



Corporate Counsel

Overview

The superior choice of discriminating c-suite professionals, *Corporate Counsel* is read by more in-house counsel than any other industry publication. Our outstanding coverage of legal affairs and business issues heavily impact the readership, influencing how leaders steer their departments, companies and careers into profitability.

Well known as an industry leader for the in-house community, *Corporate Counsel's* exceptional reputation is maintained by compelling content, sharpened reporting and exclusive analysis. When asked if they had to choose one solitary publication to read, respondents overwhelmingly picked *Corporate Counsel* as their sole source of business and legal insights and information*. Recognized as one of the best integrated business publications in the nation by American Business Media and the American Society of Magazine Editors, *Corporate Counsel* continues to be the premier choice for the corporate legal community.

Media Kit

*Source: Corporate Counsel 2011 Subscriber Study

Guaranteed Reports on Your Ad's Impact

We believe that it's crucial to offer insight on your ad's impact. That's why *Corporate Counsel* offers complimentary ad testing by Ad-Q® Studies in select print issues.

Editor in Chief Anthony Paonita 212-457-9624 APaonita@alm.com

Vice President, Group Publisher Scott Pierce 212-457-7930 spierce@alm.com

CorpCounsel.com

The Award-Winning Online Destination for In-House Counsel

Every day, in-house counsel and executives depend on CorpCounsel.com's breaking news, in-depth features, analysis and insight. The only online destination of its caliber, CorpCounsel.com addresses the needs of the nation's most influential decision makers.

Quick Facts

351,300+ Average Monthly Page Views*

134,700+ Average Unique Visitors Per Month*

*Adobe SiteCatalyst: Data as of July 2013; Internal Records & Analysis

Mobile Advertising

Reach Influential In-House Counsel—On The Go

Corporate power players are accessing our mobile site 24/7—grab their attention at those critical moments when they have a minute to spare. Our highly optimized, specially formatted platform is an extremely effective modality for instantly reaching your target audience—anytime, anywhere.

Newsletter Advertising

Align Your Brand With Corporate Counsel

Whether it's specialized, weekly reports or up-to-the minute breaking news, our audience relies on *Corporate Counsel* newsletters as their lifeline for immediate insights and comprehensive coverage. This is the perfect opportunity to get in their sphere.

The Weekly Alert* Traffic Stats:

81% read it at least three days a week.

87% also read one or more of ALM's national publications regularly.

75% took one or more actions as a result of reading an ad or article, with almost 6 in 10 referring others to an ad or article and a quarter visiting an advertiser's website.

*2010 Corporate Counsel Daily Alert Profile, publisher's own research.

Webinars

The Results-Focused Solution To Gain Valuable Leads

Dynamic. Lead Generating. Effective. Webinars establish industry leadership and give an exclusive opportunity for interactive contact with top-tier, qualified leads.

- **Sponsor Created Webinars**
- **Editorially Driven Webinars**
- **Fully-Customized Webinars**

Co-Branded Email

Reach 12,000* Corporate Decision Makers With Just One Email

Influential. Focused. C-Suite. Our readers are decision makers who trust the *Corporate Counsel* brand and those we partner with. Command their attention with an exclusive message delivered to our proprietary list of 12,000 loyal readers.

*Internal Records and Analysis

Video

A Direct and Effective Way to Reach Our High-Powered Audience

Promote your firm or company while our audience is most engaged. CorpCounsel.com's compelling videos feature exclusive interviews with leading in-house counsel as they discuss current corporate news and trends.

Sponsored Sections

Your Thought Leadership In The Hands Of Our Elite Audience

Presented within the editorial sections of *Corporate Counsel*, Sponsored Sections are written by you. Because they are substantive and not promotional in nature, readers regard them as credible. Sponsored Sections impress potential clients and reinforce your relationship with existing ones. They validate your selection as a firm or company of record because they demonstrate your skills and practice expertise.

Customized Client Solutions

ALM Marketing Services Group Brings The Best Of The ALM Brand To Your Business

With a unique combination of creative marketing strategies, authoritative content, and unparalleled exposure to industry leaders, we help you reach your target audience with precision, creativity, and distinctions.

- Email
- Events
- Lead Generation
- Microsites
- Quick Pulse Surveys
- Video Vignettes
- Webinars
- White Papers

Conferences & Events

Live Access To Corporate Law Industry Leaders

Every year, *Corporate Counsel* presents highly-anticipated and abundantly attended face-to-face events. Legal and business professionals take advantage of these powerful opportunities to learn, network and transact business. ALM Events offers a range of opportunities for sponsors to reach influential, qualified prospects.