



Law.com

Overview

Award-winning. Industry-leading. Globally recognized. *Law.com* is ALM's flagship online brand: the gateway to more than 20 national and regional legal publications online as well as all of alm's products; including research, books, newsletters and events. Offering an exhaustive selection of law and business news, *Law.com* is the premier choice for the financially powerful and highly influential members of the legal community.

The legal market that *Law.com* attracts is not only extensive—it is well defined. Directing users into content areas according to practice, location and other key demographics allows for methodical analysis of our readership, giving our advertising partners a keen advantage when deciding how to communicate their message.

Media Kit

Publisher David Saaybe 212-457-9504 DSaabye@alm.com

Editor Nathalie Gorman 212-457-9656 ngorman@alm.com

Quick Facts

874,000+ Average Monthly Page Views*

343,000+ Average Unique Visitors Per Month*

*Omniture Site Catalyst: Data as of May 2013

Contextual Advertising

Web Ads With Intelligence

Law.com's contextual advertising instantly targets the topics a reader views, then displays a relevant ad. This exceptionally perceptive system then navigates with the reader, following them with ads as they browse the ALM network. Some target areas include: Law Firm Management, In-House Counsel, Technology, Intellectual Property, Substantive Law and Litigation.

Co-Branded Emails

Success In Combined Strength

From C-suite decision makers to managing partners, *Law.com*'s immense range of readers translates into an exceptional marketing opportunity. Drive home your brand messaging to our elite, diverse audience of legal professionals with our custom, co-branded email opportunity.

InfoCenters

Showcase Your Assets In Our Powerful Network

Imagine your most powerful, effective offerings in a centralized location— co-branded with the authoritative *Law.com* name. InfoCenters are just that: featured webpages hosted by the *Law.com* network that consolidate your top lead generating assets. This exciting approach not only enables your company to demonstrate industry leadership, it allows you to engage qualified legal decision makers and collect valuable lead information.

Blogs

Clever. Insightful. Award-Winning.

Written by some of the biggest names in legal journalism, *Law.com*'s blogs break news from Hollywood to D.C.—and from the bench to the bar. The extensive blog network offers a unique opportunity to reach readers as they read their favorite experts.

Newsletter

Instant Connection with our Dynamic Audience

Every day, our influential readers rely on *Law.com*'s leading e-newsletter, *Newswire*, to perform their job. Make an impact in this critical news source with strategic ad positions alongside our award-winning content.

Webinars

Valuable Leads and Industry Leadership, All In One Service

Exceptionally beneficial and effective, webinars are potent vehicles that drive traffic, capture qualified leads and provide an interactive platform for your products and services.

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

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