MEDIA PACK

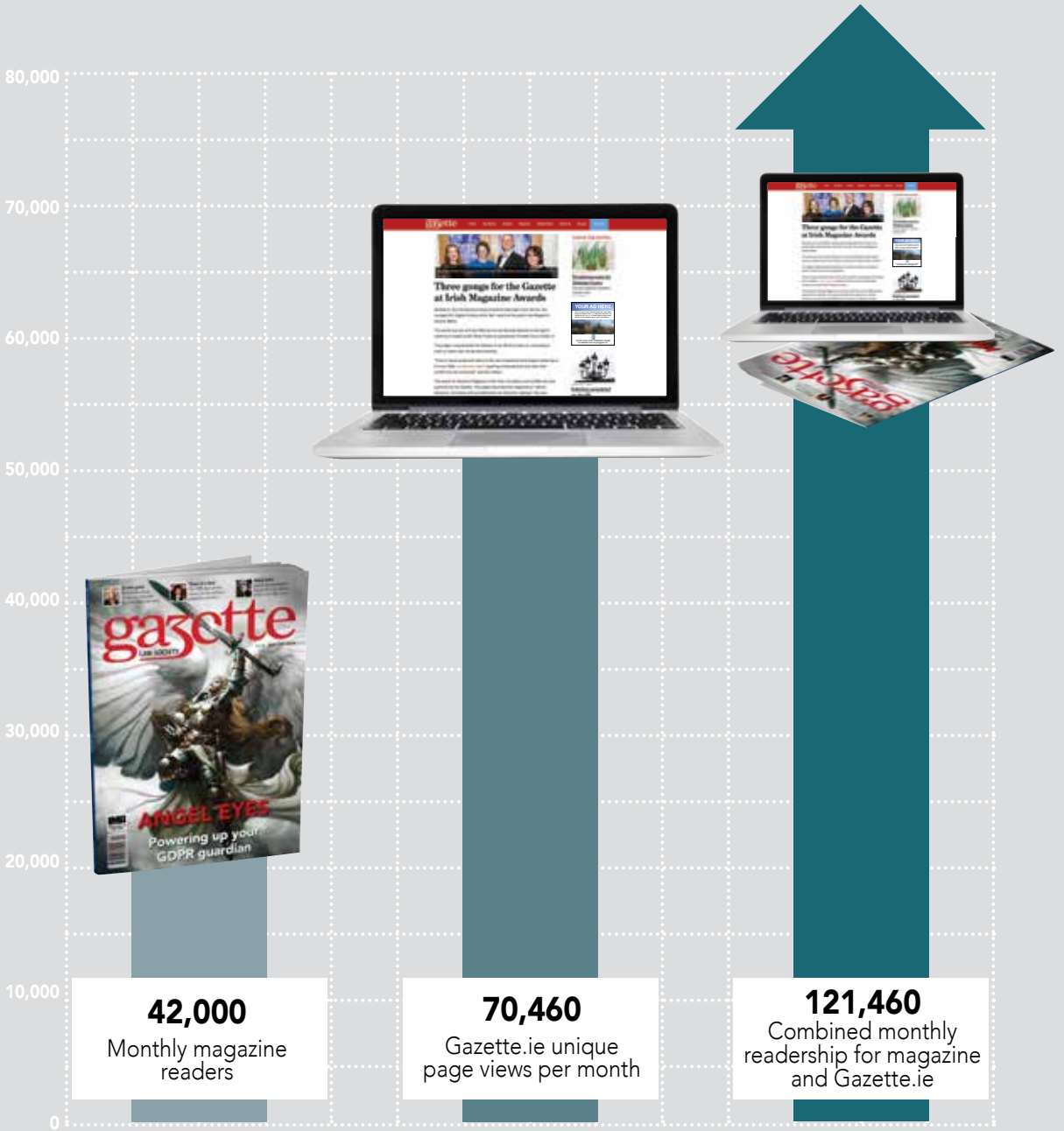
gazette
LAW SOCIETY

THE AWARD-WINNING *GAZETTE*

The multi-award-winning *Law Society Gazette* is Ireland's leading law magazine. Awarded 'Business Magazine of the Year' at the most recent Irish Magazine Awards (IMAs), it has a monthly print run of 14,000 (equating to a circulation of 42,000 readers).

Our daily news service, Gazette.ie – named 'IMA Digital Product of the Year' – boasts approximately 19,865 unique page views per week (79,460 per month) – and growing.

This combined offering means that our advertising partners can reach more solicitors and legal practitioners than any other print and online legal title.



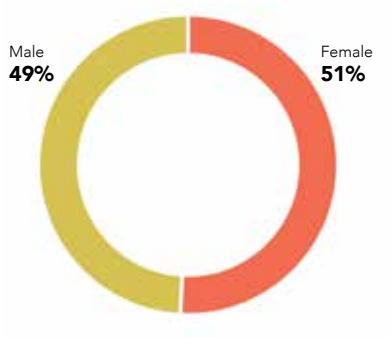
To advertise, contact our advertising manager Seán Ó hOisín

086 811 7116 | 01 837 5018 | sean@lawsociety.ie | www.gazette.ie

Our readership includes a total of 10,900 practising solicitors (51% female, 49% male) who practise across all sectors of the legal profession. They work in large, medium and small law firms. Over one-fifth of all practising solicitors are employed in the in-house and public sector.

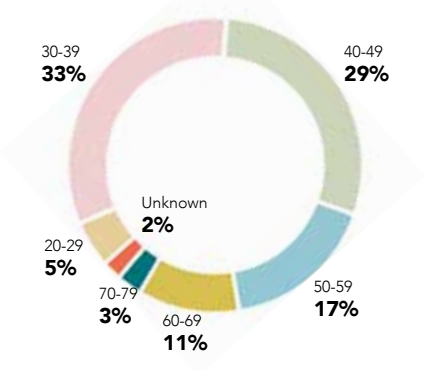
READERSHIP PROFILE

Gender balance of members



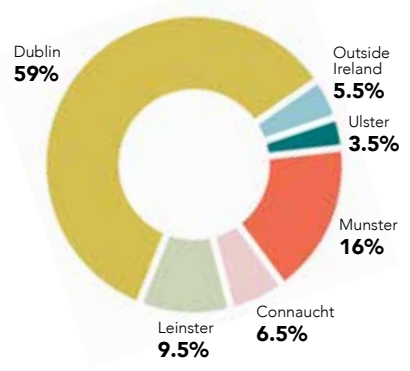
Male	6,225	49%
Female	6,464	51%
Total	**12,689**	**100%**

Age profile of members



Age	Amount	%
20-29	671	5%
30-39	4,196	33%
40-49	3,706	29%
50-59	2,127	17%
60-69	1,383	11%
70-79	328	3%
80+	56	0%
Unknown	222	2%
Total	**12,689**	**100%**

Where are we in practice?



Dublin	6,652
Munster	1,817
Leinster	1,075
Connaught	702
Outside Ireland	614
Ulster	377
Total	**11,237**

Where are we, county by county?

To advertise, contact our advertising manager Seán Ó hOisín
086 811 7116 01 837 5018 sean@lawsociety.ie www.gazette.ie

ADVERTISING OPTIONS

Our readership profiles show how the *Law Society Gazette* and Gazette.ie are highly effective platforms for advertising your legal services, products and for meeting your recruitment needs.

Your advertising options include:

- The *Law Society Gazette* (monthly magazine), including our highly popular interactive soft-copy, PDF edition,
- Gazette.ie – our daily online news service,
- Short audio advertising 'stings' on our narrated *Gazette* articles, provided by our service partner, NewsOverAudio.com,
- Legal planner, and
- Parchment ceremony booklet.

Magazine display advertising

Promote your brand, products, and services with various options to suit your budget and marketing objectives, ranging from display sizes of:

- One-eighth of a page,
- One-quarter of a page,
- One-third of a page 'basement' adverts,
- Single-page,
- Double-page spreads, and
- Inserts and outserts.

gazette LAW SOCIETY ADVERTISING RATES

	Display	Interactive (clickable to your website)
COVERS		
Outside back cover	€3,250	€3,500
Inside front cover	€2,900	€3,200
Inside back cover	€2,900	€3,200
Full page	€2,500	€2,750
Double page spread	€3,950	€4,300
Half page	€1,650	€1,800
One third	€1,350	€1,500
Quarter	€900	€1,000
Eighth	€550	€600

All prices are exclusive of VAT @ 21%

	Display	Interactive (clickable to your website)
CLASSIFIED SECTION		
Per column centimetre	€65	€75

DISCOUNTS

Series discount for 10 issues: 15%
Series discount for 5 issues: 10%
Series discount for 3 issues: 5%

LOOSELEAF INSERTS

Minimum rate €3,250*
Rates quoted on an individual basis

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

Measurements	
Trimmed page	210 x 275mm
Bleed page	220 x 285mm
DPS trim	420 x 275mm
DPS bleed	430 x 285mm
Half page vertical	91 x 252mm
Half page horizontal	187 x 123mm
One third vertical	60 x 252mm
One third horizontal	187 x 90mm
Quarter page vertical	91 x 123mm
Quarter page horizontal	187 x 90mm
Eighth page vertical	43 x 123mm
Eighth page horizontal	91 x 59mm

To advertise, contact our advertising manager Seán Ó hOisín
086 811 7116 01 837 5018 sean@lawsociety.ie www.gazette.ie

Gazette advertising deadlines 2021

MONTH	DEADLINE	PUBLISHING DATE
Jan/Feb:	22 January 2021	5 February 2021
March:	19 February 2021	5 March 2021
April:	19 March 2021	1 April 2021
May:	23 April 2021	7 May 2021
June:	21 May 2021	4 June 2021
July:	18 June 2021	2 July 2021
Aug/Sept:	20 August 2021	3 September 2021
October:	17 September 2021	1 October 2021
November:	22 October 2021	5 November 2021
December:	19 November 2021	3 December 2021

Email high-resolution PDF (with fonts embedded) to sean@lawsociety.ie

GAZETTE.IE

Advertising on Gazette.ie – our online daily news service – is highly flexible. Advertising can be published at very short notice, once artwork has been received/agreed.

The multi award-winning *Law Society Gazette* is the definitive source of legal news and in-depth articles for the solicitors' profession and is published ten times a year.

To advertise, contact our advertising manager Seán Ó hOisín

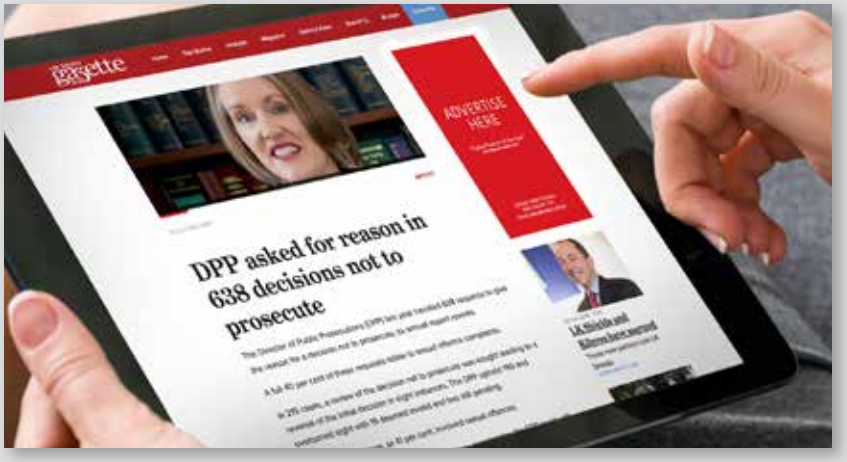
086 811 7116 01 837 5018 sean@lawsociety.ie www.gazette.ie

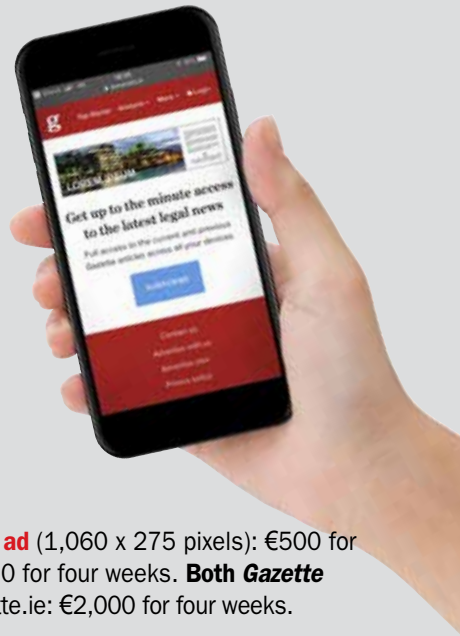
Ireland's leading online legal news resource

gazette.ie

Gazette.ie – Ireland's 'Digital Product of the Year' – is our daily online news service. It provides breaking news and exclusive legal content. With a variety of advertising positions and sizes available, Gazette.ie enables you to connect with our 12,870 unique visitors each week (51,480 per month), and growing.

There's also the opportunity to advertise in our weekly *Gazette Digest* – a round-up of the most significant news each week on Gazette.ie.





Skyscraper ad (250 x 500 pixels): €400 for one week; or €1,250 for four weeks. **Both *Gazette*** magazine **and** Gazette.ie: €1,500 for four weeks.

MPU/small display ad (250 x 250 pixels): €250 for one week; or €800 for four weeks. **Both *Gazette*** magazine **and** Gazette.ie: €1,100 for four weeks.

Home page banner ad (1,060 x 275 pixels): €500 for one week; or €1,650 for four weeks. **Both *Gazette*** magazine **and** Gazette.ie: €2,000 for four weeks.

The *Law Society Gazette* and Gazette.ie are the ideal media for your recruitment advertising needs. The *Gazette* provides law firms and recruitment advertisers with unparalleled access to a highly-qualified and diverse legal talent pool. Our classified, display, and enhanced online options give you complete and cost-effective legal recruitment solutions.

gazette
LAW SOCIETY

BEING READ BY A LAWYER NEAR YOU