

Partner with an Engaged Legal Profession

2023/24 Media Kit



Your opportunity to connect with active professional decision makers

The 2023/24 Law Society Media Kit provides an overview of the advertising opportunities available to companies wishing to engage the legal profession of Western Australia through our vast publications. We also have a number of sponsorship and partnership packages that we would welcome the opportunity to step you through.



640,000+
annual website
page views

+50%

Average open rate
of our member
newsletters

86%*

agree that we
keep members
well informed

7,000

legal
professionals
on our
mailing lists

86%*

Membership
satisfaction

83%*

agree that we are
the voice of the
legal profession

4,577

members



an increase of
approx 200 on
previous year
and a 53%
market share

86%

member
retention
year on year

The Law Society
OF WESTERN AUSTRALIA
The voice of the legal profession in Western Australia

The Law Society of Western Australia

Level 4, 160 St Georges Tce, Perth Western Australia 6000
PO Box Z5345, Perth WA 6831

Phone: (08) 9324 8600 | **Fax:** (08) 9324 8699

info@lawsocietywa.asn.au | lawsocietywa.asn.au

Our community

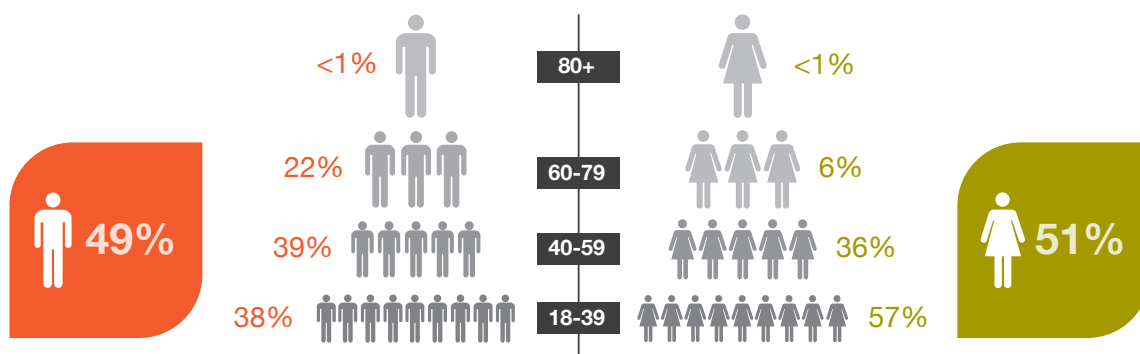
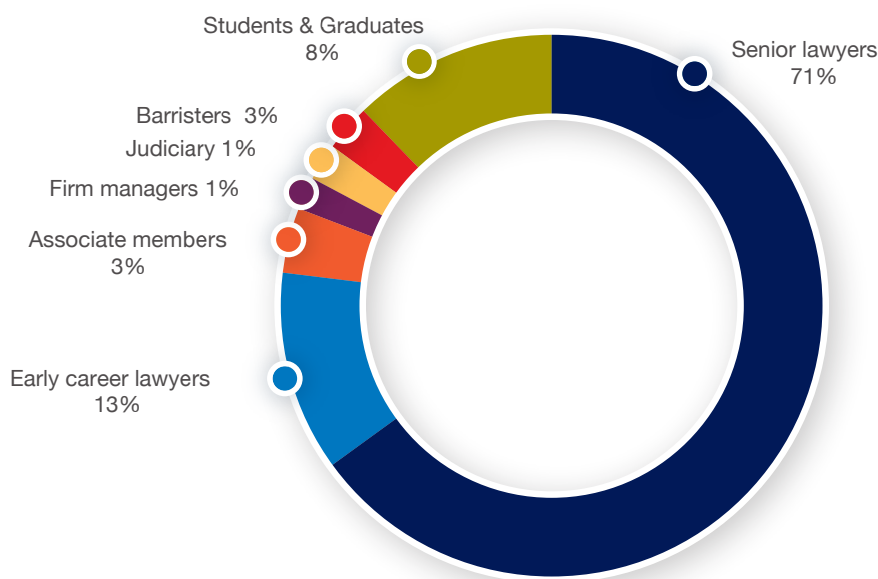
Connect with our members

The Law Society has over 4,600 members.

Membership is split into a number of categories^ with legal practitioners accounting for almost 80%.

An active and engaged early career lawyers segment takes advantage of the extensive social, sporting and educational event calendar throughout the year.

Senior lawyers make up the largest percentage of the membership. Approximately 15% of these are Legal Directors or Partners - the decision makers in the firms.



Gender and age breakdown

Potential for growth and longevity with future customers and clients

Membership of the Law Society is large and diverse allowing you to offer relevant products and services across different stages of the members' career and life cycle. With our early career and law student membership accounting for almost a quarter of members an opportunity exists to build and develop meaningful relationships over time.

With a gender diverse membership of high net-worth individuals the Law Society can provide you with a targeted and cost effective way to engage the legal profession as a whole and individuals who work within it.

^Associates include Academics, Parliamentarians, Retirees and Practitioners on Leave.
Early Career Lawyers include certificated practitioners with less than five years' experience.

Brief journal

Western Australia's leading legal membership journal, produced and distributed digitally.

Brief has 6 issues published annually and is an ideal way for members to keep up to date with important developments on state, national and international legal matters. The six issues are published in February, April, June, August, October and December.

The Law Society's *Brief* Editorial Committee reviews and edits articles for publication. Articles are written by practitioners and leading professionals within the legal arena and focus on topics of great importance to the legal profession. *Brief* also contains details of upcoming events, CPD seminars and less formal articles such as event wrap-ups and book reviews.

Circulation

Available in digital format only, *Brief* has a circulation of 4,200+ and is sent to all Law Society members, other subscribers, affiliated organisations, universities and law libraries, plus it has an excellent open rate amongst the profession. The publication is renowned by the profession for its use as a legal reference resource, long after its publication.

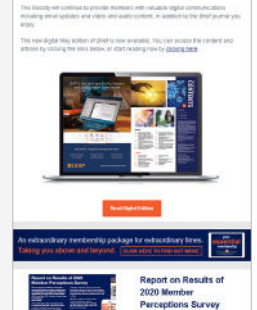
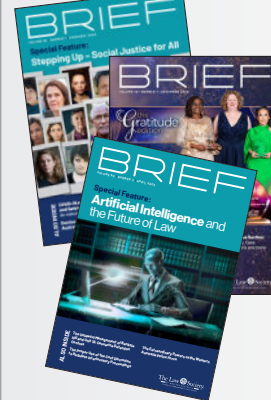
Investment

Position	Casual (per issue)	Three issues (per issue)	Six issues (per issue)
Centre Double-Page Spread	\$4,220	\$4,020	\$3,810
Outside Back Cover	-	-	-
Inside Front Cover	\$2,390	\$2,340	\$2,160
Inside Back Cover	\$2,265	\$2,215	\$2,040
Full Page	\$2,150	\$2,055	\$1,940
Half Page (Horizontal)	\$1,460	\$1,370	\$1,315
Third Page (Horizontal)	\$1,090	\$1,050	\$985
Quarter Page (Vertical)	\$980	\$940	\$895
Quarter Page (Horizontal)	\$950	\$905	\$855
Classified - Large	\$462	\$441	\$415
Classified	\$273	\$247	\$231
Professional Announcements	Complimentary for members and Sponsoring Firms. \$2.75 per word - Maximim 150 words. Photo \$25		

A 10% loading will apply to requests for preferred pages (with the exception of cover pages, above).
All listed prices exclude GST.

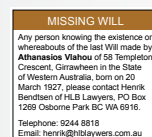
Deadlines and specifications

Issue	Booking Deadline (1st Friday of prior month)	Artwork Deadline (3 weeks after booking)
June 2023	5 May	26 May
August 2023	7 July	21 July
October 2023	1 September	22 September
December 2023	3 November	24 November
February 2024	5 January	26 January
April 2024	1 March	22 March
June 2024	3 May	24 May



Digital distribution

Classified examples



Advertisement sizes

Full page (A4)
210mm (W) x 297mm (H)
Add 3mm bleed where image runs to edge of page

Quarter page
Vertical
58mm (W) x 195mm (H)
Half page
Horizontal
185mm (W) x 130mm (H)

Quarter page
Horizontal
185mm (W) x 65mm (H)

Third page
Horizontal
185mm (W) x 85mm (H)

Classified - Small
55mm (W) x 50mm (H)
Classified - Large
Horizontal: 120mm (W) x 50mm (H)
Vertical: 55mm (W) x 110mm (H)

File specifications
PDF, 300dpi / RGB,
all fonts embedded or outlined

Digital communications

Law Society newsletters

Email communication is the prime point of contact between the Law Society and the membership and stakeholder base.

- **Friday Facts** – weekly member newsletter to over 4,100 recipients with an average open rate of 46%
- **CPD News** – fortnightly digital newsletter to over 3,700 Law Society members and other legal professionals with an average open rate of 39%
- **Young Lawyers News** – monthly digital newsletter to 1,300 members and subscribers with an average open rate of 48%

Size

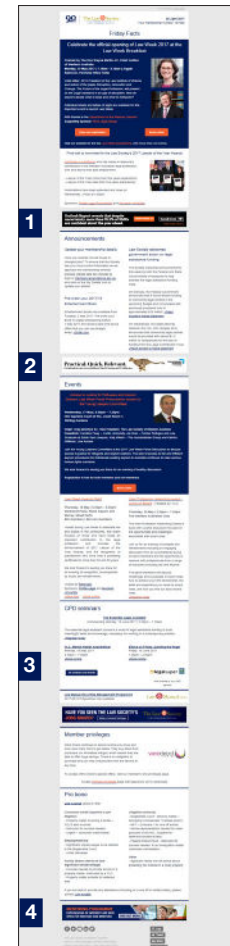
Banner ads should be supplied as 600 pixels wide by 110 pixels deep. Banners can be jpeg, png or gif (animated gif is acceptable up to a file size of approx 4MB). Please also supply an internet address to which the banner should be linked.

Investment

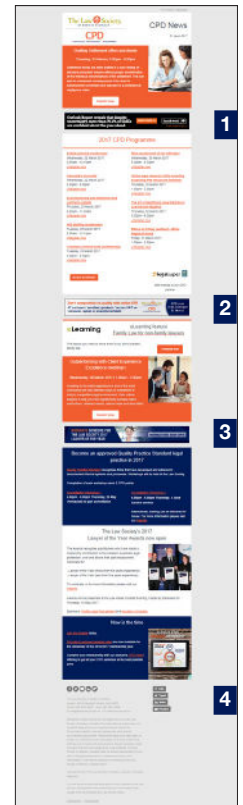
Position	Casual	2 issues	3 issues	6 issues
1st	\$575	\$1,055	\$1,535	\$2,720
2nd	\$500	\$925	\$1,355	\$2,400
3rd	\$435	\$780	\$1,165	\$2,060
4th	\$370	\$650	\$985	\$1,735

All listed prices exclude GST. Multiple month bookings do not have to be run consecutively however must be completed within a twelve month period.

Friday Facts



CPD News



Website - lawsocietywa.asn.au

With over 10,000 page views per week, the Law Society's website is highly visited.

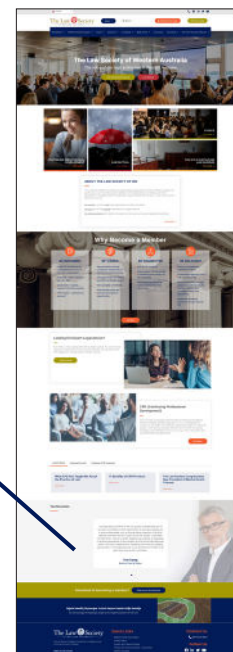
Members frequently visit the Law Society website to access their member benefits, register for events and pay subscriptions, making the homepage a targeted and effective medium for advertising.

Investment

Size and Position	1 month	3 months	6 months	12 months
Bottom Banner 1024px (W) x 160px (H) <i>Will scale to fit container</i>	\$1,010	\$2,580	\$4,840	\$7,855

All listed prices exclude GST. Multiple month bookings do not have to be run consecutively however must be completed within a twelve month period.

POSITION



Deadlines and specifications

Communications Channel	Size	File Specifications	File Type	Artwork Deadline
Newsletter Banner	600px (W) x 100px (H)	72dpi / RGB + Internet URL	JPEG or GIF	4 days prior to publication date
Website Banner	1024px (W) x 160px (H)			

Jobs Board

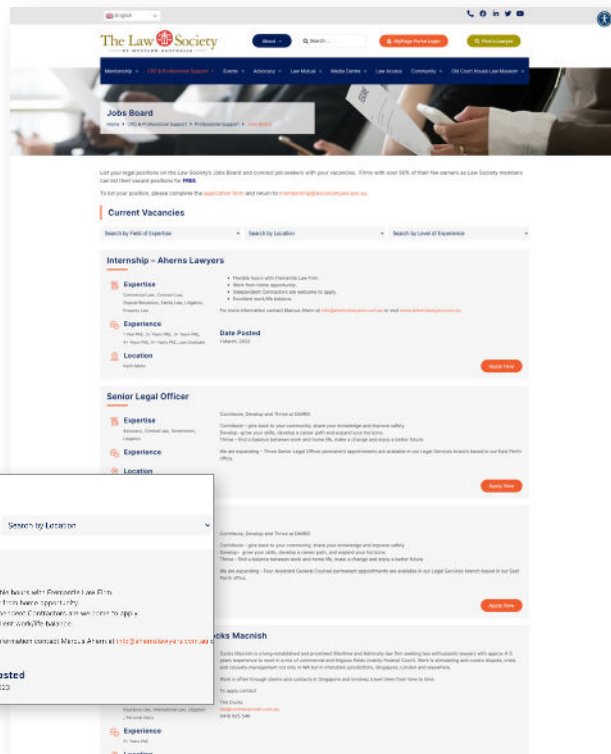
Activate your job vacancy

The Law Society's jobs board advertises job opportunities in the legal profession.

As the voice of the legal profession in Western Australia, we understand there are an ever-increasing number of unemployed lawyers and are aware of the costs associated with filling these vacancies.

The Law Society has launched its own jobs board, allowing law firms, government departments, corporates and other organisations to list their vacant legal positions for a fraction of the price of other job-search platforms.

As an added benefit, firms with over 50% of their fee earners as Law Society members can list their vacant positions for FREE; another reason why the Law Society is the essential membership of the legal profession.



Investment

Organisation type	First listing	Additional advertisements in financial year
Law Firm / Corporate Legal team / Government Legal Department with >50% fee-earners are members	\$0	\$0
Law Firm / Corporate Legal team / Government Legal Department with <50% fee-earners are members	\$125	\$100 each
Sponsoring organisations (non-legal)	\$125	\$100 each
Other associate organisations (recruitment, consultancy)	\$215	\$185

All price are inclusive of GST. Please contact the Manager Corporate Communications to discuss larger advertising and job listing packages.

Get in touch

To find out more about any of the listed advertising opportunities, please contact:

Madeleine McErlain

Manager Corporate Communications

Phone: (08) 9324 8650

Email: advertising@lawsocietywa.asn.au

We also have a number of sponsorship and partnership packages that we would welcome the opportunity to step you through as well as our Membership Privileges Partner Programme, where members can take advantage of exceptional discounts on a range of professional and personal products and services.

Offers and prices contained within are to serve as a guide only and are ex-GST. Please contact our team to discuss further. The Law Society of Western Australia reserves the right to decline advertising and sponsorship.

In-house design service

The Law Society offers an internal design service for advertisers requiring artwork creation.

This service is billed at \$100/hr + GST. Please contact the team if you require further details.

Terms and conditions

1. All advertising fees will be invoiced after publication.
2. The Law Society of Western Australia reserves the right to check the suitability of all content and advertisements supplied.
3. All advertisements and advertorial will be subject to editorial approval.
4. The Law Society of Western Australia reserves the right to refuse advertising based on inappropriate content or subject matters contradictory to the Law Society of Western Australia's strategy and objectives.
5. Cancellations made after the booking deadline cannot be refunded.
6. Advertising rates do not include agency commission. Accredited agents must add their commission to the advertising rate/s.

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Whilst the Law Society takes all precautions during print production, no responsibility will be accepted for variations in colour or image blurring due to incorrect submission of files.