



# The American Lawyer

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## Overview

*The American Lawyer* is the indispensable, unparalleled source of trusted legal news and insights for the professional legal community. With over 100 editorial awards and a monthly readership of nearly 90,000\*; *The American Lawyer* continues to be the leader in dynamic reporting, signature rankings and vital statistics.

Law firms' business affairs. Ground-breaking cases and deals. Management columns and technology reviews. Not only does *The American Lawyer* inspire and inform a thriving, captive audience—our publications influence our readers' view of the current legal landscape. Our highly anticipated coverage of signature rankings serves as the standard by which the nation's elite lawyers measure themselves and their peers; this exclusive data provides vital statistics on a wide range of topics, from law firm financials to associate satisfaction. When you partner with *The American Lawyer*, you establish your company or firm's industry leadership.

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 *The American Lawyer* offers complimentary ad testing by Ad-Q® Studies in select print issues.

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## Americanlawyer.com

### World-Class Coverage of Breaking Legal News, Every Day

Featuring outstanding online content, comprehensive insights, and compelling streaming videos, AmericanLawyer.com is the authoritative daily news source for serious legal professionals.

## Quick Facts

**850,000+** Average Monthly Page Views\*

**239,000+** Average Unique Visitors Per Month\*

\*Omniture Site Catalyst: Data as of July 2013; Sailthru: Data as of September 2013; Readership equals the product of audited circulation times pass-along rate +1 for the subscriber

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## Newsletters

### **Align Your Brand with *The American Lawyer***

Take advantage of our powerful reach and reputation with strategic positioning alongside relevant content. *The American Lawyer* email newsletters are delivered to the inboxes of influential, engaged decision makers every day.

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## Co-Branded Email

### **Reach 10,000\*\* Engaged Decision Makers With One Email**

Amplify your message with effective, co-branded emails by partnering with *The American Lawyer* brand. Co-branded emails promote your message exclusively and are delivered to our proprietary list of 10,000\*\* loyal legal and business professionals.

\*\*Internal Records and Analysis

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## Webinars

### **Interact with Legal Leaders and Decision Makers**

Greatly valued and appreciated by the target audience, webinars are outstanding vehicles to generate thought leadership and qualified leads.

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

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## Digital Edition

### **Drive It Home Digitally**

Increasingly popular, the exact replica of the print magazine in digital format is optimized and fully searchable. Active links in each page increase exposure and interactivity, driving traffic to your website. Your digital web ad not only speaks to your brand, it communicates that your firm or company is on the cutting edge of technology and intelligence.

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## Mobile

### **Leverage Your Impact: Anytime, Anywhere.**

The most powerful readers are always on the go; engage them with our specially formatted, highly optimized platform. *The American Lawyer's* mobile website provides high-impact ad positions that give you the opportunity for instant connection with the nation's influential legal players.

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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**