

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

4,825
members



an increase of
approx 300
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

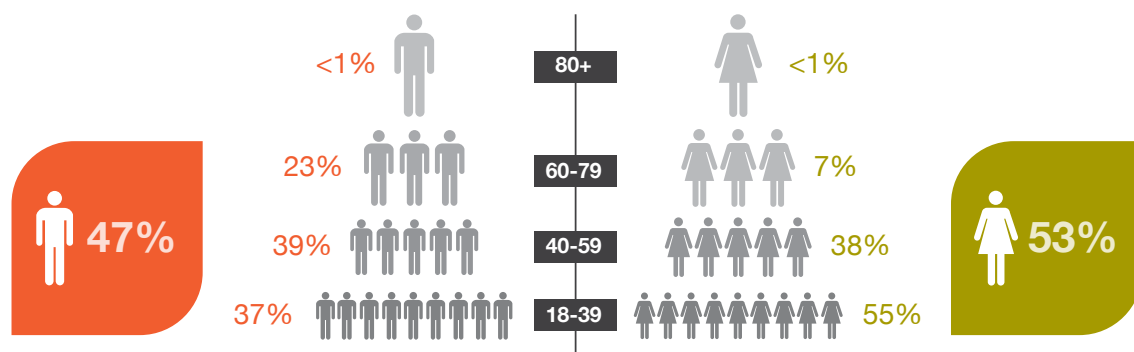
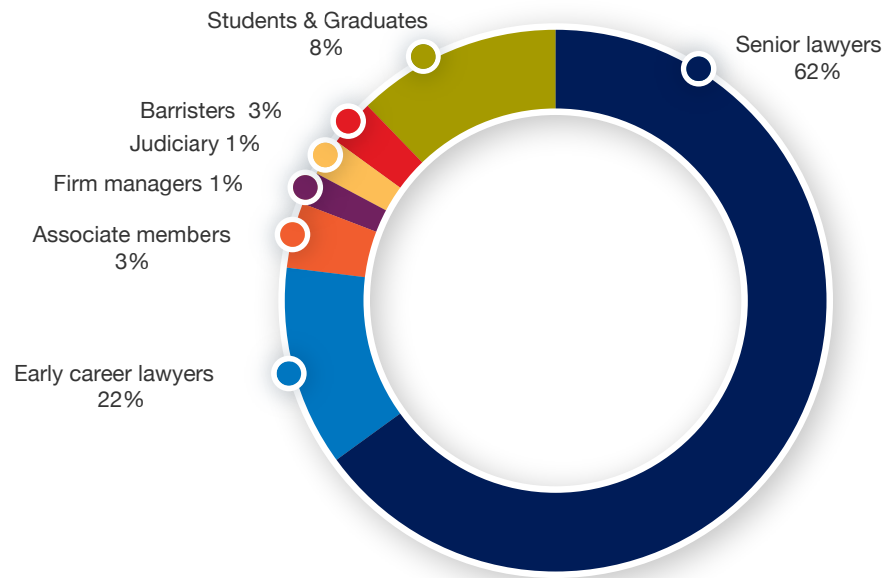
Connect with our members

The Law Society has over 4,800 members.

Membership is split into a number of categories^ with legal practitioners accounting for over 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 and Retirees.
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.

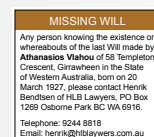
Deadlines and specifications

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%

Specifications

Banner ads should be supplied as 600 pixels wide by 110 pixels deep. Banners are suitable at 72dpi and can be in jpeg, png, or gif format (animated gif is acceptable up to a file size of approx 4MB). Please also supply a URL to which the banner should be linked.

Artwork Deadline

4 days prior to publication date.

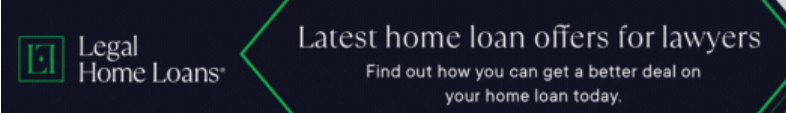
Investment

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

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

Banner advertising examples

1

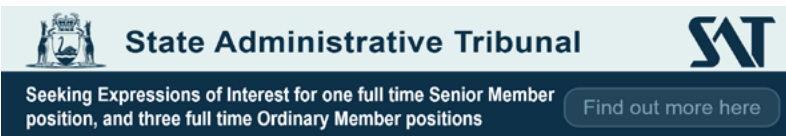


Legal Home Loans

Latest home loan offers for lawyers

Find out how you can get a better deal on your home loan today.

2




State Administrative Tribunal

Seeking Expressions of Interest for one full time Senior Member position, and three full time Ordinary Member positions

Find out more here

3



LawCareWA


Wellbeing and Resilience Programme

Did you know? Your membership with the Law Society provides you with access to support programmes through LawCare WA.

FIND OUT MORE

Friday Facts

1



Friday Facts The Law Society

16 January 2024 Membership Number: 110278

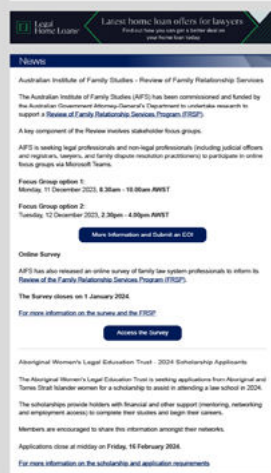
100 WA WESTERN AUSTRALIA'S 100 YEAR MILESTONE

December 2023 marks the 100 years since women won legislative change, removing barriers for women to be admitted and to practice law in Western Australia. This significant milestone would not have been possible without the courageous work of pioneering women who have gone before including Edith Cowan, as Western Australia's first female parliamentarian who led this legislative change on 23 December 1923.

In celebration of the 100 years anniversary in 2023, the Law Society held a special Long Table Lunch Law event and also launched the #100years100years campaign. This campaign creates a visual mosaic of the many faces of women in the law today with over 100 photos received to date and counting. These photos will appear on the Law Society's new website. If you would like to have your photo included, the only criterion is that you were once admitted to practice in Western Australia. The website of women who fit this criteria. To include please email members@lawsociety.wa.gov.au.

This month's edition of Brief, which will be published next week, features some of the highlights of this year's 100 Year celebrations and the people who made noteworthy contributions.

2



Legal Home Loans Latest home loan offers for lawyers

Find out how you can get a better deal on your home loan today.

News

Australian Institute of Family Studies - Review of Family Relationship Services

The Australian Institute of Family Studies (AIFS) has been commissioned and funded by the Australian Government Attorney-General's Department to undertake research to support a Review of Family Relationship Services (FRS).

A key component of the Review involves stakeholder focus groups.

AIFS is seeking legal professionals and non-legal professionals (including judicial officers and registrars, barristers, and family dispute resolution practitioners) to participate in online focus groups on Microsoft Teams.

Focus Group option 1: Monday, 11 December 2023, 9:30am - 10:00am AEST

Focus Group option 2: Tuesday, 12 December 2023, 3:00pm - 3:30pm AEST

More information and submit an EOI

Online Survey

AIFS has also released an online survey of family law system professionals to inform its Review of the Family Relationship Services Program (FRSP).

The Survey closes on 1 January 2024.

For more information on the survey and the FRSP

Access the Survey

Aboriginal Women's Legal Education Trust - 2024 Scholarship Applicants

The Aboriginal Women's Legal Education Trust is seeking applications from Aboriginal and Torres Strait Islander women for a scholarship to assist in obtaining a law degree in 2024.

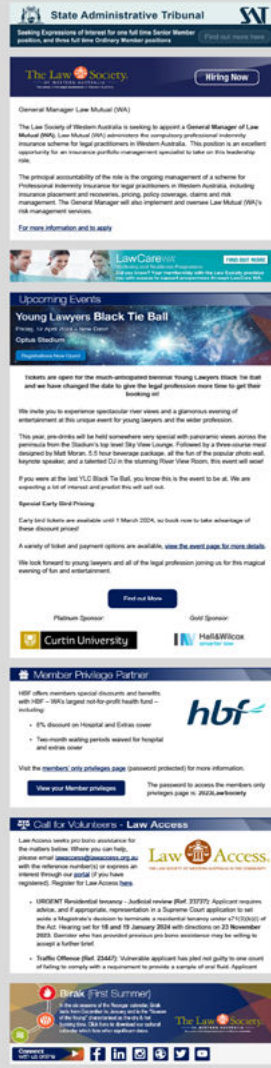
The scholarships provide holders with financial and other support (mentoring, networking and employment access) to complete their studies and begin their careers.

Members are encouraged to share this information amongst their networks.

Applications close at midday on Friday, 16 February 2024.

For more information on the scholarship and application requirements

3



State Administrative Tribunal

Seeking Expressions of Interest for one full time Senior Member position, and three full time Ordinary Member positions

Find out more here

The Law Society Hiring Now

General Manager Law Mutual (GMA)

The Law Society of Western Australia is seeking to appoint a General Manager of Law Mutual (GMA). Law Mutual (GMA) administers the compulsory professional indemnity insurance scheme for legal practitioners in Western Australia. This position is an excellent opportunity for an insurance portfolio management specialist to take on this leadership role.

The principal accountability of the role is the ongoing management of a scheme for Professional Indemnity Insurance for legal practitioners in Western Australia, including insurance placement and recovery, pricing, policy coverage, claims and risk management. The General Manager will also implement and oversee Law Mutual (GMA)'s risk management system.

For more information and to apply

Upcoming Events

Young Lawyers Black Tie Ball

Friday, 19 April 2024 7:00pm - 11:00pm

Central District

[Download tickets now!](#)

Tickets are open for the much-anticipated biennial Young Lawyers Black Tie Ball and we have changed the date to give the legal profession more time to get their bookings in!

We invite you to experience spectacular views and a glamorous evening of entertainment at this unique event for young lawyers and the wider profession.

This year, our drinks will be held in a spectacular space with panoramic views across the peninsula from the Stadium's top level Sky View Lounge. Followed by a three-course meal decorated by Matt Moran, 5.5 hour live entertainment, all the fun of the social office and keynote speaker, and a talented DJ in the stunning River View Room. This event will most definitely be a night to remember.

If you were at the last YLC Black Tie Ball, you know this is the event to be at. We are expecting a lot of interest and predict this will sell out.

Repeal Early Bird Pricing

Early bird tickets are available until 1 March 2024, so book now to take advantage of these discounted prices!

A variety of ticket and payment options are available, [view the event page](#) for more details.

We look forward to young lawyers and all of the legal profession joining us for this magical evening of fun and entertainment.

Find out more

Platinum Sponsor: Curtin University

Gold Sponsor: Hall & Wilcock

Member Privileges Partner

hbf

hbf offers members special discounts and benefits with hbf - WA's largest not-for-profit health fund - including:

- 5% discount on hospital and extras cover
- Two-month waiting periods waived for hospital and extras cover

Visit the [members only privileges page](#) (password protected) for more information.

View your Member privileges The password to access the members only privileges page is: 2023lawcare

Call for Volunteers - Law Access

Law Access seeks pro bono assistance for the public justice system. Where you can help, please email lawaccess@lawsociety.wa.gov.au with the reference number(s) or express an interest through our portal if you have registered. Register for Law Access here

- **URGENT** Residential Tenancy - Judicial review (Ref: 202377). Applicant requires advice, and if appropriate, representation in a Supreme Court application to set aside a Magistrate's decision to terminate a residential tenancy under s11(1)(b)(i) of the RT Act. Hearing set for 18 and 19 January 2024 with directions on 23 November 2023. Consider who has provided previous pro bono assistance may be willing to accept a further brief.
- **Traffic Offence (Ref: 23447)** Vulnerable applicant has pled not guilty to one count of failing to comply with a requirement to provide a sample of oral fluid. Applicant

Break Fast Summer

It is the season of the summer break and the Law Society is celebrating the summer break with the 'Break Fast Summer' campaign. The campaign aims to raise awareness of the importance of taking a break from work and enjoying the summer months.

The Law Society of Western Australia

Law Society of Western Australia, 4102 St Georges Terrace, Perth WA 6003, Australia

Phone: 08 9224 9000 Fax: 08 9224 9000

Jobs Board

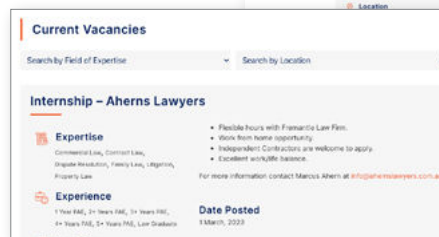
Activate your job vacancy

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 Events & Business Development to discuss larger advertising and job listing packages.

Get in touch

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

Maryka Mensink

Manager Events & Business Development

Phone: (08) 9324 8638

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 Member Extras 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.

Level 4, 160 St Georges Terrace, Perth WA 6000

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

Email: info@lawsocietywa.asn.au

Web: lawsocietywa.asn.au

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.