

legalfutures

Market intelligence for law firms of the future

Legal Futures is the leading resource tracking the fast-evolving legal landscape. Written by professional journalists, it provides cutting-edge news coverage on alternative business structures, new market entrants, regulatory change and innovation in all its forms.

Its unique blend of hard-hitting journalism, market intelligence and expert analysis makes it the first port of call for anyone interested in keeping pace with the transformation of the legal market.

Legal Futures is read by a large audience of lawyers – from the high street to the City – as well as others with a stake in the market, such as accountants, consultants, insurers and those planning to become ABSs.

Regular content:

- New ABSs and market entrants
- Pioneering law firms
- Regulatory change
- Impact of civil justice reforms – referral fee ban
- Compliance – COLPs and COFAs
- Archive of 2,000 stories since 2010



Contents

2. Why advertise with Legal Futures?
3. Becoming a Legal Futures Associate
4. Advertising rates
5. Conferences

Independent online news coverage. Market-leading conferences

Why advertise or become a Legal Futures Associate?

Credibility

Legal Futures is written by professional journalists and edited by Neil Rose, an award-winning legal journalist, and a recognised expert and commentator on the Legal Services Act reforms, along with blogs and feature articles from other experts in the field.

As a truly independent news site, *Legal Futures* is able to provide proper scrutiny of the regulators and representative bodies in the law, and ask the tough questions, whilst delivering fair and objective reporting.

Widely respected and well read by industry experts – with even the chair of the Legal Services Board posting comments – *Legal Futures* has become the go-to source of information on the new legal market.

LegalAwards2013
halsbury

The Whole of the Law. Connected.

Finalist

Comments from Associates:

“Legal Futures is widely viewed as the definitive news website for the evolving legal services market. Delivering breaking news stories and professional, independent editorial Peppermint Technology has found Legal Futures to be a like-minded and supportive partner. The team are a pleasure to work with and always provide a professional and high quality service. Peppermint continues to derive great benefit from our association.”

Peppermint Technology

“The Legal Futures platform enables us to get breaking news and thought leadership out to a wide reach of practitioners as developments happen.”

Weightmans LLP

“Legal Futures has its finger absolutely on the pulse of a rapidly changing legal market with bang up-to-date, breaking news. Being an associate member of Legal Futures has created numerous opportunities to raise our profile and successfully reach our target market.”

ETSOS

Comments from industry experts:

‘*Legal Futures* is my first port of call whenever I need insight into any aspect of liberalisation. In my view, it is the definitive resource for anyone seeking to keep apace with structural changes in the legal profession.’

Professor Richard Suskind, author of *The End of Lawyers and Tomorrow’s Lawyers*

‘*Legal Futures* is quite simply the most up-to-date, reliable and authoritative source of news and analysis of the 21st century legal services market. It has no equal.’

Professor Stephen Mayson, Director, Legal Services Institute

Comments from readers:

“Without doubt the best site that deals with the issues affecting the legal profession.”

“News seems to hit this site much quicker than some of the others.”

“A site that is at the top of my favourites list and that I visit regularly throughout the day.”

Transparency

We are proud of our fair and transparent dealings with advertisers and associates. We can provide evidence of all the figures we quote for site traffic and are happy to back up our data with full reporting from Google Analytics on request.

Site Statistics

27,000 unique visitors per month
50,000 site visits per month
7,000 Twitter followers
3,400 e-newsletter subscribers

Become a *Legal Futures* Associate

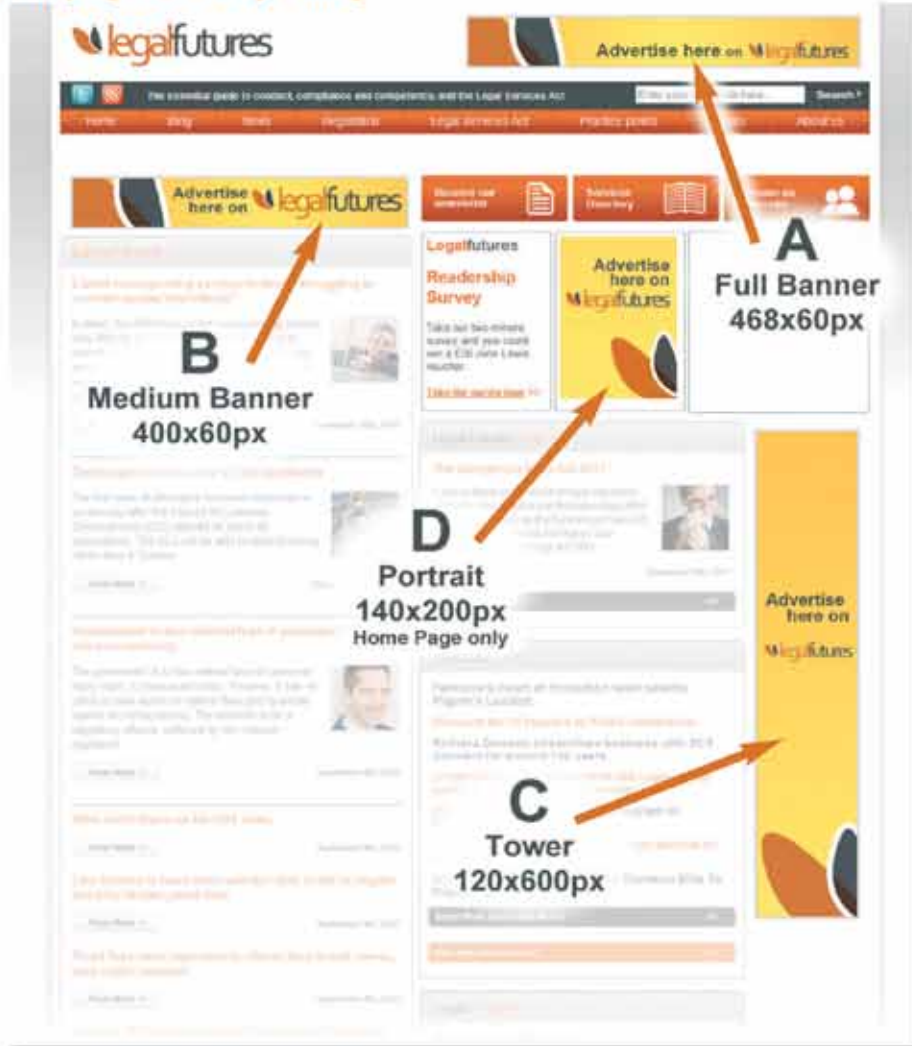
By becoming a Legal Futures associate, you are able to:

- Position your business as a thought leader
- Demonstrate your expertise and understanding of the sector
- Reach our audience of decision-makers at traditional law firms as well as the emerging market of new and innovative legal businesses.

BENEFITS	STANDARD ASSOCIATES £85 pcm / £1,000 per year	PREMIUM ASSOCIATES £170 pcm / £2,000 per year
Scrolling logo for run of site	✓	✓
Listing in the services directory	✓	✓
Discounted tickets to <i>Legal Futures</i> events	✓	✓
Publish your news on the Associate news channel		✓
Promote your news in the e-newsletter to 3,400 subscribers		✓
Distribute your news to 7,000 Twitter followers and 1,500 LinkedIn contacts		✓
Exclusive right to contribute blogs		✓
Free event listings		✓
Your logo on our e-newsletter 4 x per year		✓
20% discount on advertising and exhibiting costs		✓

Bespoke packages combining associate membership with advertising or event sponsorship are available. We are happy to discuss tailoring arrangement to suit your requirements or budget. Please contact us to discuss. Payments can be made by standing order to spread the cost over 12 months. Prices exclude VAT.

All pages, except blog



Blog page



Advertising Sizes and Positions

Name	Position	Size
A: Full Banner	opposite Legal Futures logo	468x60 pixels
B: Medium Banner *	top of left-hand column above title or headline	400x60 pixels
C: Tower	right-hand column	120x600 pixels
D: Portrait **	top of right-hand column	468x60 pixels
E: Blog Page Full Banner	top left hand column	468x60 pixels
F: Newsletter	Middle of text	468x60 pixels

* Not available on the Blog Page

** On Home Page only

February 2013

Advertising Costs

Home page only | 16,500 page impressions per month*

Position and name	Size	Cost pcm
A Full banner	468 x 60	£350 SOLD
B Medium banner	400 x 60	£300 SOLD
C Tower	120 x 600	£250
D Portrait	140 x 200	£325

News section: All news pages and stories | 35,000 page impressions per month*

Position and name	Size	Cost pcm
A Full banner	468 x 60	£350 SOLD
B Medium banner	400 x 60	£300 SOLD
C Tower	120 x 600	£250

Blog section: Blog page and posts | 4,000 page impressions per month*

Position and name	Size	Cost pcm
A Full banner	468 x 60	£100
C Tower	120 x 600	£100
E Full banner	468 x 60	£100

Newsletter: Mid-text banners

F Newsletter	570x60	£100 pw
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* Figures at February 2013

Discounts are available for bookings of three months or longer.

Premium Associates receive a **20% discount** on ratecard costs.

All prices are subject to VAT.

Terms

Rates quoted are for exclusive tenancy i.e. each banner position will be occupied by one advertisement only for the agreed duration. We reserve the right to modify the layout of the website from time to time, but we will consult you if there are any modifications which impact your advertisement.

Legal Futures Conferences

Legal Futures has been running ground-breaking conferences on change and innovation in the legal sector since 2011. Our conferences showcase the pioneers who have been hitting the headlines and enable delegates to gain insight into the new business models, pricing strategies, strategic alliances and partnerships widely predicted to cause market disruption over the coming years.

High profile speakers from recent events:

QualitySolicitors	Smedvig Capital
Riverview Law	The Legal Ombudsman
Co-operative Legal Services	Legal Services Consumer Panel
Rocket Lawyer	Chairs of the SRA and Bar Standards Board
LegalZoom	Chief Executive of the Law Society
Slater & Gordon	The Justice Minister
Irwin Mitchell	Richard Susskind
Stobart Barristers	Stephen Mayson
Knights LLP	
Parabis	
My Home Move	

Exhibiting at Legal Futures conferences

Legal Futures conferences typically attract around 150 – 170 delegates from a broad range of stakeholders in the legal services market, ranging from high-street to City law firms, new legal businesses, service providers to the industry and those planning on becoming ABSs. Delegate lists from previous events are available on request.

The exhibitor package:

- One 3m x 2m exhibitor stall in the atrium
- A full delegate pass to attend all presentations
- An exhibitor pass, including lunch and refreshments
- A half page advertisement in the conference programme
- A two minute presentation to delegates during the conference

Standard Cost: £1,200 + VAT Premium Associates Cost: £960 + VAT

Quotes from delegates:

- “A fantastic conference – don’t think I have left a conference with more new ideas buzzing around my head”
- “Superb representation of the sector as it looks forward to fantastic opportunities”
- “The best legal conference of the year. A great insight into an interesting and changing market”
- “Excellent programme and speakers. Refreshing to hear so much great stuff from people outside the sector.”



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