

# LAW SOCIETY GAZETTE

## ADVERTISEMENT RATES 2011

### Classified section

Per column centimetre €60

### Covers

Outside back cover €3,000

Inside front cover €2,700

Inside back cover €2,700

Prices are exclusive of VAT @ 21%

### Looseleaf inserts

Minimum rate €3,000\*

Rates quoted on an individual basis

### Discounts

Series discount for 10 issues: 15%

Series discount for 5 issues: 10%

Series discount for 3 issues: 5%



### SIZE

Full page €2,350

DPS €3,750

Half page €1,500

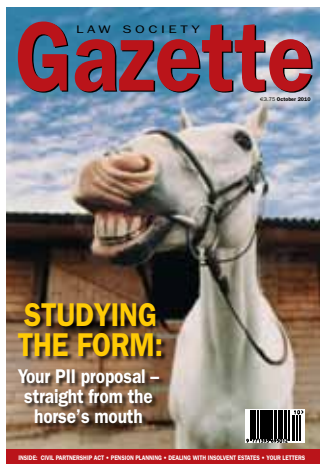
One third €1,250

Quarter €850

Eight €500

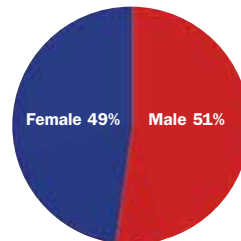
\*Inserts are accepted on a weight basis and will incur an extra charge if the magazine and insert weight, together, supercedes 250g

# The verdict is clear

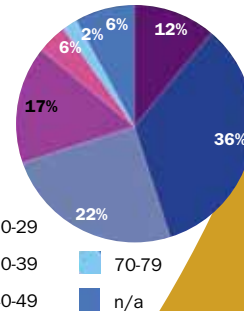


## READERSHIP PROFILES

### GAZETTE READERS: WHAT GENDER ARE THEY?



### GAZETTE READERS: HOW OLD ARE THEY?



Circulation: 12,000

Readership: 36,000

'BUSINESS TO BUSINESS'  
MAGAZINE OF THE YEAR  
2010-11  
Magazines  
Ireland

# The verdict is clear:

advertising in the

# LAW SOCIETY GAZETTE 2011

gets you access to **every solicitor** in Ireland

**T**he *Law Society Gazette* is Ireland's premier legal magazine – and the winner of the 'Best Business to Business' magazine award from Magazines Ireland (2010-11). Produced for all members of the solicitors' profession and their business clients, the *Gazette* reaches every solicitor in Ireland, as well as barristers, judges and the 'movers and shakers' in the legal sphere.

For direct and cost-effective advertising, **no other newspaper or magazine comes close** to the *Gazette's* access to the legal profession.

The *Gazette* is available to consumers, nationwide, through Eason's retail outlets, with a **total print-run of 12,000**. That's a minimum of **36,000 readers**, as acknowledged by Magazines Ireland (formerly the Periodical Publishers' Association of Ireland).

As an added bonus to advertisers, each month's *Gazette* is archived on the Law Society's website ([www.lawsocietygazette.ie](http://www.lawsocietygazette.ie)), so your advertisement will continue working for you at no extra cost.

Make your advertising spend go the distance by choosing the *Law Society Gazette* to get the best results.



**Call Seán O hOisín on tel: 01 837 5018 (mobile: 086 811 7116) or email: [sean@lawsociety.ie](mailto:sean@lawsociety.ie) to discuss your advertising needs.**

## GAZETTE DEADLINES 2011

| Advertising deadline  | Publication date |
|-----------------------|------------------|
| Jan/Feb: 21 January   | 4 February       |
| March: 18 February    | 4 March          |
| April: 18 March       | 1 April          |
| May: 21 April         | 6 May            |
| June: 20 May          | 3 June           |
| July: 17 June         | 1 July           |
| Aug/Sept: 19 August   | 2 September      |
| October: 23 September | 7 October        |
| November: 21 October  | 4 November       |
| December: 18 November | 2 December       |

## Please note new dimensions

### SIZES OF ADVERTISEMENTS

|                         |             |
|-------------------------|-------------|
| Trimmed page            | 210 x 275mm |
| Bleed page              | 220 x 285mm |
| Type area               | 187 x 252mm |
| One third vertical      | 60 x 252mm  |
| One third horizontal    | 187 x 90mm  |
| Half page vertical      | 91 x 252mm  |
| Half page horizontal    | 187 x 123mm |
| Quarter page vertical   | 91 x 123mm  |
| Quarter page horizontal | 187 x 62mm  |
| DPS bleed               | 430 x 285mm |
| DPS trim                | 420 x 275mm |
| DPS type area           | 394 x 252mm |

Please email high-resolution PDF (with fonts embedded) to [sean@lawsociety.ie](mailto:sean@lawsociety.ie)