

The American Lawyer

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

*BPA Worldwide Circulation Statement June 2012; 2011 Subscriber Study The American Lawyer, Erdos & Morgan

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.

Editor in Chief Robin Sparkman 212-457-9605 rsparkman@alm.com

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

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

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.

Custom Co-Branded Email

Reach 18,000** 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 18,000** loyal legal and business professionals.

**Internal Records and Analysis

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** are a paramount opportunity to co-brand with the esteemed *The American Lawyer* name. Created and driven by the sponsor, *The American Lawyer* will pair the sponsor's content and marketing with a targeted list of our illustrious audience.
- Editorially Driven Webinars are a distinctly unique chance to partner with one of *The American Lawyer's* editorial experts, as well as the *The American Lawyer* brand. Your message is aligned with compelling content derived from select editorial features in print or online and delivered by an esteemed, well-known writer from our editorial team.

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.

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.

Video

Capture the Attention of The Legal Elite

Showcase your firm or company alongside our dynamic feature videos, which offer the provocative commentary of established industry experts and highlight hot current topics.