is  
one of the best in the business  
for law firm managers of my  
type of practice.*

**Jonathan Wheeler,**  
managing partner at BoltBurdonKemp

# Solicitors Journal

Solicitors Journal is the world's longest running legal journal. The journal delivers weekly news and features on topics affecting legal professionals and the UK legal industry. First published in 1856, Solicitors Journal provides an independent, progressive voice dedicated to analysing the latest developments affecting the legal profession and the impact on its readers. The journal specialises in practice management guidance for law firm leaders and delivers timely practice area updates for solicitors. It is published online weekly and in print 12 times a year.

Our editorial team works collaboratively with respected industry figures who share their expertise on topics including technology, education, well being and regulation, allowing our readers to navigate a sector that is evolving as it is complex.

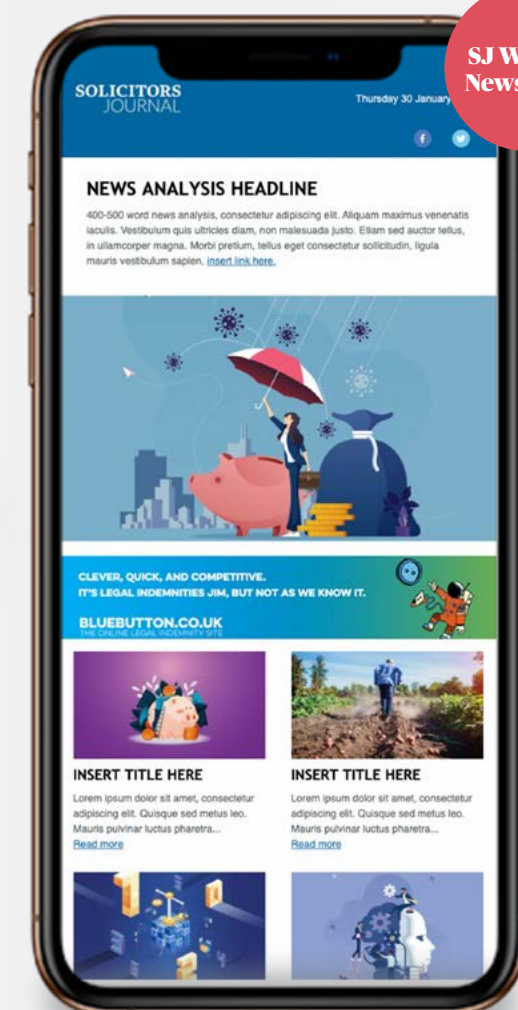


# 60,000

legal professionals regularly read SJ

# 255,000

legal professionals reached via the SJ weekly newsletter



SJ Weekly Newsletter

## Our content

### PRACTICE AREAS

- Commercial
- Crime
- Employment
- Family
- Litigation
- Personal Injury
- Private Client
- Property
- Public

### PRACTICE MANAGEMENT

- Business Development & Strategy
- Ethics
- Finance
- HR & Development
- Knowledge Management
- Lawtech
- Legal Services
- Marketing
- Regulators
- Training & Education

### PROFESSION

- The Bar
- Courts & Judiciary
- In-House
- International
- Private Practice

### OUR REACH

Advertising with Solicitors Journal ensures that you'll be seen by the most established, respected brands in the market. Spanning print, email, social media and online, we reach more than 60,000 legal professionals who are looking to adapt to market demands and increase their market share.

### TARGET FORWARD-THINKING FIRMS ONLINE

#### Website advertising

Position your brand alongside relevant news and features by placing a display ad on the homepage or specialist sector pages. Ad sizes featured include Leaderboards & small squares.

#### Feature in the SJ weekly newsletter

Reach 58,000 legal professionals via our round-up of weekly news and features to showcase services that your organisation has to offer. Ad sizes include Leaderboards and small squares. We also offer advertorials and sponsorship opportunities.



## Audience profile



## Audience by title

## Supplements

In addition to advertising online, there are opportunities to target your audience via our specialist supplements, which focus on important topics in greater detail. Solicitors Journal supplements provide in-depth information and guidance on a specialist area or audience need.

Sponsoring a supplement offers you increased visibility to a specialised and proactive audience. Highlight your services, strengthen your company profile and stay one step ahead of your competition via one of the following supplements:

### Practice Management Focus

Solicitors Journal Practice Management Focus is an essential guide for partners and fee-earners exploring how developments in training, marketing, technology and consultancy can be implemented so a firm can progress and gain market share.

### Property Focus

This supplement features news, commentary and case updates on aspects of property law, including landlord and tenant, residential and commercial property, environment and planning, and risk webinars & compliance.

### Private Client Focus

Practitioners will receive a breakdown of case law and legislation affecting private client work, covering a wide range of areas including estate planning, vulnerable clients, pensions and wealth management.

## Other opportunities

### Thought leadership

Recognised as a trusted, progressive voice in the legal industry, Solicitors Journal can generate opportunities to channel your ideas and initiatives into tangible results.

### Whitepapers

Demonstrate to your audience that your brand has the solution to their challenge. Convey your expertise, provide guidance, all the while building up trust with your brand.

### Advertorials

Through a paid advertorial, you can showcase your product or services to Solicitor Journal readers in your own words. It's an ideal tool enabling you to fully communicate your brand directly to the market.

### Sponsored content

Taking your lead, we can write content in partnership with you that showcases/conveys your offering to Solicitor Journal readers. Sponsoring editorial content is a proven tool for intelligently reaching your target market.

## Prices

### PRINT DISPLAY IN SOLICITORS JOURNAL (PER MONTH)

Quarter Page ad **£750**  
 Half-page ad **£1,250**  
 Full-page ad **£2,100**  
 Inside-front cover **£2,950** Inside back cover **£2,950** Outside back cover **£3,950** Double-page spread **£3,850**

### SJ ONLINE ADVERTISING (PER MONTH)

Leader board **£1250**  
 Box ad **£650**  
 Home page take over **£POA**  
 Sponsored content **£POA**  
 Content Syndication **£POA**

### SJ NEWSLETTER ADVERTISING (PER MONTH)

Box **£500**  
 Mid Banner **£750**  
 Headline **£1050**  
 Bespoke **£4100**  
 Sponsored Content **£POA**  
 Advertorial **£POA**





# Print advertising

There are no design or production costs when supplying artwork that follows our specifications. We can't guarantee the quality of reproduction of any artwork that doesn't follow these specifications. If you're unable to provide artwork, or should your artwork require any alterations or updates, we can provide a full design service.

Please contact your Solicitors Journal representative to discuss your artwork needs. Please note that design and production costs are usually invoiced separately from your advertising order. Please check your order form for your copy deadline and for the full terms and conditions.

# Technical spec

All display adverts should be supplied as print ready PDF files, with all fonts and images embedded, in CMYK at a resolution of 300dpi or higher.

# Advert sizes

- 1** **QUARTER PAGE**  
92mm (w) x 130mm (h)
- 2** **HALF PAGE**  
185mm (w) x 130mm (h)
- 3** **FULL PAGE**  
210mm (w) x 297mm (h)  
216mm (w) x 303mm (h)

**SOLICITORS JOURNAL**  
Volume 163 No.3  
March 2020

**Levelling the disability**  
The last equality and diversity

**COURTS**  
Reviewing the guideline hourly rates 14

**REGULATION**  
HSE's approach to work-related stress 60

**CONTENTS**

**06** 60 so

**08-11** News Islamic

**CLC** clar client fu

**Resolution**

**MIB** liable on private

**'Criminal** on AI vehic

**'Enough is e**

**Law Society** call for more

**CSR FEATURES**

**1** **YOUR ETHOS**  
Do you have Diabetes?  
Do you know someone with Diabetes?  
As a small charity with a big mission WE NEED YOUR HELP...  
We offer free support and information to people with diabetes, their families and health care professionals on the issues that are important to them.  
Our helpline offers a friendly, understanding ear when the going gets tough. Your help will enable us to continue to support people with diabetes and provide much needed aid to children in developing countries.  
We rely entirely on voluntary donations. So, if you are thinking about making a donation to charity, or updating your will, please consider a gift to help us continue to support people with diabetes. Please make donations to "Diabetes Trust Research and Care Fund".  
FOR MORE INFORMATION PLEASE CONTACT US:  
EMAIL: marting@diabetesinternational.org  
TELEPHONE: 01604 622837  
In Dependent Diabetes Trust  
PO Box 294, Northampton NN1 5YS  
www.diabetesinternational.org  
Charity Number: 1094284  
Registered Number: 1148360

**2** **Nobility puts Bluebutton in the corner**  
And not just because buttons are round.  
We refuse to back down for anybody. So when a tricky case is ready to test our legal indemnity know-how, we'll laugh in its face.  
Our super cool quotation engine recognises when an enquiry is a bit out of the ordinary, and immediately passes all the details to one of our underwriters so they can put their squishy brains to work and get back to you pronto.  
Bluebutton. We carried a watermelon.  
**BLUEBUTTON.CO.UK**  
THE ONLINE LEGAL INDEMNITY SITE

**3** **LEGALEX 2020**  
FREE TICKETS  
Visit the website  
www.legalex.co.uk  
THE UK'S LEADING EVENT FOR BUSINESS GROWTH, PROFESSIONAL DEVELOPMENT AND CYBER SECURITY IN THE LEGAL SECTOR  
150 Exhibitors  
3500 Visitors  
100+ Seminars  
Masterclasses From Industry Experts  
Unparalleled Networking Opportunities  
18 & 19 MARCH  
EXCEL  
LONDON  
Contact the Event Director Sam Smith for more information on exhibiting: 01872 218 007 | Sam.Smith@Prysmgroup.co.uk



# Web advertising

Ads for Solicitors Journal website should be provided in RGB as either image files: PNG, GIF or JPEG at 72 or 96dpi, or HTML5. We can accept Flash files, however we strongly discourage this as Adobe Flash is not a universally compatible file format for all web browsers and mobile devices, and will therefore not display correctly or at all for many users.

Please use the image below as a guide for where your artwork will appear and what sizes you would like to provide. Web campaigns will be run-of-site unless otherwise specified in your order. Run-of-site campaigns are served automatically by our ad server across the entire site, and at a rate designed to meet your required number of impressions over the time period requested. You may therefore need to view/refresh several pages on the site in order to see your own artwork live.

Once your campaign has started, we are happy to provide updates of its progress and statistics of its performance. Simply get in touch with our production staff or your account manager for these details at any time.

## Advert sizes

1

### BANNER

Provide as Leaderboard size 728px (w) x 90px (h)  
1456px (w) x 180px (h) (if providing for retina)

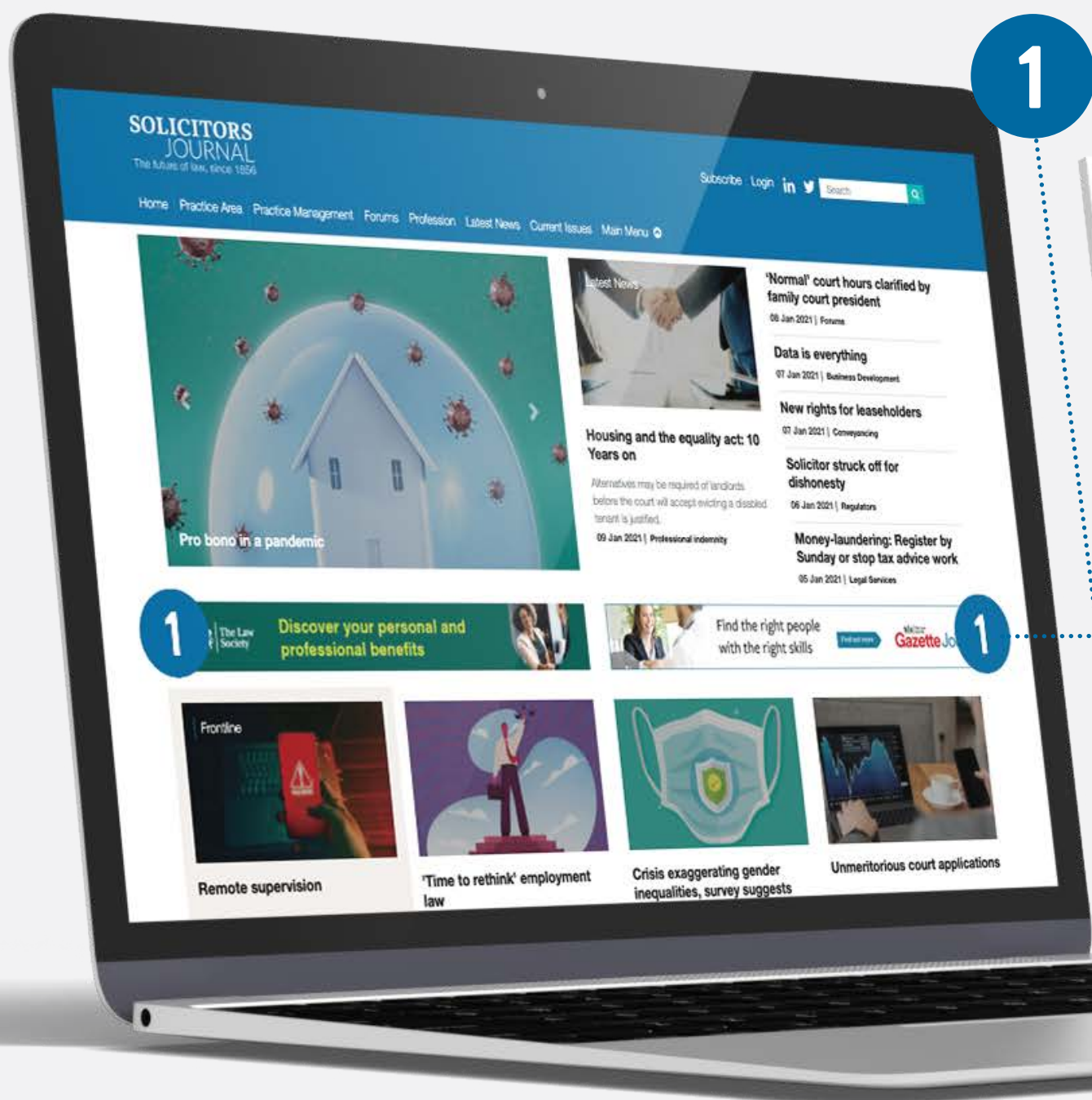
2

### SQUARE

125px (w) x 125px (h)  
250px (w) x 250px (h) (if providing for retina)

# Weekly newsletter

Banners and small square adverts that are placed on Solicitors Journal website will also be included in Solicitors Journal weekly newsletter, ensuring maximum reach for no extra cost.

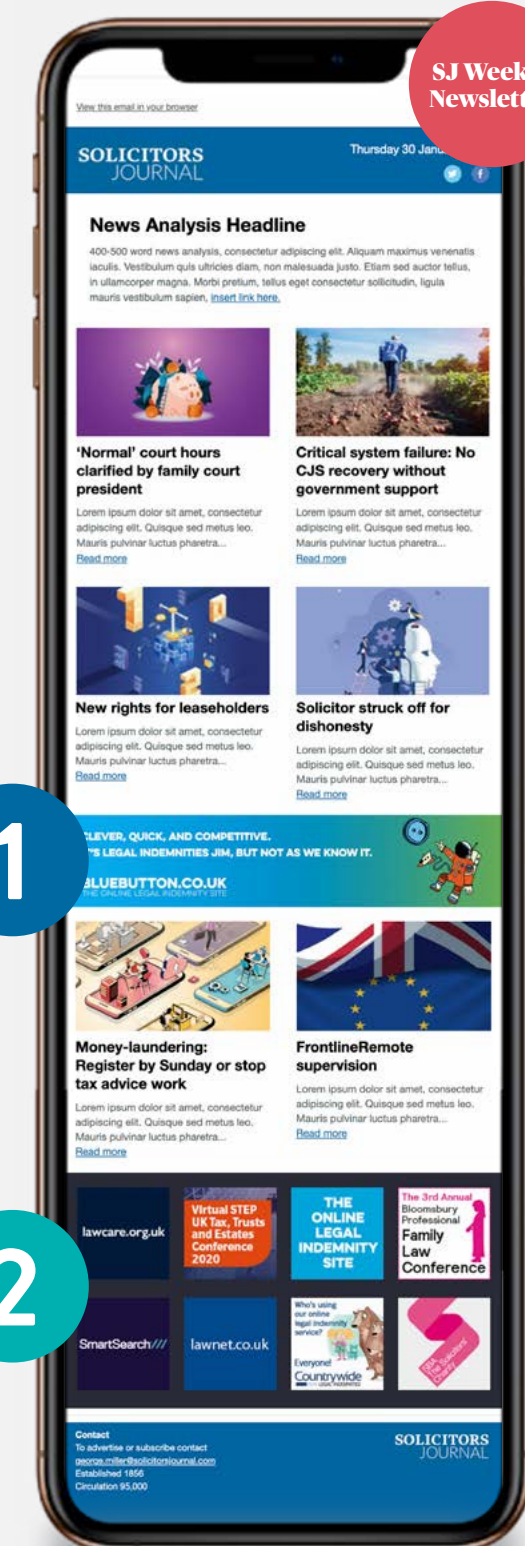
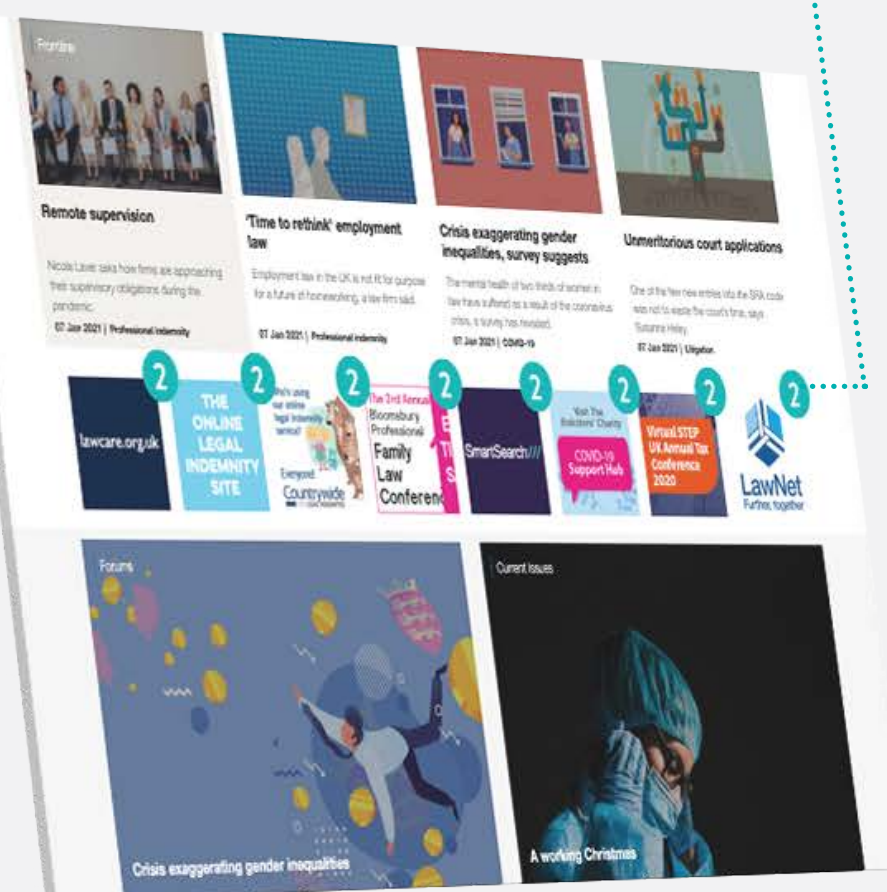


1

2

1

2



SJ Weekly Newsletter

## Enquire now

Advertising Sales Manager  
E [advertising@solicitorsjournal.com](mailto:advertising@solicitorsjournal.com)  
T 01223 750 755

# SOLICITORS JOURNAL

## Sales Contact Details

### Advertising Sales Manager

E [advertising@solicitorsjournal.com](mailto:advertising@solicitorsjournal.com)

T 01223 750 755

 [company/solicitors-journal](https://www.linkedin.com/company/solicitors-journal)  [solicitorsjrnl](https://twitter.com/solicitorsjrnl)