

LAW.COM

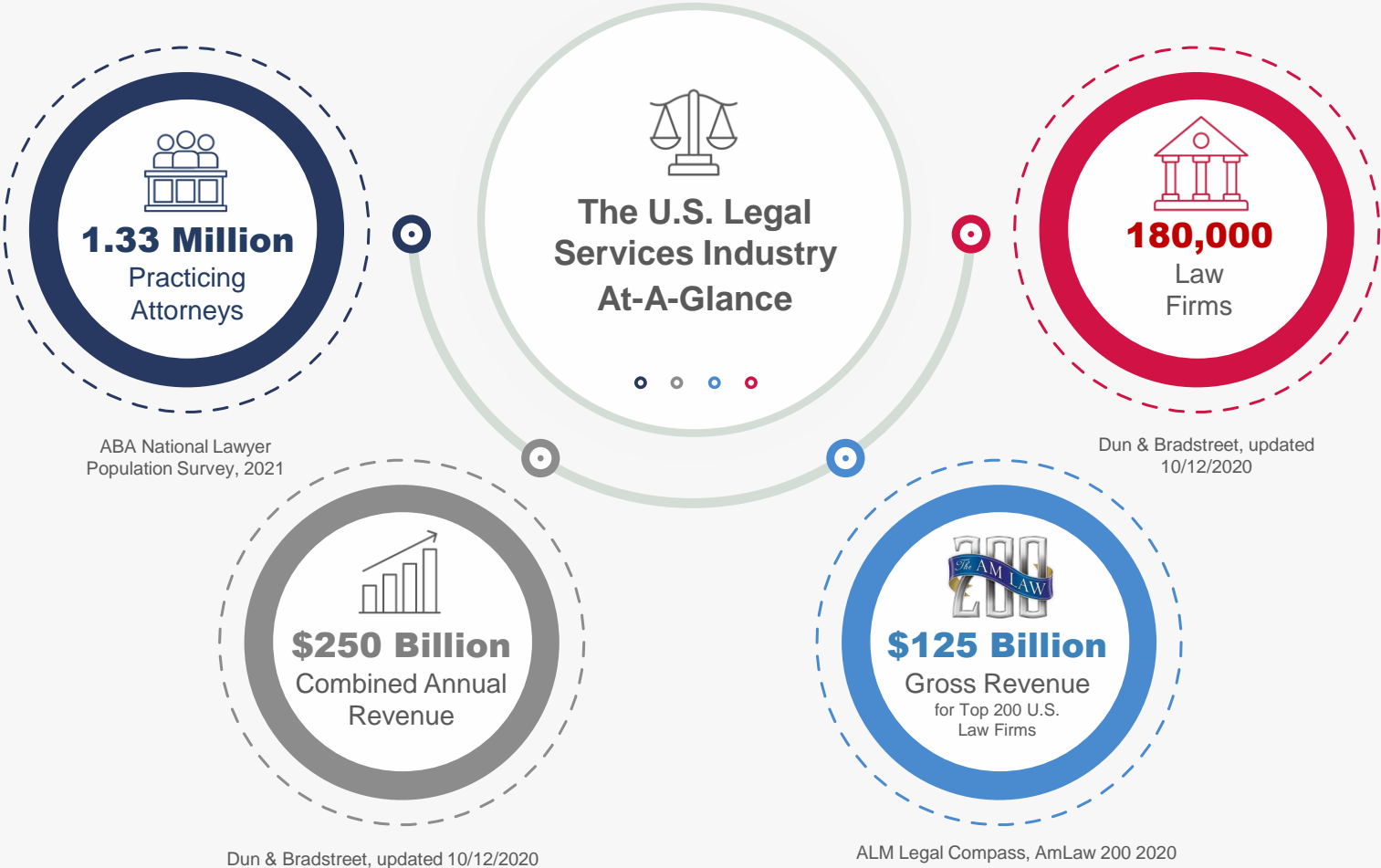


2022 Legal Media Group MARKETING SOLUTIONS

EVENTS | ONLINE | PRINT

ALM.

The Legal Marketplace



The Power of ALM

The benchmark source of news, insights, and analysis for the industry's top firms and legal professionals. Over 120 ALM journalists, entrenched in the communities they cover, support the largest network of brands and face-to-face events tailored to the needs of the legal community.

Reaching the Legal Community

VISIBILITY

- **20 Legal Media Brands** hosting **2.31 million unique visitors** per month²
- **258,952 print readers**¹
- **128 email newsletters.** Distribution ranges from a large reach of **69,000 users** to an **extremely targeted list of 300 very senior legal leaders**¹
- **80+ industry events**

REACH

- **1 of every 2 practicing attorneys** in the U.S. are either digital members or full subscribers³
- **660,000 practicing attorneys**¹
- **ALM reaches more than 90 percent** of all in-house/corporate counsels in the United States¹

PRESTIGE

ALL of the Am Law 100



93% of the Am Law 200



86% of the 201 – 500 NLJ firms

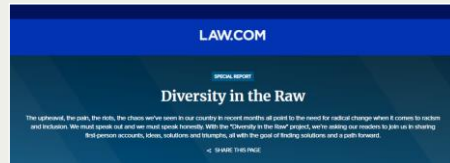


1. Publishers' Own Data 2021 • 2. January 2020- June 2021, SiteCatalyst • 3. Publisher's Own Data; Bureau of Labor Statistics

Industry Leading Editorial

ALM's legal industry capabilities are unmatched in breadth and scope—from the business of law to legal technology and operations. ALM offers the most in-depth analysis of legal issues, breaking news, and exclusive insights.

Industry Leading Special Reports



Definitive Industry Benchmarks



Pioneering Coverage of the Business of Law



Molly Miller
Chief Content Officer



Gina Passarella
Editor-in-Chief,
Legal Global Brands



Hank Grezlak
Editor-in-Chief, Regional
Brands & Legal Desks

Global, National & Regional Brands

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LAW.COM

National & Global Brands

CORPORATECOUNSEL

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INTERNATIONAL

Legaltech[®]
news

THE
AMERICAN LAWYER

THE NATIONAL
LAW JOURNAL

Regional Brands

Connecticut
LawTribune

dbr
DAILY BUSINESS REVIEW

DAILY
REPORT

DELAWARE BUSINESS
COURT INSIDER

DELAWARE LAW
WEEKLY

New Jersey Law Journal

New York Law Journal

TEXAS LAWYER

THE
AM LAW LITIGATION DAILY

The Legal Intelligencer

THE MID-MARKET REPORT

THE RECORDER
LAW BUSINESS TECHNOLOGY

SUPREME COURT BRIEF

ALM Users are Successful Legal Professionals

Firmographics



\$2.99 Billion

Mean Annual Revenue



22 Years

Average Industry Tenure



206 Attorneys

Average Number of Attorneys in Law Firm

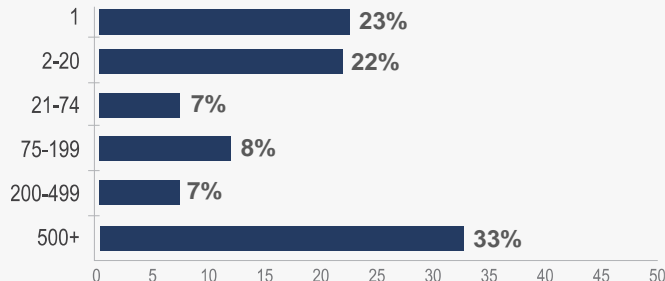


36%

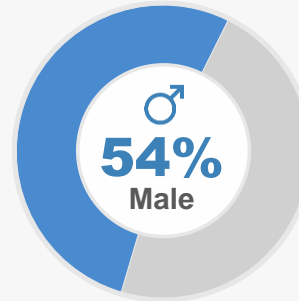
30+ Years in the Legal Profession



Number of Attorneys in Law Firm



Demographics



51

Average Age



\$190,700

Average Household Income



Technology Decision-Makers

62%

Of users are involved in selecting/specifying technology for their department/ organization



Purchase Decisions

48%

Took action as a result of seeing a product/service on an ALM website



Social Engagement

83%

use LinkedIn professionally

59%

use Facebook professionally

46%

use Twitter professionally

ALM Users are Engaged

Our users are consuming more content than ever while working during the pandemic era.



2.65

million average monthly
unique visitors*



47%

are mobile
visitors*



5.2

million average monthly
page views*



4,301

average monthly site
registrations**

Editorial Events: Highlights

Firm Rankings

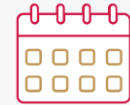
May	Am Law 100	The American Lawyer
June	Am Law 200	The American Lawyer
July/August	NLJ 500	National Law Journal
July	NYLJ 100	New York Law Journal
Jul/Aug	Texas Top 100	Texas Lawyer
Oct/Nov	Global 200	The American Lawyer

Diversity

Mar/Apr	Diversity & Inclusion	Corporate Counsel
June	Diversity Scorecard	The American Lawyer
Nov/Dec	Women, Influence & Power in Law	Corporate Counsel

Professional Recognition

June	Top 40 Law Firms	New Jersey Law Journal
Nov/Dec	Professional Excellence Awards	National Law Journal
May, June	Florida Legal Awards – Professional Excellence	Daily Business Review
Sept/Oct	Best Legal Departments	Corporate Counsel
October	Professional Excellence	New York Law Journal
December	The American Lawyer Industry Awards	The American Lawyer



Full editorial calendars



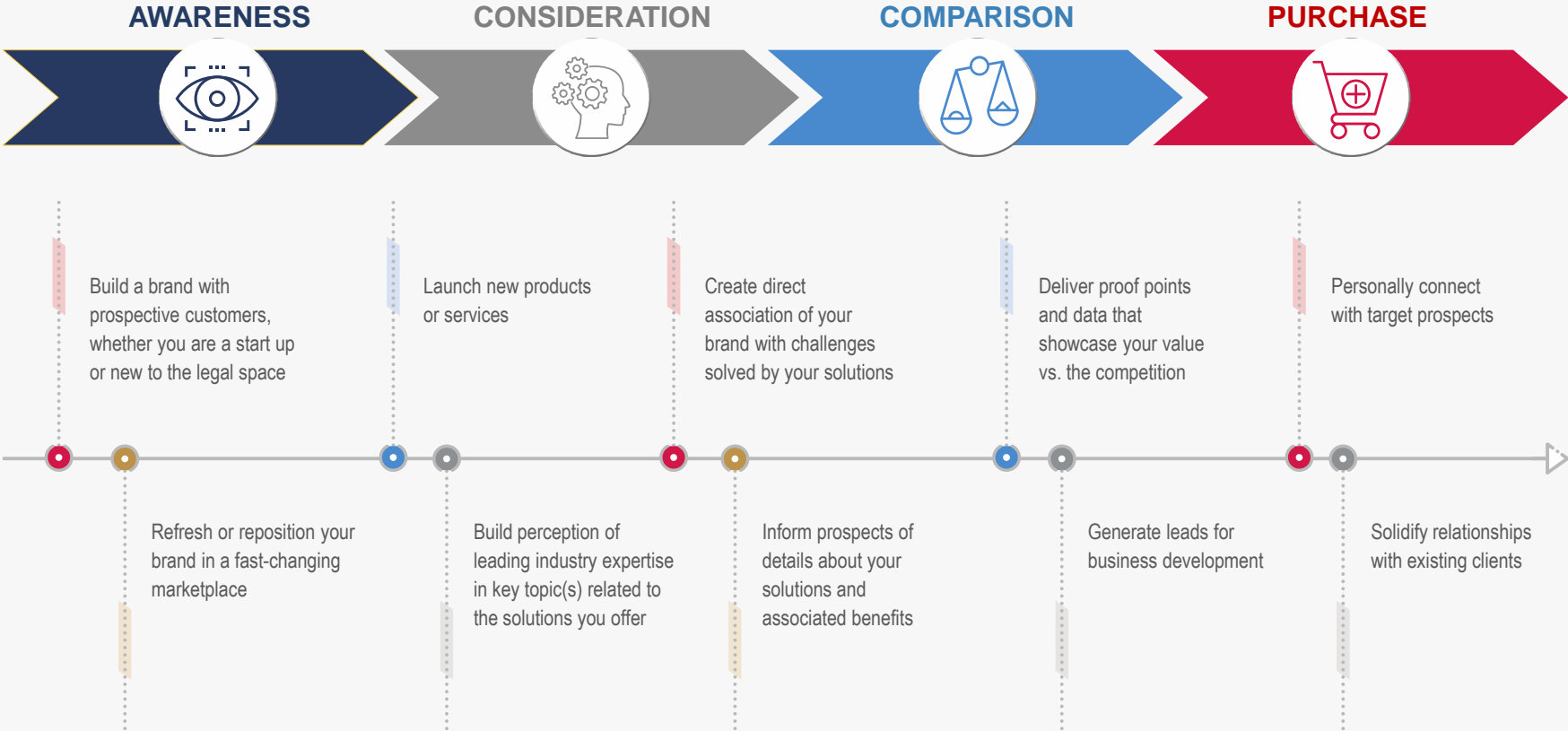
LAW.COM



2022 Marketing Solutions

Solutions Across the Buyer's Journey

Move your clients through the buyer's journey or reach them wherever they are on their path to purchase. We have organized our solutions to showcase how we can help you every step of the way.



Innovative Ways to Reach Our Communities

Through the alignment and influence of our trusted brands, Law.com boasts the most comprehensive marketing solutions/programs in the legal community. Law.com, powered by its 20 brands, opens the lines of communication while creating a vibrant and vital community online, in print and more.



Awareness

Increase awareness and build your brand.

Reach your target audience across multiple media touchpoints.

DIGITAL

Cast a wide net on our Law.com platform for big reach. Target by topic, audience or brand to put your message in front of the right audience at the right time.

NEWSLETTERS

Reach opt-in subscribers to our weekly and daily newsletters and connect your message when our audience is most engaged with content.

SOCIAL

Audience First Social uses our first-party audience data to reach ALM audiences on Facebook, LinkedIn, and Instagram as well as on brand-safe sites they access during their day. ABM/ Activate LinkedIn uses ALM's AI-driven buyer intent engine and our first-party data, to serve ads to stakeholders from companies interested in your products on their LinkedIn feeds.

PRINT

Reach our highly engaged print subscribers through national magazines like The American Lawyer and National Law Journal. Connect with key demographics through our regional publications.

SPONSORSHIPS

Integrated sponsorships cross all media touchpoints to deliver highly relevant content around critical legal industry topics, annual editorial special coverage and industry award programs, to name a few. Each sponsorship offers multiple opportunities for branding, messaging and content marketing aligned to our most coveted features.

CO-BRANDED EMAILS

Co-branded email marketing introduces your message, generates interest and drives response. Target by brand or specific audience segments.



ABM/Activate Display Advertising: Identify key accounts that want to buy your products and then message stakeholders at those companies using our first-party data as they access ALM sites, across the internet and their social feeds.

Consideration

Elevate Your Solution During Consideration through Research & Content Services.

Listen to the market and establish your brand as a thought leader.

RESEARCH

Research provides robust intelligence about what matters most to your target audience to help set you apart from your competition and showcase your commitment to solving your target's biggest business challenges.

NATIVE/SPONSORED CONTENT

Connect your thought leadership content with our digital audience in the context of the editorial user experience. Native Advertising includes multi-platform content placements in the flow of our editorial stories, resulting in higher visibility and engagement.

PODCASTS

A powerful platform to drive thought leadership. Three formats—editorial, syndicated and custom podcasts—offer sponsors the opportunity to reach a highly qualified and engaged audience of legal professionals.

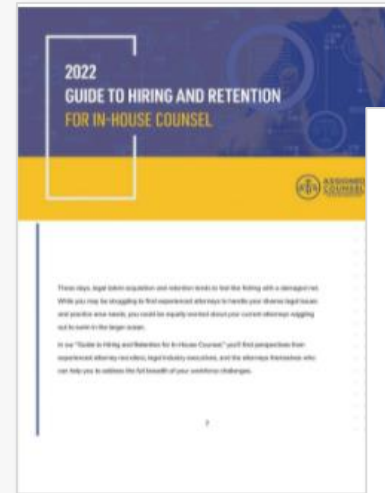
CONTENT DEVELOPMENT

Stand out from your competitors. Create custom content to educate and engage your targets—whether you want to reach our audience or support your own website and marketing channels. We offer a full suite of content solutions:

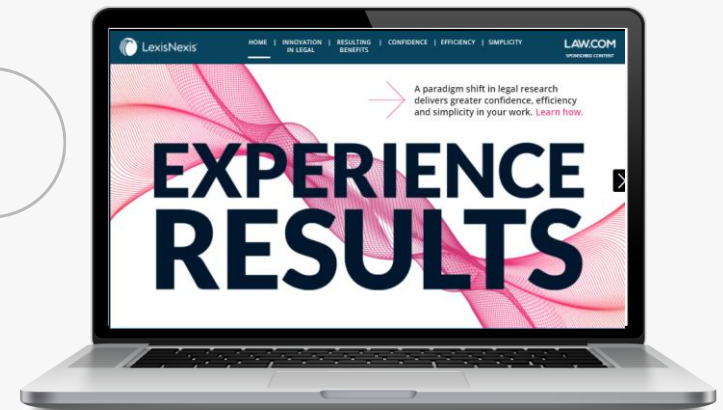
- Whitepapers
- Videos
- Podcasts
- Articles & Blogs
- Infographics
- More

INTERACTIVE CONTENT

Interactive assets combine our expertly crafted content with an interactive digital experience to increase engagement and conversions. We offer multiple formats to best tell your story in more compelling ways.



ABM/Activate Co-Branded Emails: Identify key accounts that want to buy your products and then drive them to register for white papers or webcasts on your site with an email with our brand and yours.



Demand Generation

Generate leads and close business with lead generation, content delivery and live events.

Build and distribute engaging content to increase consideration and preference, fast-track your demand generation & gain more qualified prospects, or build new business relationships from our qualified database.

WEBCASTS

Two formats—editorial and sponsor—offer thought leadership opportunities and engagement with highly qualified registrants who have demonstrated interest in the topic.

LEAD GENERATION

Leverage our proven and effective content syndication platform to generate leads in your target audience segments.

INDUSTRY EVENTS & CONFERENCES

Meet and engage with impactful and influential decision-makers at our signature ALM events. Network with qualified prospects, and build brand awareness and more with a range of sponsorship opportunities or a custom program designed specifically for your business needs. Find a full listing of our events at alm.com/events



ABM/Activate Lead Generation: Identify key accounts that want to buy your products and then leverage Law.com's first-party data and relationships with potential buyers/stakeholders at those companies to get new leads

A Deeper Dive Into the ALM “Universe”

ALM offers deep expertise in **five key industries**, and integrated solutions to connect **7+ million** business leaders and practicing professionals within and across them. It’s why leaders in the legal, financial services, benefits, CRE and property & casualty insurance spaces look to ALM to help set the agenda for their industries and to provide the news, content and analysis they need to excel in their roles and grow their businesses.



ALM By the Numbers



87M+
yearly page views

2.65M
monthly unique visitors

2.85M
newsletter subscribers

65+
global events

18K+
event attendees

10K+
ALM Intelligence customers

250
intelligence tools & resources

LAW.COM



Editorial Overview

ALM Legal Brands Overview

2022 Editorial Overview

TRUSTED BRANDS	CORE AUDIENCES	MARKET	AVERAGE MONTHLY VISITORS ¹	PRINT READERSHIP ²
LAW.COM	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Partner • Marketing/Sales • Tech/Info Systems 	National	575,092	N/A
CORPORATECOUNSEL	<ul style="list-style-type: none"> • Executive • Law Firm Partner/Solo Practitioner • Marketing/Sales • Tech/Info Systems 	National	68,616	N/A
LAW.COM INTERNATIONAL	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Business Development Manager • Executive • Marketing/Sales 	International	135,212	N/A
THE AMERICAN LAWYER	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • HR/Recruiting • Marketing/Sales • Finance/Accounting/Purchasing 	National	219,401	43,741
THE NATIONAL LAW JOURNAL	<ul style="list-style-type: none"> • Law Firm Partner • Consulting/Analyst • Professor • Executive 	Metro D.C. National	175,446	43,694





1. Adobe SiteCatalyst: September 2020 – August 2021 Average

2. Publishers' Own Data, Includes Print Readership + Digital Editions

* Quarterly Print Supplement to Corporate Counsel and The American Lawyer, not deduped

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TRUSTED BRANDS	CORE AUDIENCES	MARKET	AVERAGE MONTHLY VISITORS ¹	PRINT READERSHIP ²
	<ul style="list-style-type: none"> • Executive • Tech/Info Systems • Law Firm Partner/Solo Practitioner • Finance/Accounting/Purchasing • Marketing/Sales 	National	42,476	N/A
	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Marketing/Sales • HR/Recruiting 	California	86,554	N/A
DELAWARE BUSINESS COURT INSIDER	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Marketing/Sales • Tech/Info Systems 	Delaware	3,280	N/A
	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Analyst • Marketing/Sales 	Delaware	4,096	N/A
	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Marketing/Sales • Finance/Accounting/Purchasing 	Florida	133,869	13,389






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ALM Legal Brands Overview

2022 Editorial Overview

TRUSTED BRANDS	CORE AUDIENCES	MARKET	AVERAGE MONTHLY VISITORS ¹	PRINT READERSHIP ²
	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Technology/Info Systems • HR/Recruiting 	Georgia	90,117	10,575
	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Finance/Accounting/Purchasing • Marketing/Sales 	New England	33,152	N/A
New Jersey Law Journal	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Finance/Accounting/Purchasing • Marketing/Sales 	New Jersey	77,890	12,490
	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Finance/Accounting/Purchasing • Marketing/Sales 	New York	293,586	15,484
	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Finance/Accounting/Purchasing • Marketing/Sales 	Pennsylvania	83,079	6,031
	<ul style="list-style-type: none"> • Law Firm Partner/Solo Practitioner • Executive • Partner • Marketing/Sales 	Texas	81,026	4,088

1. Adobe SiteCatalyst: September 2020 – August 2021 Average

2. Publishers' Own Data 2021, Includes Print Readership + Digital Editions

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Additional Information

Access information via our online resources below.

LAWJOBS

Find your next candidate or lateral hire through our network of qualified professionals.

lawjobs.com/employers

ALM EXPERTS

The source for expert witnesses, investigators, process servers, court reporters, consultants and litigation support professionals from every region of the United States.

almexperts.com

REPRINTS & LICENSING

Turn your good press into great marketing. Plaques, hard copies, e-prints and PDFs with a distribution license are all available.

reprints@alm.com

ALM EVENTS

We provide the audience and stage for industry thought leaders, strategic partners and a vibrant B2B audience to meet and engage with impactful and influential discussion makers.

alm.com/events

ADVERTISING SPECIFICATIONS

For more information about sizes, file types and other information, please visit:

mediakit.alm.com/ad-specs/legal

OR CONTACT:

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AdSupport@alm.com

EDITORIAL CALENDER

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CUSTOM MARKETING SOLUTIONS SHOWCASE

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GrowMyLegalBusiness@alm.com