

# COMMERCIAL PARTNERSHIP OPPORTUNITIES

THE LAW SOCIETY  
OF NEW SOUTH WALES

LAW SOCIETY JOURNAL

ENEWSLETTERS

LSJ ONLINE

PODCAST



THE LAW SOCIETY  
OF NEW SOUTH WALES

**180**  
Celebrating 180 Years



Founded more than 180 years ago,  
The Law Society of NSW is the largest  
legal membership association in Australia,  
representing the interests  
of 32,000 members.

Law Society members are valuable consumers and  
commanding business influencers, making our membership  
base one of the most highly sought-after in the country.

The heart of the Law Society can be found in our motto,  
Omnium Jura Defendimus – Defending the rights of all.

We defend the rule of law by supporting the legal profession.

## From our content and communications team

LSJ Media is one of the most frequently cited benefits of membership to the Law Society of NSW. From print to podcast, with plenty of digital offerings in between, we are proud to set the legal news agenda in NSW. With a small and passionate team of award-winning journalists, designers and editors, we bring critical information about the law and trends within the legal profession to our members in an accessible and engaging way. We produce compelling human stories of those within the law and those who are affected and shaped by it.

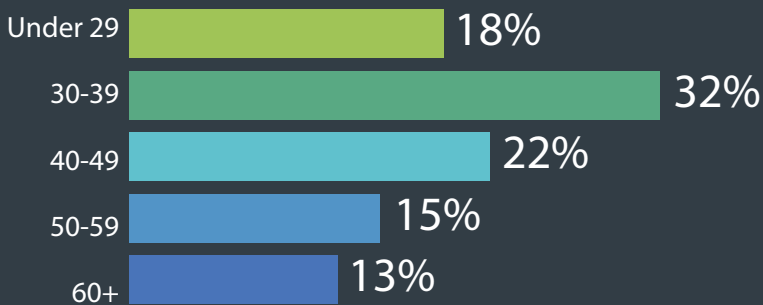
LSJ Media embraces the old and the new, legacy and innovation, digital and print. At the centre of this is an iconic quarterly print magazine, the Law Society Journal. In addition to this are an array of weekly and monthly newsletters and our popular podcast series JustChat. Our suite of offerings under LSJ Media is diverse, agile and comprehensive. Your support and sponsorship of our work makes it possible. Thank you. Amy Dale, Managing Editor

- ABOUT OUR AUDIENCE -

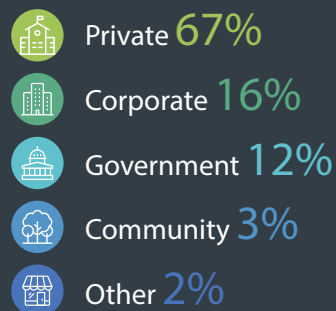
## Our members are educated and influential professionals



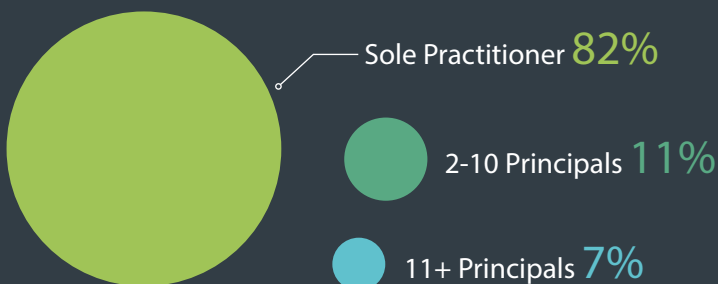
### AGE



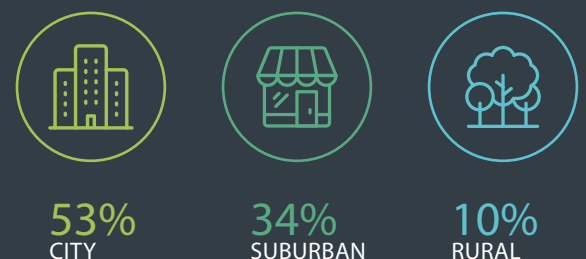
### CATEGORY OF SOLICITOR



### PRIVATE PRACTICE PROFILE



### LOCATION



ACCESS  
32,000  
MEMBERS



SOCIAL MEDIA  
PLATFORMS  
49,000  
FOLLOWERS

MULTI-CHANNEL  
ADVERTISING



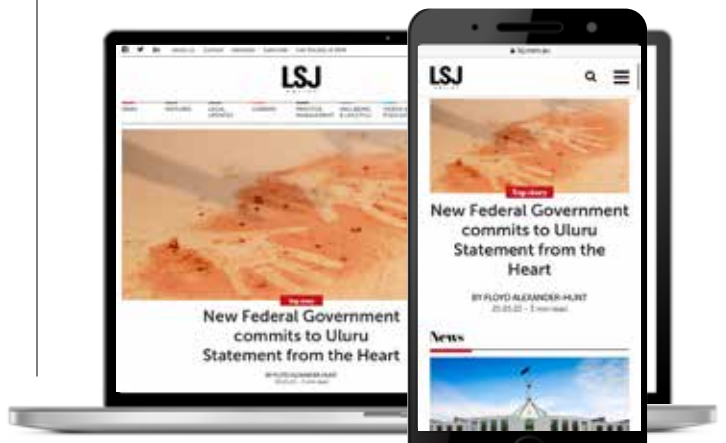
- A MULTI-CHANNEL OPPORTUNITY -



Printed quarterly magazine



Event sponsorship



Online advertising



Targeted eNewsletter advertising



Podcasts

- WHY ADVERTISE WITH LSJ MEDIA? -



LSJ Media celebrates the innovation of a digital-first approach and the legacy of the Law Society's proud history. We have content spanning print, digital, and audio-visual, catering to the myriad preferences of our diverse membership. We offer three main advertising channels:

The flagship quarterly Law Society Journal: 144 pages of essays, profiles, features, arts and culture, and photography from some of the most exciting writers, journalists and creative minds working in the Australia media.

Our suite of LSJ Media weekly and monthly eNewsletters with up-to-the-minute and exclusive legal news and views delivered directly to our members' inbox. This includes the monthly Legal Updates, which provides content to members that only the Law Society can deliver, including sweeping analysis of judgments and legislation and their impact on the profession.

lsj.com.au, updated daily with the latest updates in the profession and the news our members need to know, plus weekly updates on arts, culture and lifestyle to help lawyers make the most of their down time. Since relaunching LSJ Media in early 2022, we have already recorded a 30 per cent growth in unique visitors per month.

2016

WINNER

Journalist of the Year -  
Business

WINNER

Editor of the Year - Business

2017

WINNER

Association or  
Member Organisation  
Magazine of the Year

2018

WINNER

Association or  
Member Organisation  
Magazine of the Year

WINNER

Journalist of the Year -  
Business

2019

WINNER

Association or  
Member Organisation  
Magazine of the Year

2020

WINNER

Association or  
Member Organisation  
Magazine of the Year

WINNER

Cover Design of The Year



The Law Society of NSW has been recognised consistently at an industry level, both as finalist, highly commended and winners at the Mumbrella Publish Awards, an annual event showcasing the best of magazine publishing in Australia.



## Influential Readers

The Law Society of NSW membership are Australia's most senior and influential legal professionals.

- Powerful readers: actively engaged in advocacy
- Influential leaders: specialists in their field
- Decision makers: authoritative business and community leaders
- Young Lawyers/University graduates: committed to professional development
- Discerning consumers: luxury brands are top of mind

## High Calibre Content

The quarterly print edition of the new-look Law Society Journal brings food for thought by unlocking the insights and views of those leading the way in the profession and beyond. The Journal is a premium print publication that will command pride of place on bookshelves for years to come. Each quarter we will deliver a themed edition peppered with essays, features and profiles. There is a particular focus each edition on the regions, as well as celebrating diversity within the legal profession.

## Bespoke Solutions

From championing meaningful progress for brands through bespoke solutions of sponsored posts, which offer a customised, longer-form platform for communicating your message, to display advertisements integrated with our top stories, our dedicated commercial partnerships team can work with you to build a streamlined tailored package to align with your specific marketing needs.

## Track your success

The resurgence of QR codes has meant it has never been easier to track engagement with print advertisements. Advertisers can also be provided with custom analytics tracking the performance of placements and content in LSJ Media digital platforms. Our Commercial Partnerships team will work with you to optimise asset design and content concepts to ensure your campaign objectives are aligned with most suitable channel to achieve successful results.

- THE STATISTICS -



## Print Advertising

Law Society Journal

Distribution 28,000 • Readership 80,000+  
Relaunch July 2022 • Expanded page count (144 pages)  
Extended three-month life span



## Website

lsj.com.au

Total Visitors - 27,373 • New Visitors - 25,408 (81%)  
Page Views - 50,037 per month

### Digital eNewsletter Advertising

#### Monday Briefs

Weekly - Mondays  
Circulation: 31,000+  
Open rate: 37.5%  
Total click through rate: 8%

#### LSJ News

Weekly – three Fridays a month  
Circulation: 27,000+  
Open rate: 35.8%  
Total click through rate: 7.2%

#### LSJ Legal Updates

Monthly – first Friday of the month  
Circulation: 27,000+  
Open rate: 40%  
Total click through rate: 12.5%

#### In the House

Bi-monthly to corporate solicitors  
Circulation: 3771  
Open rate: 40.4%  
Total click through rate: 11.7%

#### Public Record

Bi-monthly to government solicitors  
Circulation: 2066  
Open rate: 35%  
Total click through rate: 8.3%



### JustChat Podcast

Over 1500 downloads for 2022

Listen February 2022

<https://player.whooshkaa.com/episode/954593>

Listen March 2022

<https://player.whooshkaa.com/episode/966042>

Listen April 2022

<https://player.whooshkaa.com/episode?id=977397>

Also available on Spotify and Apple Podcasts

### Social Media Reach

Facebook: 11,258 followers

Twitter: 10,200 followers

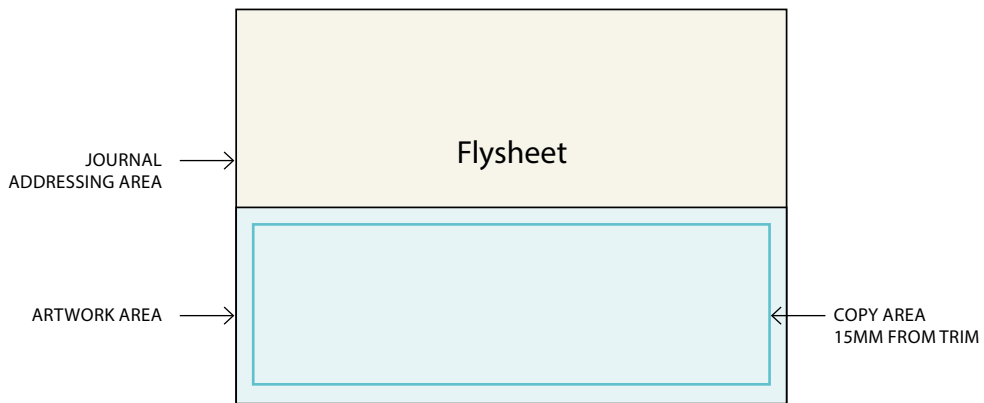
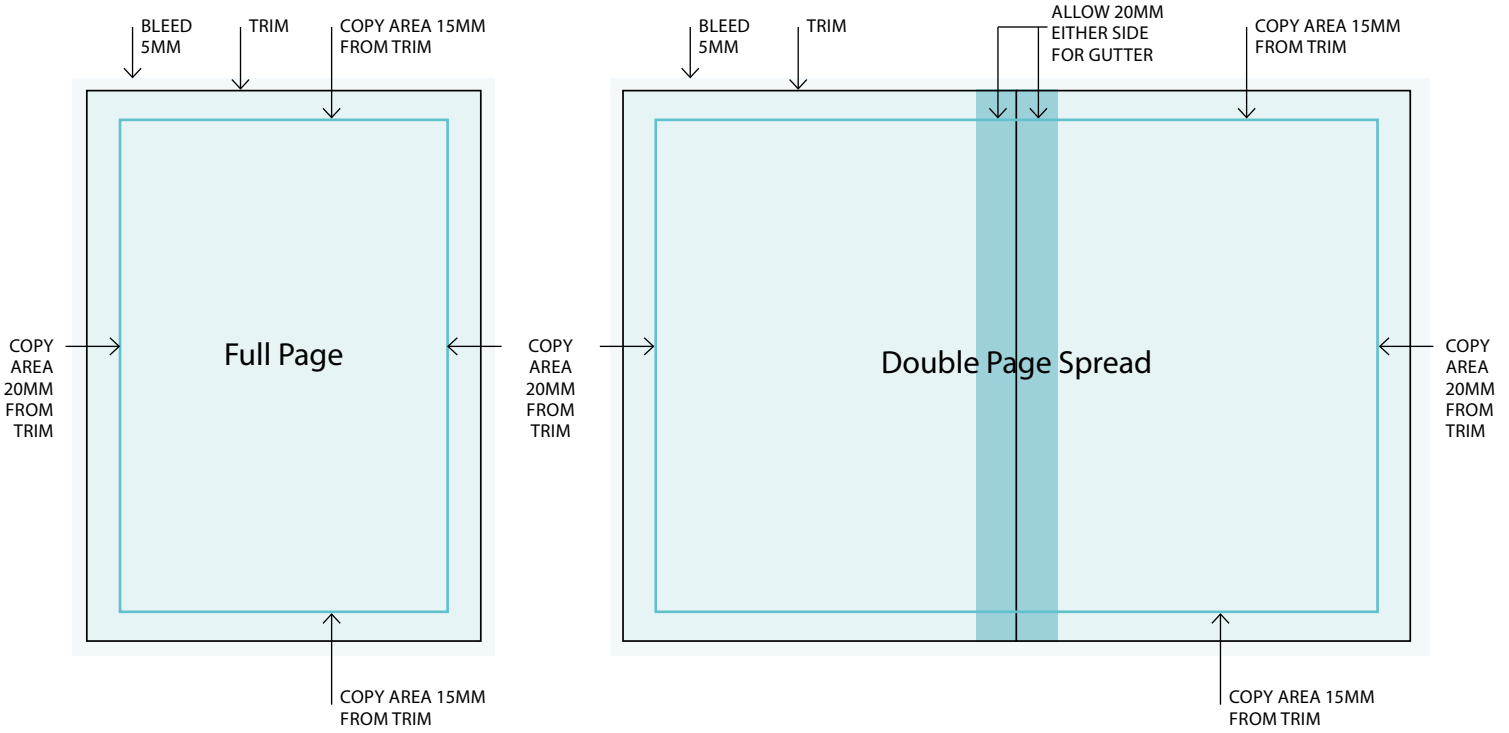
LinkedIn: 28,378 followers



## Print

The quarterly print Law Society Journal brings food for thought by unlocking the insights and views of those leading the way in the profession and beyond. The Journal is a premium print publication that will command pride of place on bookshelves for years to come. Each issue we will deliver a themed edition peppered with essays, features and profiles. There is a particular focus in every edition on the regions, as well as celebrating diversity within the legal profession.

- PRINT ADS -



**ARTWORK SUPPLY**

Press quality, high-resolution PDF's with fonts embedded, no spot colours, CMYK.  
Allow 5mm bleed for full and double page advertisements and offset all printer's marks by 5mm  
Inside front, outside back and inside back cover artwork may need to be supplied at least two weeks prior to press deadline.

## PRINT AD SPECIFICATIONS

	Copy Area	Trim	Bleed
Full Page	15mm in from top and bottom trim 20mm in from each side	210mm (w) x 276mm (h)	5mm
Double Page Spread	15mm in from top and bottom trim Allow 20mm in gutters	420mm (w) x 276mm (h)	5mm
Inside Front Cover	15mm in from top and bottom trim Allow 20mm in right hand gutter	210mm (w) x 276mm (h)	5mm
Back Cover	15mm in from trim	210mm (w) x 276mm (h)	5mm
Flysheet	10mm in from trim	276mm (w) x 105mm (h)	5mm

## PRINT RATES

	x1	x2	x3	x4
Exclusivity of the Flysheet	\$10,000.00	\$9,000.00	\$8,500.00	\$8,000.00
Gate Fold (3 Pages)	\$15,000.00	\$13,500.00	\$11,475.00	\$12,000.00
Inside Front Cover DPS	\$8,500.00	\$7650.00	\$7,225.00	\$6,800.00
Inside Back Cover	\$5,250.00	\$4,725.00	\$4,462.50	\$4,200.00
Outside Back Cover	\$5,750.00	\$5175.00	\$4,887.50	\$4600.00
Double Page Spread (Premium positioning)	\$8,000.00	\$7,250.00	\$6,875.00	\$6,500.00
Full Page Spread (Premium positioning)	\$5,000.00	\$4,550.00	\$4,325.00	\$4,100.00
Double Page Spread (Standard positioning)	\$7,500.00	\$6,750.00	\$6,375.00	\$6,000.00
Full Page Spread (Standard positioning)	\$4,500.00	\$4,050.00	\$3,825.00	\$3600.00

All rates are per ISSUE and ex GST

## BOOKING AND ARTWORK DEADLINES

Issue	Booking Deadline*	Material Deadline
1 November 2022	Friday 14 October 2022	Friday 14 October 2022
1 March 2023	Friday 10 February 2023	Friday 10 February 2023
1 July 2023	Friday 9 June 2023	Friday 9 June 2023
1 September 2023	Friday 11 August 2023	Friday 11 August 2023
1 December 2023	Friday 10 November 2023	Friday 10 November 2023

\*Subject to ad placement availability.



## Digital

For member subscribers our in-demand LSJ News and LSJ Legal Updates eNewsletters cover important news and events, case law developments and changes in legislation.

Monday Briefs eNewsletter – Covering important legal regulatory developments, Law Society events and other significant news – it's the weekly update the profession can't live without.

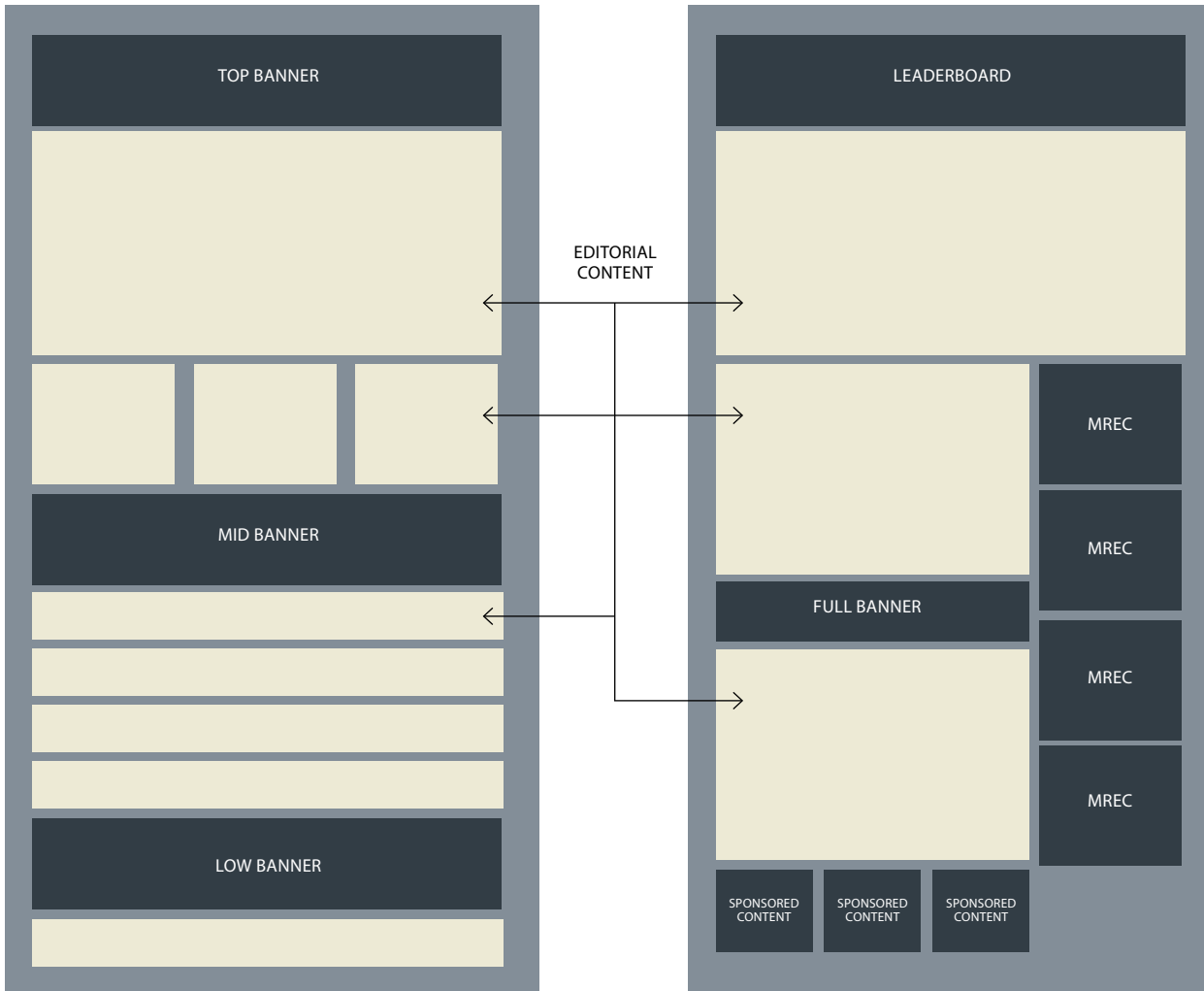
Segmented communications: Public Record provides government lawyers the latest public sector legal guidelines and tips for career, health and wellbeing. In the House is dedicated to corporate lawyers with information and ideas to build a successful in-house career.

Lsj.com.au is updated daily with the latest updates in the profession and the news our members need to know, plus weekly updates on arts, culture and lifestyle to help lawyers make the most of their down time. The website has recorded significant increases in visits and user time on site since LSJ Media's relaunch in March 2022. Display placements and sponsored content are available to promote your brand.

- DIGITAL ADS -

eNewsletter

LSJ Online



**ARTWORK SUPPLY**

Files to be sent by email to [advertising@lawsociety.com.au](mailto:advertising@lawsociety.com.au) with 'New Booking' and your 'Company Name'  
Extended bookings, please advise which month(s) / time period the artwork should run  
Please ensure a working URL or tracking link is provided with your artwork

**FREQUENCY**

LSJ News is published weekly, three Fridays a month except on public holidays  
LSJ Legal Updates is published monthly, first Friday of every month except on public holidays  
Monday Briefs is published weekly – every Monday except on public holidays  
In the House is published bi-monthly, first Tuesday of the month  
Public Record is published bi-monthly, first Tuesday of the month

## ENEWSLETTER SPECIFICATIONS -

Ad Unit	Dimensions	Format	Maximum file size	Colour
Top, mid and low banner**	600px (w) x 120 (h)	JPG	72 dpi	RGB

## ENEWSLETTER RATES -

LSJ Media eNewsletters	x1	x2	x3	x4
LSJ News & Legal Updates Horizontal Top Banner	\$1,100.00	\$990.00	\$935.00	\$880.00
LSJ News & Legal Updates Horizontal Low Banner	\$600.00	\$540.00	\$510.00	\$480.00
Monday Briefs Horizontal Top Banner	\$2,250.00	\$2,025.00	\$1912.50	\$1,800.00
Monday Briefs Horizontal Mid Banner	\$960.00	\$864.00	\$816.00	\$768.00
Monday Briefs Horizontal Low Banner	\$790.00	\$711.00	\$672.00	\$632.00

All rates are per ISSUE and ex GST

In the House & Public Record	x1	x2	x3	x4
Horizontal Top Banner	\$863.00	\$777.00	\$734.00	\$690.00
Horizontal Low Banner	\$477.00	\$430.00	\$405.00	\$382.00

Sponsorship 'Buyout' Opportunity 'Powered By'... your brand, inc top banner, plus lower banner space for sponsor logo	x1	x3	x6	X12
LSJ Legal Updates (monthly)	\$2,500.00	\$2,295.00	\$2,168.00	\$2,040.00
LSJ News (three issues a month)	\$2,500.00	\$2,295.00	\$2,168.00	\$2,040.00

Please note all listed buyout rates are per ISSUE either monthly for LSJ Legal Updates, or weekly for LSJ News.

## ENEWSLETTER DEADLINES -

Publication	Booking Deadline*	Material Deadline
LSJ News (Three Friday's per month)	COB one week before publication	COB one week before publication
LSJ Legal Updates (1st Friday of every month)	COB one week before publication	COB one week before publication
Monday Briefs (weekly except public holidays)	COB Wednesday before publication	COB Wednesday before publication
In the House	COB last Monday of the month before publication	COB last Monday of the month before publication
Public Record	COB last Monday of the month before publication	COB last Monday of the month before publication

\*Subject to ad placement availability.

## LSJ ONLINE SPECIFICATIONS

Ad Unit	Dimensions	Format	File size	Colour	Max video length
Leaderboard	728px (w) x 90px (h)	JPG, GIF, PNG, MP4	1MB (max)	RGB	30 seconds
MREC	300px (w) x 250px (h)	JPG, GIF, PNG, MP4	1MB (max)	RGB	30 seconds
Full banner	728px (w) x 90px (h)	JPG, GIF, PNG, MP4	1MB (max)	RGB	30 seconds

## LSJ ONLINE RATES

LSJ.com.au		x1	x3	x6	x12
Leaderboard	Site - wide	\$2,400.00	\$2,160.00	\$2,040.00	\$1,920.00
MREC	Run of site*	\$1,440.00	\$1,296.00	\$1,224.00	\$1,152.00
Full banner	Homepage only	\$960.00	\$864.00	\$816.00	\$768.00

LSJ.com.au		x1	x3	x6	x12
Sponsored content** includes Law Society homepage visibility & buyout of MREC and full banner within sponsored content, plus amplification in your chosen month's issue (up to 1300-word article).		\$5,500.00	\$4,950.00	\$4,675.00	\$4,400.00
OR					
Run of site* buyout – includes all three ad units (leaderboard site wide, MREC run of site, horizontal homepage banner)					
Homepage buyout – includes leaderboard site wide, MREC and horizontal banner homepage only		\$4,300.00	\$3,870.00	\$3,655.00	\$3,440.00

All rates are per MONTH and ex GST

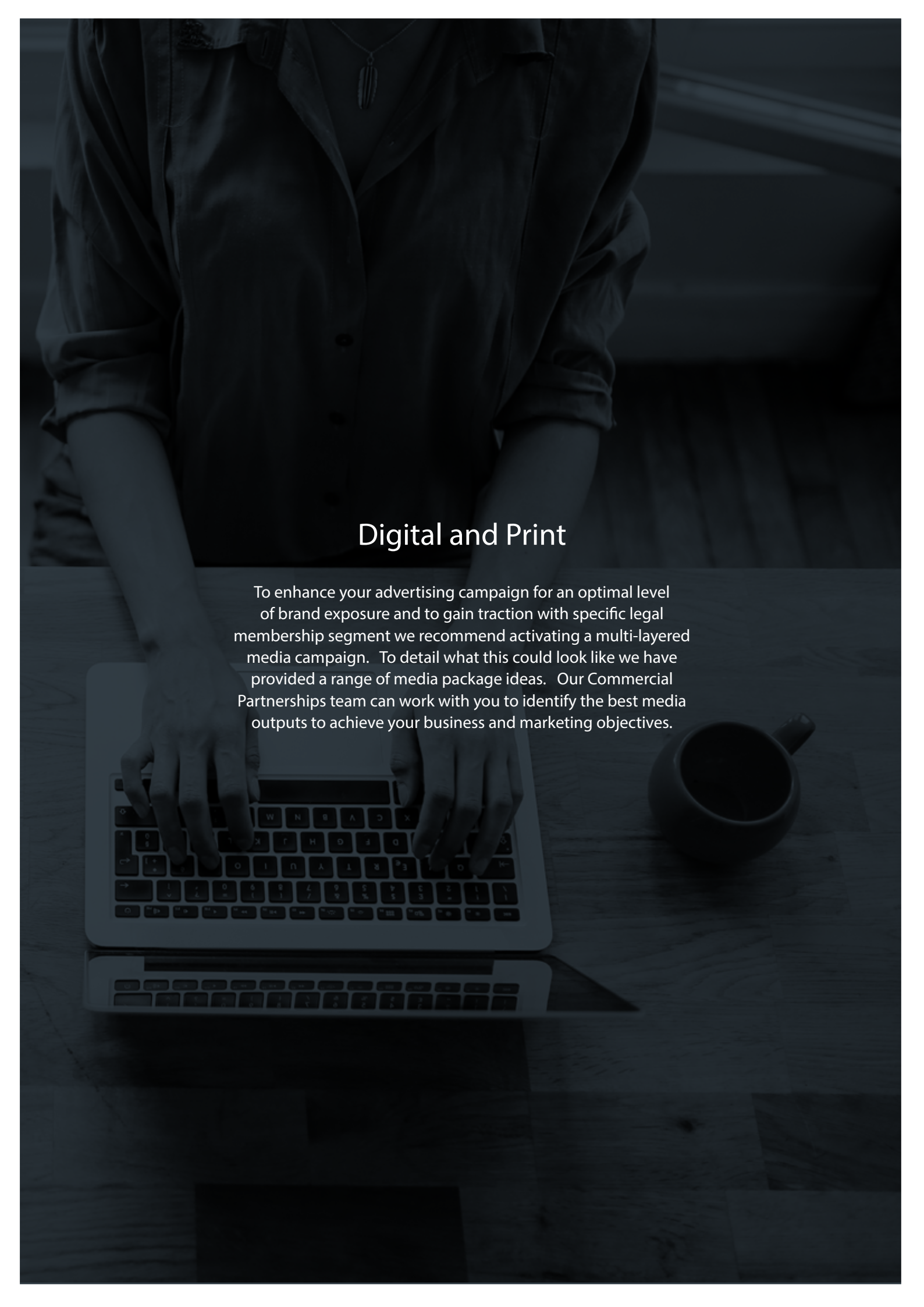
\*Run of site includes homepage and all major category pages.

\*\*All sponsored content is subject to editing and final approval by LSJ's managing editor and will be clearly marked and promoted as sponsored content

## LSJ ONLINE BOOKING AND MATERIAL DEADLINES

Type	Booking Deadline*	Material Deadline
Sponsored content	20th of every month prior to activation date	Four weeks prior to activation date
Display advertising (Leaderboard, MREC, Horizontal homepage banner)	COB one week before publication	COB one week before publication

\*Subject to placement availability.



## Digital and Print

To enhance your advertising campaign for an optimal level of brand exposure and to gain traction with specific legal membership segment we recommend activating a multi-layered media campaign. To detail what this could look like we have provided a range of media package ideas. Our Commercial Partnerships team can work with you to identify the best media outputs to achieve your business and marketing objectives.

TOPLINE

MIDLINE

BOTTOMLINE



Gate Fold (3 Pages) - 1 issue

LSJ Online  
Leaderboard – site wide  
(3 months)



LSJ News  
Horizontal Top Banner (1 week)



Double Page Spread 1 issue (PP)



LSJ Online  
MREC – run of site  
(1 month)



Double Page Spread 1 issue (SP)



Monday Briefs  
Horizontal Top Banner  
(1 week)



Inside Cover, Double Page Spread  
OR Flysheets 1 issue



LSJ Online  
MREC – run of site (1 month)



Monday Briefs  
Horizontal Mid Banner  
(1 week)



F

Full Page Spread 1 issue (PP)



LSJ Online  
Full Banner – homepage only  
(1 month)



Full Page Spread 1 issue (SP)



LSJ Legal Updates  
Low Banner  
(1 week)



Outside Back Cover



Monday Briefs  
Horizontal Low Banner  
(3 weeks)



Full Page Spread (SP)



LSJ News  
Horizontal Low Banner  
(2 weeks)



Full Page Spread 1 issue (SP)



Full Banner - homepage only  
(1 month)



## No bias, no politics: JustChat, is where we speak to those making and shaping the law in NSW and bring listeners the human stories behind the justice system.

Judges and the legal leaders of tomorrow, to law makers and reformed law breakers, in conversation with LSJ every month. Sponsorship of the JustChat podcast allows your company an opportunity to be seen as supporter of NSW law panorama in a relevant and current way.

Already the podcast has recorded highly popular conversations with Bri Lee, Amani Haydar, Nicholas Cowdery, Teela Reid, Michael Coutts-Trotter, Tim Watson-Munro and Judge Kara Shead.

Podcasts are released monthly and content reach is supported by print, social and digital amplification.

Sponsorship investment: POA

### Inclusions

- 20 second tag at the start of each episode in the podcast series for one calendar year (copy written by sponsor, recorded by Law Society of NSW).
- Acknowledgement of sponsorship at end of each episode in the podcast series in for your chosen year.
- Acknowledgement as a supporter (URL + logo) on all applicable web pages that reference the sponsored podcast series (LSJ or LSNSW) for your chosen year.
- Acknowledgement as a supporter on the podcast series description on all podcast platforms the Law Society of NSW is on (URL only) for your chosen year.
- Acknowledgement as a supporter through Law Society of NSW channels (social media posts, Monday briefs) that reference the sponsored podcast series (URL on copy only) for your chosen year.
- Permission to use the term "Supporter of the Law Society of NSW JustChat Podcast" in sponsor's communications, including website for your chosen year.

- EVENTS -



## Bring your brand to life at one of the many in person, online and on demand events organised by the Law Society of NSW

The Law Society offers a diverse portfolio of highly targeted events throughout the year that covers thought leadership, transformative law, innovation in the legal profession, professional development, young lawyers and graduate careers. Your brand exposure is amplified when aligned with the most suitable Law Society event to seamlessly integrate your messaging into the event's core topic and program content.

Our dedicated, agile and resourceful Commercial Partnerships team can construct a multi event partnership plan or advise on a singular event to optimise your brand ethos - achieving marketing objectives by positioning you within the right event contexts to maximise brand interaction, prestige, direct engagement and attendee data analytics.

# Your Customer Journey

1

Complete company profile form

2

Connect with our Commercial Partnerships team

3

Set up a meeting to discuss campaign objectives for advertising and/or sponsorship

4

We will develop and present you with a comprehensive and bespoke promotional strategy and corresponding package solution

5

Review and complete booking forms sent by our Commercial Partnerships team

6

The Commercial Partnerships team will provide campaign reporting for future media plans

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Commercial Partnerships team is dedicated, agile and resourceful when working with brands and companies on bespoke tailored advertising strategies and solutions

Please contact us for any questions or to gain a customized quote via [advertising@lawsociety.com.au](mailto:advertising@lawsociety.com.au), or alternatively contact one of the the Commercial Partnerships team:

Eleni Doxaratoras, Commercial Partnerships Specialist  
[Eleni.Doxaratoras@lawsociety.com.au](mailto:Eleni.Doxaratoras@lawsociety.com.au)

To discuss tailored advertising & sponsorship packages for lifestyle, arts & culture, consumer technology brands plus classified advertising enquiries.

Jessica Lupton, Senior Commercial Partnerships Specialist  
[Jessica.lupton@lawsociety.com.au](mailto:Jessica.lupton@lawsociety.com.au)

To discuss tailored advertising & sponsorship packages for professional & legal services; legal tech; financial services and products and education brands,

Sondrya Dixon, Commercial Partnerships Manager  
[sondrya.dixon@lawsociety.com.au](mailto:sondrya.dixon@lawsociety.com.au)

To discuss the strategy and any key collaborations across advertising communications of print, digital, multimedia advertising and event sponsorship enquiries.



THE LAW SOCIETY  
OF NEW SOUTH WALES

**180**  
Celebrating 180 Years