



LOS ANGELES LAWYER Media Kit



LOS ANGELES LAWYER (LAL) is the official publication of the **LOS ANGELES COUNTY BAR ASSOCIATION (LACBA)**. With a circulation of more than 18,000, it is the most comprehensive legal magazine in Southern California. It provides substantive law articles, legal advice, and tips—making **LOS ANGELES LAWYER** a must read for attorneys, judges, legal, and other professional members.

LACBA commissioned Research USA to conduct a survey of our membership to learn more about our readers, their firms, and our attorney members. The results are presented below.

OUR READERSHIP

More legal professionals read **LOS ANGELES LAWYER** than any other legal publication in California, and **60%** of our respondents read three of the last four issues.

90% of our readers read **LAL** to stay apprised of current law, law practice management, continuing legal education, and to take our self-study tests.

In addition, more than **80%** of our readers clip or copy articles from **LAL**.

DEMOGRAPHICS

Our readers' top 10 areas of specialization are:

1. Litigation
2. Business
3. Real Property
4. Labor and Employment
5. Tort
6. Wills, Trusts, and Estates
7. Commercial
8. Corporate
9. Family
10. Civil Appellate

LACBA members turn to **LOS ANGELES LAWYER** with greater regularity than any other legal publication.



“**LOS ANGELES LAWYER** is the best legal magazine around—interesting and useful articles; well laid out—a real pleasure to read.”—JUDGE MICHAEL MARCUS (Ret.)

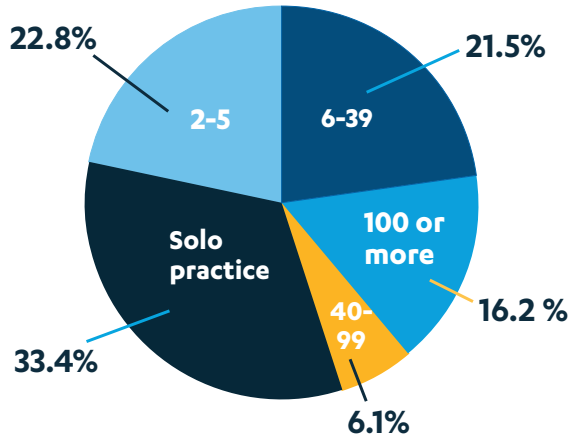


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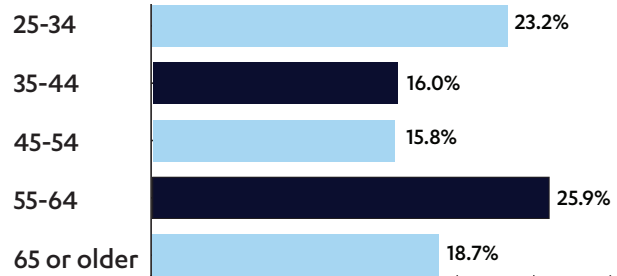


For all advertising queries, contact
Linda Bekas at 213. 896.6504 or
lbekas@lacba.org.

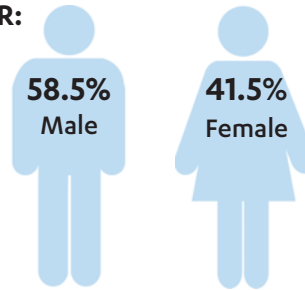
SIZE OF LAW FIRM BY NUMBER OF ATTORNEYS:



AGE :



GENDER:



PURCHASING AUTHORITY

PROFESSIONALLY: Our readers are influential and powerful firm decision makers.

Advertising in *LOS ANGELES LAWYER* is a sure way to reach these influencers in the legal marketplace. *LOS ANGELES LAWYER* readers rely on your products and services to thrive.

More than **two-thirds** have **purchasing authority** for their firms and use outside vendors to assist them with their trial needs.

- 63.2% Expert Witnesses
- 49.3% Alternative Dispute Resolution
- 32.6% Investigative Services
- 23.6% Contract Attorneys
- 18.8% E-Discovery
- 16.0% Trial Support Services

PERSONALLY: Our readers practice in one of the nation's most affluent legal markets.

Their average yearly household income is **\$257,100** and **nearly 25%** of their household income can be used as **discretionary**.



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DISPLAY ADVERTISING RATES

EFFECTIVE WITH THE JANUARY 2019 ISSUE

	ONE PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/6 PAGE	1/12 PAGE
1x	\$2,767	\$2,063	\$1,590	\$1,078	\$611	\$413
3x	\$2,530	\$1,826	\$1,392	\$1,001	\$556	\$380
6x	\$2,294	\$1,650	\$1,298	\$ 869	\$506	\$330
12x	\$2,118	\$1,529	\$1,172	\$ 765	\$446	\$297
24x	\$2,002	\$1,353	\$1,056	\$ 721	\$402	\$270

COLOR PREMIUMS

(In addition to space cost)

Two Color: \$550
Black and one process color
(either cyan, magenta or yellow)

Four Color: \$900
Black and two or three process colors

Lower rates may apply for fractional ads

COVER PREMIUMS

(In addition to space costs)

Inside Front Cover: \$300
Inside Back Cover: \$250
Back Cover: \$300

LEGAL ANNOUNCEMENTS

Full Page: \$1,575
2/3 Page: \$1,285
1/2 Page: \$ 965
1/3 Page: \$ 640

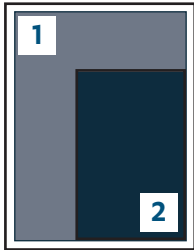


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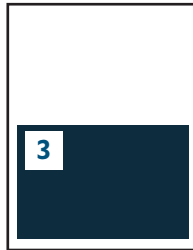


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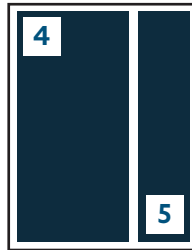
MECHANICAL REQUIREMENTS



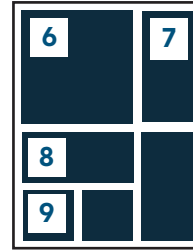
1 Full Page
7" x 10" live area



3 1/2 Page Horizontal
7" wide x 4⁷/₈" tall



4 2/3 Page
4⁵/₈" wide x 10" tall



6 1/3 Page Square
4⁵/₈" wide x 4⁷/₈" tall

2 1/2 Page Vertical
4⁵/₈" wide x 7¹/₄" tall

5 1/3 Page Vertical
2¹/₂" wide x 10" tall

7 1/6 Page Vertical
2¹/₂" wide x 4⁷/₈" tall

8 1/6 Page Horizontal
4⁵/₈" wide x 2¹/₄" tall

9 1/12 Page
2¹/₄" wide x 2¹/₄" tall

Borders are required on all ads less than full page. (Ad dimensions include border.)

Printing: Web offset via computer-to-plate

Binding: Saddle stitched

Magazine trim size: 8³/₈" x 10⁷/₈"

Full-page ad live matter area: 7" x 10"

Full-page bleed ad size: Include additional ¹/₈" on all sides (i.e. 8⁵/₈" x 11¹/₈") No extra charge for bleeds.

Spreads: Trim is 16³/₄" x 10⁷/₈" Please add ¹/₈" for bleed ads (i.e. with bleed - 17 x 11¹/₈") and keep all live matter ¹/₂" from trim.

Line screen: 150

Maximum density for four-color ads: 300

Ads are accepted in one of the following digital formats:

- 1) PDF Distilled as PDF/X-1a. Save with preview enabled. Embed fonts. Save files as grayscale or CMYK.
- 2) EPS (all fonts converted to outlines)
- 3) Photoshop TIFF (300 dpi)

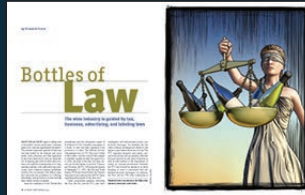
INSERTS: Stitch in and tip-in inserts are accepted in LOS ANGELES LAWYER magazine. Please call for specifications.

Please submit ads via e-mail to: Matty Jallow Baby at mjallow@lacba.org

Production charges may apply should artwork be received past the material due date and/or in the incorrect format.



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CONDITIONS FOR ADVERTISING

1. All advertisers are required to pay in advance.
2. A short rate will be charged for contracts that are not fulfilled.
3. Cancellations are not accepted after the space closing date, five weeks prior to the date of issue. Cancellation requests must be submitted in writing prior to the closing date. If space is reserved and materials do not arrive by press time, advertiser will be billed for space.
4. Publisher is authorized to repeat previous advertisement if new copy is not received by material deadline.
5. If a multiple schedule of advertising is placed by an insertion order, and issue months for advertising are not indicated, publisher will assume ads will run consecutively unless notified in writing before closing date.
6. A signed, dated insertion order or contract must be received by the closing date for each issue.
7. Publisher will not be bound by any conditions printed or otherwise appearing on any insertion order or contract when they conflict with the terms and conditions of LOS ANGELES LAWYER policies for accepting advertising.
8. The Advertising Director, Editor, and/or the Editorial Board of LOS ANGELES LAWYER reserve the right to refuse any advertisement.

“Our firm has run a full-page ad in *LOS ANGELES LAWYER* each month for about five years. We are proud supporters of this publication, which has given us valuable exposure in the Los Angeles legal community.” — CHRISTOPHER C. MELCHER, WALZER MELCHER LLP

“Over the years, I’ve watched the *LOS ANGELES LAWYER* magazine strive to serve the needs of Southern California lawyers; this is a magazine of intellectual substance and wide reach with new ideas to explore in depth.” — ED POLL, J.D., M.B.A., CMC PRINCIPAL, LAWBIZ MANAGEMENT



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SUPPLEMENTAL PUBLICATIONS AND ADVERTISING OPPORTUNITIES

In addition to LOS ANGELES LAWYER, the following digital and print publications are available for sponsorship or advertising:

LACBA Daily eBriefs—E-mailed to LACBA members daily, this notification includes summaries of appellate court decisions published over the previous 24 hours. Each summary includes a link to the full text of the opinion. **Daily eBriefs** from the previous 90 days can be searched online. **E-mailed to 16,000 California attorneys each day.**

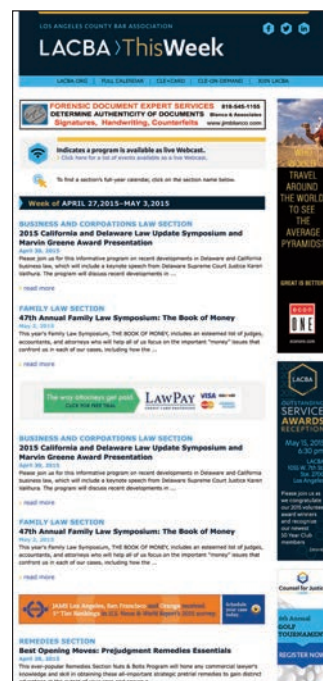
LACBA Update—*Update* serves as one of LACBA's principal sources of information and includes the latest announcements from around the bar, practice pointers, member benefits, a job board, and information about upcoming events. **E-mailed to 90,000 LACBA members and nonmembers every month.**

LACBA This Week—A fast, convenient, easy-to-read listing of LACBA events in one weekly e-mail. Readers can view upcoming programs for the current week and up to four weeks in advance, plus complete their program registration online. Advertising banner opportunities available. **E-mailed to 90,000 LACBA members and nonmembers every month.**

LACBA.org—The Los Angeles County Bar Association's website. **85,000 page views per month.**

Southern California Directory of Experts & Consultants—The most comprehensive registry of legal expertise in the region, containing more than 1,000 listings (medical, technical, scientific and forensic expert witnesses, litigation consultants, trial support services, alternative dispute resolution service providers, and the Lawyer-to-Lawyer Referrals). Published in late January, this annual directory is a benefit of LACBA membership and also distributed to other Southern California bar associations. **Print circulation: 18,000**

www.expert4law.org—An online directory of expert witnesses, legal consultants, litigation support, dispute resolution professionals, and other vital resources for the legal professional. **1,400 page views per month.**



LOS ANGELES LAWYER magazine subscription rate: \$38 yearly

P.O. Box 55020, Los Angeles CA 90055-2020 | Tel 213.896.6503 | Fax 213.833.6715 | www.lacba.org/lawyer