I really think the publication is one of the best in the business for law firm managers of my type of practice.

Jonathan Wheeler, managing partner at BoltBurdonKemp
Solicitors Journal

Solicitors Journal is the world’s longest running legal journal. The journal delivers weekly news and features on topics affecting legal professionals and the UK legal industry. First published in 1856, Solicitors Journal provides an independent, progressive voice dedicated to analysing the latest developments affecting the legal profession and the impact on its readers. The journal specialises in practice management guidance for law firm leaders and delivers timely practice area updates for solicitors. It is published online weekly and in print 10 times a year.

Our editorial team works collaboratively with respected industry figures who share their expertise on topics including technology, education, well being and regulation, allowing our readers to navigate a sector that is evolving as it is complex.

Our content

PRACTICE AREAS
• Commercial
• Crime
• Employment
• Family
• Litigation
• Personal Injury
• Private Client
• Property
• Public

PRACTICE MANAGEMENT
• Business Development & Strategy
• Ethics
• Finance
• HR & Development
• Knowledge Management
• Lawtech
• Legal Services
• Marketing
• Regulators
• Training & Education

PROFESSION
• The Bar
• Courts & Judiciary
• In-House
• International
• Private Practice

OUR REACH
Advertising with Solicitors Journal ensures that you’ll be seen by the most established, respected brands in the market. Spanning print, email, social media and online, we reach more than 60,000 legal professionals who are looking to adapt to market demands and increase their market share.

TARGET FORWARD-THINKING FIRMS ONLINE
Website advertising
Position your brand alongside relevant news and features by placing a display ad on the homepage or specialist sector pages. Ad sizes featured include Leaderboards & small squares.

Feature in the SJ weekly newsletter
Reach 58,000 legal professionals via our round-up of weekly news and features to showcase services that your organisation has to offer. Ad sizes include Leaderboards and small squares. We also offer advertorials and sponsorship opportunities.
**Audience profile**

In addition to advertising online, there are opportunities to target your audience via our specialist supplements, which focus on important topics in greater detail. Solicitors Journal supplements provide in-depth information and guidance on a specialist area or audience need.

Sponsoring a supplement offers you increased visibility to a specialised and proactive audience. Highlight your services, strengthen your company profile and stay one step ahead of your competition via one of the following supplements:

**Practice Management Focus**
Solicitors Journal Practice Management Focus is an essential guide for partners and fee-earners exploring how developments in training, marketing, technology and consultancy can be implemented so a firm can progress and gain market share.

**Property Focus**
This supplement features news, commentary and case updates on aspects of property law, including landlord and tenant, residential and commercial property, environment and planning, and risk webinars & compliance.

**Private Client Focus**
Practitioners will receive a breakdown of case law and legislation affecting private client work, covering a wide range of areas including estate planning, vulnerable clients, pensions and wealth management.

**Other opportunities**

- **Thought leadership**
  Recognised as a trusted, progressive voice in the legal industry, Solicitors Journal can generate opportunities to channel your ideas and initiatives into tangible results.

- **Whitepapers**
  Demonstrate to your audience that your brand has the solution to their challenge. Convey your expertise, provide guidance, all the while building up trust with your brand.

- **Advertorials**
  Through a paid advertorial, you can showcase your product or services to Solicitor Journal readers in your own words. It’s an ideal tool enabling you to fully communicate your brand directly to the market.

- **Sponsored content**
  Taking your lead, we can write content in partnership with you that showcases/conveys your offering to Solicitor Journal readers. Sponsoring editorial content is a proven tool for intelligently reaching your target market.

**Audience by title**

- Partners, senior partners, practice managers & solicitors
- Librarians & information officers
- Trainees, apprentices & paralegals
- Legal executives & office managers
- Judiciary & barristers
- Consultants & other

**Prices**

**PRINT DISPLAY IN SOLICITORS JOURNAL**

- **Quarter Page ad** £750
- **Half-page ad** £1,250
- **Full-page ad** £2,100
- **Inside-front cover** £2,950
- **Inside back cover** £2,950
- **Outside back cover** £3,950
- **Double-page spread** £3,850

**SJ ONLINE ADVERTISING**

- **Leader board** £1,250
- **Box ad** £500
- **Home page take over** £POA
- **Sponsored content** £POA
- **Content Syndication** £POA

**SJ NEWSLETTER ADVERTISING**

- **Box** £500
- **Mid Banner** £750
- **Headline** £1,050
- **Bespoke** £4,100
- **Sponsored Content** £POA
- **Advertorial** £POA
Print advertising

There are no design or production costs when supplying artwork that follows our specifications. We can’t guarantee the quality of reproduction of any artwork that doesn’t follow these specifications. If you’re unable to provide artwork, or should your artwork require any alterations or updates, we can provide a full design service.

Please contact your Solicitors Journal representative to discuss your artwork needs. Please note that design and production costs are usually invoiced separately from your advertising order. Please check your order form for your copy deadline and for the full terms and conditions.

Technical spec

All display adverts should be supplied as print ready PDF files, with all fonts and images embedded, in CMYK at a resolution of 300dpi or higher.

Advert sizes

1. QUARTER PAGE
   92mm (w) x 130mm (h)

2. HALF PAGE
   185mm (w) x 130mm (h)

3. FULL PAGE
   210mm (w) x 297mm (h)
   216mm (w) x 303mm (h)
Web advertising

Ads for Solicitors Journal website should be provided in RGB as either image files: PNG, GIF or JPEG at 72 or 96dpi, or HTML5. We can accept Flash files, however we strongly discourage this as Adobe Flash is not a universally compatible file format for all web browsers and mobile devices, and will therefore not display correctly or at all for many users.

Please use the image below as a guide for where your artwork will appear and what sizes you would like to provide. Web campaigns will be run-of-site unless otherwise specified in your order. Run-of-site campaigns are served automatically by our ad server across the entire site, and at a rate designed to meet your required number of impressions over the time period requested. You may therefore need to view/refresh several pages on the site in order to see your own artwork live.

Weekly newsletter

Banners and small square adverts that are placed on Solicitors Journal website will also be included in Solicitors Journal weekly newsletter, ensuring maximum reach for no extra cost.

Advert sizes

1. **BANNER**
   - Provide as Leaderboard size 728px (w) x 90px (h)
   - 1456px (w) x 180px (h) (if providing for retina)

2. **SQUARE**
   - 125px (w) x 125px (h)
   - 250px (w) x 250px (h) (if providing for retina)
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