



NEW LAW
JOURNAL

LEADING ON DEBATE, LITIGATION & DISPUTE RESOLUTION

MEDIA PACK
2010

New Law Journal

EDITORIAL OVERVIEW

New Law Journal is the leading weekly legal magazine keeping busy legal professionals up to date with developments across case law, legislation and changes in practice. At a time of acute change for the profession, it delivers the top stories as they happen and provides an essential forum for debate, opinion and comment.

This authoritative publication offers independent, dependable analysis that explains the implications of legal changes in practical terms for the busy lawyer. High-profile contributors and key legal figures provide expert commentary and opinion in our speakers' corner and law in the headlines sections. News, features and specialist sections keep readers up to date with the key developments in key areas of law and practice.

Published weekly (48 issues per year), subscribers also receive numerous bound-in directories and specialist supplements over the year.

Jan Miller
Editor



2010 Features

FEATURE

JANUARY

- **8 Jan** DOUBLE NEW YEAR ISSUE
- **29 Jan** Expert Witness Supplement

FEBRUARY

- **19 Feb** Wills and Probate Supplement

MARCH

- **20 Mar** Bar Directory

APRIL

- **2 Apr** Education and Training Supplement
- **2 Apr** DOUBLE EASTER ISSUE
- **23 Apr** Property Supplement

MAY

- **14 May** Legal Business Services Directory

JUNE

- **25 Jun** Expert Witness Directory

JULY

- **23 Jul** Legal Services Directory

AUGUST

- **13 Aug** ADR Directory

SEPTEMBER

- **10 Sep** Education and Training Supplement
- **24 Sep** Expert Witness Supplement

OCTOBER

- **15 Oct** Wills and Probate Supplement

NOVEMBER

- **19 Nov** Property Supplement

We also publish special features throughout the year on the following topics:

- Wills & probate
- Personal injury
- Mediation
- Technology
- Costs
- Expert witness

OUR READERS

New Law Journal (NLJ) has changed, to reflect the unparalleled changes within the legal market and profession and to better mirror the needs of our readership. It has been updated to focus on legal trends, practice and procedure within the litigation and dispute resolution arena.

WHY THE NEW NLJ?

An essential working tool: keeping readers up to date with vital developments across case law, legislation and changes in procedure in core practice areas.

Expertise: designed for and written by litigation and dispute resolution specialists who are at the forefront of today's legal marketplace.

Practical: key developments are presented in an easily digestible format, together with detailed discussion of their implications and practical advice for busy practitioners.

New and enhanced sections include:

The specialist: weekly updates and features across

core practice areas, covering employment law, personal injury, property/landlord and tenant, public law and family law. Other contentious areas of law will be covered on a regular basis including media, consumer, data privacy and freedom of information and wills and probate.

Commercial: the latest on city and EU litigation matters. Leading firms will bring you analysis on high-end, large-scale disputes in areas including banking, insurance, intellectual property, competition and tax.

Procedure and practice: critical know-how on all procedural matters and expert opinion and updates on the CPR and costs.

Inside court: unrivalled law reports and summaries.

Risk management and professional development

focus: includes NLJ's FREE online CPD service, accredited by both the Law Society and the Bar Council.

- -○ NLJ has a readership of over 25,000

Advertising

WHY ADVERTISE WITH US?

- The *New Law Journal* is the oldest running legal journal in the world – 187 years.
- *NLJ* has a readership of 25,000 solicitors.
- *NLJ* is fully subscribed with a cover price of £7.00.
- *NLJ* is fully CPD accredited.
- *NLJ* is indexed twice yearly for reference purposes.
- LexisNexis Butterworths includes the top 100 law firms and 65,000 solicitors in the UK.
- Your online advert will be tracked and you will be provided with traffic reports that prove your advert works.

WHAT DO OUR ADVERTISERS SAY ABOUT US?

“The New Law Journal has provided us with excellent ROI over the years we have advertised with them, both online and in print, and provides us with accurate feedback that puts them at the forefront of our marketing strategy.”

IT Group Ltd

“I wish to thank you for the business secured as a result of advertising in the New Law Journal. I was most impressed with the online facility, which has proved particularly effective. I will continue to place business with you.”

Rodney Gardner, Miller Gardner Solicitors

“The New Law Journal has long been integral to our advertising strategy, as its broad circulation gives us a regular opportunity to reach our key target audience.”

Countrywide & ISIS

Electronic Media

E-NEWSLETTER

Each week, we send over 50,000 legal professionals the latest breaking news and links to in-depth features from www.newlawjournal.co.uk in our e-newsletter. Promotional opportunities are available for both product and recruitment advertising.

For more information and to book please contact us on 020 8212 1925.



NEW! NLJ ROUND TABLES

NLJ is pleased to launch a series of round-table events, focusing on particular areas of law and subject matters. Round tables allow the major players to demonstrate their expertise on a pre-determined issue.

Each round table is hosted by an editor from NLJ and forms the basis of a **4-6 page leading feature in the magazine**. The participants will be spokespeople from leading organisations and representatives from specialist associations. In addition to the excellent editorial coverage that will be generated, each participating company will get a full page advertisement in the magazine plus a photo and mini biography of each participant will be included on page.

NLJ round tables will be **strictly limited** to ensure value to our readership. The participation rate **includes editorial coverage, mini biography and a full page advert**.

Participation in a round table will enable your company to demonstrate thought-leadership, communicate information and promote your key staff as experts in their field.

For a truly unique promotional opportunity please contact Alain de Maurier for more details on 020 8212 1925.

RATES



SupplierHub is a new professional services directory launched in October 2008 giving your company an exciting new business channel through which to drive new business.

SupplierHub is offered as an additional service to all lexisnexis customers and is also promoted through Search Engines to ensure maximum exposure for your business.

Within SupplierHub.co.uk you will find:

- The Legal Services Directory
- The Legal Business Services Directory
- The Education & Training Directory
- The Expert Witness Directory
- The chambers Directory
- The charities Directory

SupplierHub offers various listing packages which can increase the amount of new business that you receive still further. Speak with your normal contact for more information.

There are 3 options for directory entry:

Basic Entry £75 (+ VAT)

A Basic Entry includes your company telephone number and city.

Enhanced Entry £200 (+ VAT)

An Enhanced Entry includes full contact details, link to an unlimited number of categories, 100 word company profile and a click-through email address.

Premium Entry £400 (+ VAT)

A Premium Entry includes all benefits of an Enhanced entry, plus a banner linking directly to your company website.

Display Advertising Rates

DISPLAY ADVERTISING RATES

Full page	£1,390
Half page	£860
Quarter page	£495
Eighth page	£395
Covers	£1,590

INSERTS

Per thousand (up to 15grams)	£125
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E-NEWSLETTER RATES

Top promotional spot	£800
Lower promotional spot	£500

NLJ ONLINE

Banner	£500
Button	£250

Contact:

Alain de Maurier

E: alain.demaurier@lexisnexis.co.uk

T: +44 (0)20 8212 1925

Valerie Davis

E: valerie.davis@lexisnexis.co.uk

T: +44 (0)20 8662 2065

Display Packages

DISPLAY PACKAGES

SMALL

3 x ¼ page PLUS 1 of the following:

- E-newsletter button for 1 month
- Website banner for 1 month
- Directory listing for 3 months

Cost: £1,500

(Add an additional option for £350)

MEDIUM

3 x ½ page PLUS 1 of the following:

- E-newsletter button for 3 months
- E-newsletter banner for 1 month
- Website button for 3 months
- Website banner for 1 month
- Directory listing for 6 months

Cost: £2,950

(Add an additional option for £675)

LARGE

3 x full page PLUS 1 of the following:

- E-newsletter button for 6 months
- E-newsletter banner for 3 months
- Website button for 6 months
- Website banner for 3 months
- Directory listing for 12 months

Cost: £5,995

(Add an additional option for £995)

X-LARGE

6 x full page PLUS 2 of the following:

- E-newsletter button for 12 months
- E-newsletter banner for 6 months
- Website button for 12 months
- Website banner for 6 months
- Directory listing for 12 months

Cost: £12,995

(Add an additional option for £1,295)

Mechanical Data

DISPLAY MECHANICAL DATA

Full page	Type	260mm (d) x 185mm (w)
	Trim	297mm (d) x 210mm (w)
	Bleed	303mm (d) x 216mm (w)
Half page	Horizontal	125mm (d) x 185mm (w)
	Vertical	260mm (d) x 89mm (w)
Quarter page	Horizontal	60mm (d) x 185mm (w)
	Vertical	125mm (d) x 89mm (w)
Eighth Page	Horizontal	60mm (d) x 89mm (w)

FORMAT

Digital Data, High Resolution, CMYK PDF with all fonts embedded sent via Email.

BOOKING DATE

Noon Friday, prior to publication

PUBLICATION DATE

Every Friday

COPY DEADLINE

Noon Tuesday, prior to publication

CANCELLATION DATE

Four weeks prior to publication.

Contact:

Alain de Maurier

E: alain.demaurier@lexisnexis.co.uk

T: +44 (0)20 8212 1925

Valerie Davis

E: valerie.davis@lexisnexis.co.uk

T: +44 (0)20 8662 2065

NLJ, Advertising Department, LexisNexis, 2 Addiscombe Road, Croydon, Surrey CR9 5AF

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