

# FindLaw media kit

## magazine

FindLaw's key target market - Lawyers making buying decisions about technology and support services.

FindLaw reaches lawyers through 2 powerful distribution channels – the FindLaw Magazine and the FindLaw website.

### What is the FindLaw Magazine



The FindLaw Magazine deals with technology and practice support issues for lawyers. The aim of the magazine is to equip its readers with information to enable them to make informed purchasing decisions.

The driver for the magazine is a survey of lawyers conducted by the Queensland Law Society which found that lawyers feel inadequately informed about technology. Lawyers want more accessible information about technology and the impact of technology on their practice.

This is what the FindLaw Magazine provides in a short, punchy, easy to read, newsletter style. The magazine is distributed to 90% of all law firms in Australia.

### Statistics & demographics

**Frequency:** Monthly (approx 11 issues per year)

**Circulation:** 8,400 law firms (90% law firms in Australia)

**Distribution:** Australia wide

### Features

Each month the magazine will provide lawyers with plain English commentary that provides solutions to common practice issues including:

- Litigation support technology
- Web marketing and Web site building
- Document management
- Upgrading your systems
- Retaining an expert
- Remote computing
- Time recording and billing
- Client collaboration tools including extranets & intranets
- Security

### What our readers say

Here's a selection of comments we've received:

*"The articles are succinct, snappy and most importantly relevant"*

*"I found your newsletter relevant to my interests of office administration and marketing. Most articles offered hints and ideas to improve our use of technology and office procedures."*

*"I really enjoyed your first issue of FindLaw and wish to now subscribe."*

*"I have just read the first issue of your journal and I'm impressed! I would like to place a subscription."*

# FindLaw

web site



New Online Publishing  
Venture 2001  
Highly Commended

## What is the Findlaw Website

FindLaw is the most popular commercial legal web site in Australia, according to leading traffic measurement company Hitwise with over a million hits each month.

FindLaw's popularity is the result of the quality, value and accessibility of our content – legal articles, case law, legislation, a comprehensive directory of lawyers, daily legal news and a directory of technology suppliers and experts - together with our affiliate arrangements with high profile companies such as BRW and ANZ.

## Key Statistics

**Hits:** over 1.4 million hits per month  
**Visitors:** more than 25,000 per month  
**Legal reach:** 70% of users are lawyers

## What our readers say

**Here's a sample of what some lawyers have said about FindLaw:**

*"I have looked at your website and I am impressed by the service."*

*"Your site is a terrific resource for us lawyers and clients. Keep up the good work!"*

*"I am very impressed with your site and believe it is a great resource."*

*"A great service, thank you."*

[www.findlaw.com.au](http://www.findlaw.com.au)

# FindLaw

technology & expert directory

## How the Directory works

The Directory enables lawyers to find experts and providers of technology services and solutions. The Directory is published both in the FindLaw Magazine and on the FindLaw web site.

Promoting your services through the Directory gives you a powerful combination of promoting your products or services in a magazine distributed to 90% of the law firms in the country and on the most popular commercial legal web site in the country.

Each month 90% of law firms receive the FindLaw Magazine...

### Top Spot

1/8 page advert in full colour - with your logo. Can be designed for you or you can supply your own.

Logo link to your webpage in a small advertisement

Listing on the FindLaw webpage - with logo, links and descriptive.

### Enhanced Listing

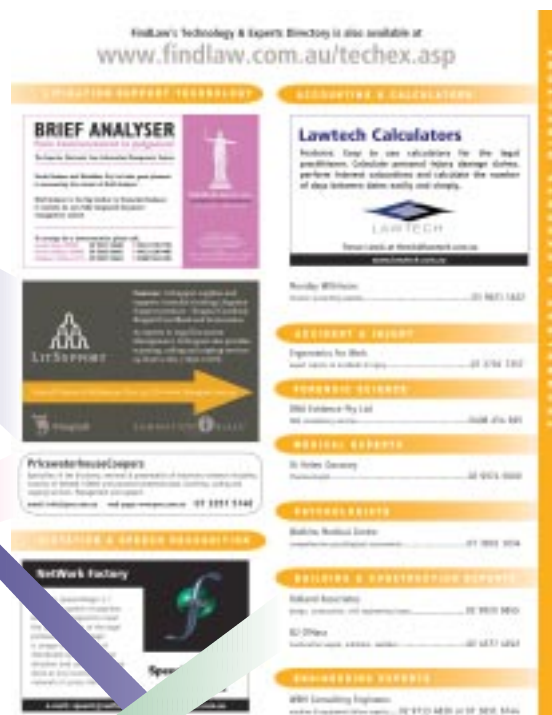
Encircled advert. Large Company title in bold, 3 line descriptive, and email and web address and phone in bold.

Listing on the FindLaw webpage - with links to your webpage and descriptives.

### Standard Listing

Company name and brief description and phone number.

Link listing to your webpage.



... and 25,000 people visit the most popular commercial legal web site in Australia.

# FindLaw

## advertising

### Home page

Promote your business in the advertising space that appears on the front page of FindLaw. Every visitor to FindLaw will be presented squarely with your ad. This is an ideal promotional tool to use as part of a high profile, attention grabbing marketing campaign.



your advert

### Targeted placement

Place your banner ad in a section of FindLaw most closely related to your business. This ensures every person that visits that page will be relevant and targeted to your business.



**Advertising** • Ashley Day - National Advertising Manager • Tel: 61 2 8587 7133 • Email: ashley.day@thomson.com.au  
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