



# Law Technology News

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## Overview

When legal decision makers need razor-sharp insight on leveraging the power of technology, they turn to *Law Technology News*. With exceptionally on-point assessments of legal technology services and products, *Law Technology News* has earned an unequivocal reputation for precision in tech acquisition advice.

Media Kit

### **Guaranteed Reports on Your Ad's Impact**

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

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## LawTechNews.com

### **Unparalleled Insights For Legal Tech Decision Makers**

LawTechNews.com is the top trusted resource for legal technology purchasing managers, IT managers and hi-tech law legal professionals. Not only does LawTechNews.com produce cutting-edge coverage of the latest legal technology news—it deciphers the industry-jargon and delivers intelligible reports to our influential audience, when they need it.

## Quick Facts

**223,900+** Average Monthly Page Views\*

**82,500+** Average Unique Visitors Per Month\*

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

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## Newsletters

## Align with the LTN Experts & Reach More Decision Makers

Strategically position your company with exclusive, highly anticipated coverage. *Law Technology News's* newsletters are delivered to a group of loyal readers who are constantly making decisions on legal tech purchases.

### LTN Law Technology News Daily Alert:

**50,000+** Daily Subscribers\*

### E-Discovery Update:

**29,500+** Weekly Subscribers\*

### Law Technology News Updates:\*\*

**85%** read it at least three days a week.

**90%** agree that LTN has legal technology news and developments that they don't see in other places until later.

**87%** agree that LTN is an essential summary for keeping abreast of the latest legal technology news and developments that they need in their work.

**88%** took one or more actions as a result of reading an ad or article in the alert, with almost 6 in 10 referring others to an ad or article and a quarter visiting an advertiser's Website.

\*Internal Records & Analysis \*\* 2010 Law Technology News Daily Alert Profile, publisher's own research. Available upon request.

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## Blogs

### **Bold. Opinionated. Perceptive.**

Written by respected, sought-after experts, *Law Technology News's* blogs deliver insightful legal tech coverage and offer an outstanding opportunity to capture active legal decision makers.

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## Video

### **Showcase Your Company Alongside Compelling Content**

*Law Technology News's* videos feature engaging weekly videos with powerful industry leaders and experts; take advantage of this fantastic opportunity to access our captivated audience.

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## Co-Branded Email

## Reach 10,000+\* Purchasing Decision Makers

Command the attention of influential legal and IT professionals with an exclusive message delivered to our proprietary list of 10,000+ loyal readers. *Law Technology News's* reach and reputation provides a superior opportunity to access your target audience.

\* Internal Records and Analysis

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## Webinars

### High Impact Access To Valuable Leads

Webinars are powerful modalities for gaining qualified leads, demonstrating thought leadership and providing an interactive experience for your target audience.

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

### Engage The influencers: Whenever, Wherever

Our powerful audience is constantly following the ever changing world of tech news; high-impact ad positions on our specifically formatted, optimized mobile site give you the opportunity for instant connection—anytime, anywhere.

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## Conferences & Events

### Connect with Top-Tier Legal Leaders

Through our conferences and events, *Law Technology News* offers you live access to your target market—giving you the opportunity to efficiently connect with and directly influence top-tier decision makers.

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## LegalTech Directory

### LegalTechDirectory.com

The LegalTech Directory is the peerless online resource used by law firm and legal department technology buyers nationwide. Generate new business with this efficient, affordable and simple-to-use online tool. Category sponsorship and premium listing opportunities are available to suit every business and budget.

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## 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