

Journal of the Law Society of Scotland

Journal

MEDIA INFORMATION 2023
TARGET EVERY PRACTISING SOLICITOR IN SCOTLAND

THE JOURNAL

The Journal is the leading magazine devoted to the practising legal profession in Scotland. It provides a unique platform for companies to communicate their message to the Scottish legal profession.

The digital version of the magazine has an average circulation of 13,626 (ABC, May-Jun '20). All the Law Society of Scotland members are notified when we publish the magazine. Printed copies are distributed to all legal firm head offices and members can also choose to receive an individual copy. Circa 2,000 printed copies are currently distributed.

THE SOCIETY

The Journal is the official publication of the Law Society of Scotland. The Society is the governing body for Scottish solicitors. It promotes the interests of solicitors in Scotland and provides services to the public.

All practising solicitors in Scotland must be members of the Society and must hold a current Practising Certificate issued by the Society.

READERS

The members of the Society read the Journal for:

- Professional news
- Recruitment opportunities
- Product information
- In-depth articles and features
- CPD and Society information
- Briefings and analysis on legal issues
- A forum for debate

The magazine is often retained for reference, increasing the shelf life of your advertisement.

READER STATS

- Over 50% are female
- 93% are based in Scotland
- 52% earn over 45k per annum
- 37% of readers would pursue a new job if the right one came up

INTERACTIVE DIGITAL FORMAT

During these unprecedented times it is essential that the members are kept informed of legal developments and receive Society news and guidance. As many solicitors are not based in the office, we are sending the members a page turning version which is ideal for reading on a screen and provides an enhanced digital experience. This presents some exciting new opportunities for advertisers as the adverts can be animated, host videos or contain active links. You can view the magazines at www.lawscot.org.uk/members/journal/



JOURNAL MAGAZINE ADVERTISING COSTS

RATE - CARD

- Double page spread **£3,844**
- Full page **£1,989**
- Half page (Portrait or Landscape) **£1,309**
- Quarter page **£709**
- Strip ad (Display only) **£557**
- Classified 'Size 1' (4x6cm) **£245**
- Classified 'Size 2' (6x9cm) (Box No. service +£25) **£395**
- Lineage: **£25 per line**
- Inserts: **POA**

ONLINE RECRUITMENT

Lawscotjobs.co.uk is the Law Society of Scotland's recruitment website. The site receives 4,000 - 5,000 unique users per month and 70% of readers use lawscotjobs when looking for a new job. You can place an advert online or contact our team to upload the vacancy for you.

- Branded posting (4-week duration): **£599**
- Traineeship vacancy: **Free of charge**
- Leaderboard (728x90 pixels): **POA**
- Banner (240x120 pixels): **POA**
- Print and online packages are available on request

DEADLINES

ISSUE	BOOKING/COPY	PUBLISHED
January '23	19 December '22	16 January
February	3 February	20 February
March	3 March	20 March
April	31 March	17 April
May	28 April	15 May
June	2 June	19 June
July	30 June	17 July
August	28 July	14 August
September	1 September	18 September
October	29 September	16 October
November	27 October	13 November
December	24 November	11 December
January '24	18 December	15 January '24

For editorial copy please treat the ads booking deadline as the deadline for news items. Longer articles should be submitted by Monday of the same week.

EMAIL MARKETING

We send a monthly e-newsletter which contains advanced previews of features and articles that will appear in the upcoming Journal. The e-newsletter is sent to the entire Law Society of Scotland member database one week before the Journal Magazine's publication date. More than 14,000 e-newsletters are sent on a monthly basis.

- Banner (583x124 pixels): **£595**
- Prices are exclusive of VAT
PPA registered agency: 10%

ONLINE ADVERTISING

The Journal has a dedicated section on the Law Society of Scotland's website: lawscot.org.uk/members/journal/

- Native advertising: **£745**
- Leaderboard (728x90 pixels): **POA**
- Square Ad (400x400 pixels): **POA**



CPD SPONSORSHIP PACKAGE



The Society is Scotland’s leading provider of CPD training for the Scottish legal profession. Each year we engage with over 7,500 solicitors at all stages of their career, from the newly qualified to those making partners and gaining accreditations. All of our CPD is available online, both as live and to watch retrospectively. Our exhibition and sponsorship packages provide excellent marketing opportunities for any business that is looking to gain increased brand visibility and presence, and in the right context.

- Build relationships with new and existing contacts
- Present solutions and case studies to help increase understanding
- Contribute to the ongoing industry conversations around key issues
- Remain conversant with the issues and businesses in the solicitor profession
- Focus on specific constituencies of our membership (eg. high street firms; in house members, new lawyers)

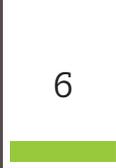
The following is a typical package for sponsoring a CPD event:

- Branding and link on event webpage
- Branding on welcome and holding slides at the conference
- Acknowledgement from conference Chair at start and finish of event
- The opportunity to do incorporate a video in the event OR contribute to a breakout session
- Attendance at the conference throughout the day x 3 personnel
- Access to the delegate list (those who consent)
- Logo and link in delegate follow-up email
- A DPS or single page adjacent to the conference report that will be written for the Journal
- Include your logo and some copy on our CPD newsletter (circulation 8,000 members who have expressly consented to receive it) for a period of 2 months.

The above package is £5k + vat for the DPS in the magazine or £4.5k + vat for the single full page.



TECHNICAL INFORMATION

						<p>Please supply your advertisement as a high-resolution PDF. Name your advert job folder using the following code: LSJ – name of advertiser - month. Connect Communications cannot accept responsibility for files supplied incorrectly, out with specification, or supplied beyond the copy deadline.</p>
1 Full page advert 186mm x 271mm	2 Full page with bleed 216mm x 303mm (A4 with 3mm bleed all sides)	3 Half page landscape 186mm x 133mm	4 Half page portrait 91mm x 271mm	5 Quarter page portrait 91mm x 133mm	6 Sponsorship strip landscape (Teaser advert) 186mm x 35mm	

TERMS & CONDITIONS

01. In these conditions the term “Advertiser” shall include any advertising agent or agency and the commitment of any such agent or agency shall bind the Advertiser as principal. The term “Publisher” shall mean THE JOURNAL (print and online). The term “copy date” shall mean such date as determined by the Publisher and notified to the Advertiser in writing.

02. The acceptance of advertisements for publication by the Publisher is upon the basis of these conditions and no modifications or amendment thereto shall bind the Publisher unless agreed in writing by the Publisher.

03. All orders for the publications of advertisements are subject to availability of space and to the Publisher’s written acceptance and approval of copy.

04. Copy must be supplied in conformity with the Publisher’s requirements and a charge will be made for any additional work involved in adapting or modifying non-conforming copy.

05. The Advertiser shall deliver copy to the Publisher by the copy date. In the event of failure to do so, the Publisher reserves the right to use any previously supplied copy. In the event of there being no appropriate copy, the space will be forfeited at full cost to the Advertiser.

06. The Publisher reserves the right, at its absolute discretion, to refuse, omit, alter, suspend or withdraw all advertisements which do not meet its approval without incurring any liability to the Advertiser.

07. The Publisher shall be entitled to ignore any amendments to approved copy, stop orders, and requests for transfer, cancellations or alterations of any kind unless they are notified in writing and received by the Publisher no less than 12 weeks before the date of insertion.

08. The Advertiser warrants that each advertisement(s) does not contravene the provisions of any Act of Parliament, Statutory Instrument or Order in Council, (b) is not illegal or defamatory, © does not infringe any copyright and (d) complies in every respect with the British Code of Advertising Practice.

09. The Publisher will not be liable for any damage or loss caused by or in any way arising out of late publication, non- publication or error in the publication of any advertisement.

10. The Publisher will not be liable for any loss of or damage to artwork, drawings, or other property or material supplied by the Advertiser and following the use of the same they shall be destroyed or returned to the Advertiser at the Advertiser’s cost and risk.

11. The Advertiser indemnifies the Publisher and the Editor, for the time being, in respect of all costs, claims and other charges, including legal costs falling upon them or either of them as a result of threatened or actual legal proceedings or action arising out of or in any way connected with the supply and content of copy relating to advertisement(s) placed by the Advertiser and the publication of such advertisement(s).

12. Where the Advertiser is supplying inserts, the Publisher will not be liable for any damage or loss caused in any way arising out of late delivery, loss of material or faulty insertion. In the event of any of the above, the agreed rate will still apply.

13. The Publisher reserves the right to increase the rates charged for advertisements and otherwise alter or amend the terms relating to the frequency, spacing and positioning of advertisements. In such cases the Advertiser may cancel the balance of the order without surcharge.

14. Series discounts cannot be granted retrospectively.

15. For the avoidance of doubt, if the Advertiser cancels the balance of a contract or does not complete a series of advertisements within the agreed period except in the circumstances set out in paragraph 14 above, he/she relinquishes any right to any series discount.

16. Advertising Agents recognised by the Periodical Publishers’ Association are allowed a 10% commission for advertising on the quoted rates provided payment is made on the due date.

17. Payment terms: immediate upon receipt of invoice.

18. Cancellation notice – 12 weeks prior to digital file deadline. If a cancellation results in an advertiser failing to reach agreed insertion levels to qualify for a series discount, the advertiser will be invoiced by the publisher accordingly.