

the Journal



about the Journal magazine

Targeting Scottish Lawyers? We've got the lot!

THE SOCIETY

The Journal is the official publication of the Law Society of Scotland. The Society is the governing body for Scottish lawyers which promotes the interests of lawyers in Scotland and provides services to the public.

All practising lawyers in Scotland must be members of the Society and must hold a current Practising Certificate issued by the Society.

THE JOURNAL

The Journal is the only magazine devoted to the practising legal profession in Scotland. It provides a unique platform for companies to communicate their message to the Scottish legal profession.

The magazine has a circulation of 10,589 (ABC, July 2007 – June 2008). It is distributed on a controlled circulation basis only and every member of the Society receives the Journal on a monthly basis.

Members of the Law Society of Scotland read the Journal for:

- Analysis of topical legal issues
- A forum for debate
- Articles by leading figures and opinion formers in the legal profession and beyond
- Information critical to the everyday running of a legal practice
- Professional advice and practice guidelines from the Society
- Professional news including people moves
- Reference – the magazines have a long shelf life
- CPD – continuing professional development.

A circulation of 10,589

(ABC, July 2007 – June 2008)

TESTIMONIALS

"Read by a huge majority of the legal professionals across Scotland, we have been extremely impressed with the success it has yielded thus far and will continue to advertise in the publication for the foreseeable future."

Alan Clark, Thorpe Molloy Recruitment

"We have been a regular advertiser in the Journal for a substantial number of years. We have always found the service provided to be professional, timely and courteous. We continue to be impressed with the content of the Journal, which is constantly evolving to meet market needs within the profession."

Lara Paterson, Change Recruitment Group

Journalonline.co.uk



lawscotjobs.co.uk

online advertising

JOURNALONLINE.CO.UK

The Journalonline.co.uk is the official website of the Journal magazine (published by the Law Society of Scotland). The site is updated on a daily basis with topical news items and there is a searchable archive of articles that either appeared in the Journal magazine or as web only exclusives. In addition, users can download past issues of the Journal magazine in PDF format.

The Journalonline.co.uk encourages interaction and facilitates debate by offering users the opportunity to post comments, feedback and opinions. The events section of the site lists courses which assist the audience in keeping up to date with contemporary legal issues (many of the courses count towards their CPD). There is also a blog section and a weekly competition with excellent prizes.

We can provide you with bespoke solutions to meet your marketing objectives. **Prices on application**

Artwork

Artwork supplied complete will be posted online within 24 hours. Banners designed in-house require a further four-day lead time.

LAWSCOTJOBS.CO.UK

Lawscotjobs.co.uk is the recruitment website of the Journal magazine. The site offers the members of the Law Society of Scotland their own recruitment portal to view and apply for jobs that are directly relevant to them and their qualifications.

The website has a standalone URL but also benefits from extra traffic as it is also part of the Journalonline.co.uk site. The site uses contemporary functionality that offers recruiters:

- **Individual job listings** – the perfect opportunity to promote your branded vacancies.
- **Banner adverts** – promoting your brand and directing candidates to your vacancies on Lawscotjobs.co.uk or to your corporate website. **Prices on application**
- **Advertisement tracking and administration system** – manage your profile, vacancies and applications.
- **Direct response** – candidates can apply for vacancies via the website or can email you directly.
- **A 'recruiters directory'** – company profile, contact details and website links.

Please note: Online job postings are only available as an add-on to magazine advertising.

PRODUCTION INFORMATION



1

1
Main Banner ♦♦
468pixels wide x 60pixels high
(File size must be under 1mb)



2

2
Skyscraper ♦♦
120pixels wide x 600pixels high
(File size must be under 1mb)



3

3
Small Banner ♦
234pixels wide x 60pixels high
(File size must be under 1mb)



4

4
Button Advert ▲
120pixels wide x 60pixels high
(File size must be under 1mb)

♦ Available on Journalonline.co.uk ▲ Available on lawscotjobs.co.uk

THE JOURNALONLINE.CO.UK ADVERTISING CONTACT DETAILS

Please direct all the Journalonline.co.uk sales enquiries to:
Kenny Mulcahy
Tel: 0131 561 0021 Fax: 0131 553 1193
kenny@connectcommunications.co.uk

LAWSCOTJOBS.CO.UK ADVERTISING CONTACT DETAILS

Please direct all Lawscotjobs.co.uk sales enquiries to:
Elliot Whitehead
Tel: 0131 561 0020 Fax: 0131 553 1193
elliott@connectcommunications.co.uk

theJournal



magazine advertising

COPY AND PRODUCTION SCHEDULE 2009 – 2010

Issue	Classified	Booking	Artwork	Leaflets	Publication
February	28 January	29 January	30 January	13 February	16 February
March	25 February	26 February	27 February	13 March	16 March
April	01 April	02 April	03 April	17 April	20 April
May	29 April	30 April	01 May	15 May	18 May
June	27 May	28 May	29 May	12 June	15 June
July	24 June	25 June	26 June	10 July	13 July
August	29 July	30 July	31 July	14 August	17 August
September	26 August	27 August	28 August	11 September	14 September
October	30 September	01 October	02 October	16 October	19 October
November	28 October	29 October	30 October	13 November	16 November
December	25 November	26 November	27 November	11 December	14 December
January 2010	16 December	17 December	18 December	15 January	18 January

*Dates may be subject to change

ADVERTISING COSTS

Size	Display	Recruitment
Double page spread	colour 3554	3909(40 ¹)
Full page	colour 1839	2044(20 ¹)
Half page	colour 1210	1345(10 ¹)
Quarter page	colour 656	729(05 ¹)
Sponsor ad	colour 515	

*Prices are exclusive of VAT. All adverts are full colour. ¹Recruitment advertisers are entitled to post jobs advertisements on lawscotjobs.co.uk. The number in brackets shows the number of postings allowed per magazine advert.

SPONSORSHIP

Sponsorship is available for supplements, features and editorial columns. Round table events are a bespoke sponsorship solution. It is a unique opportunity to gather a number of leading experts in a particular field around a table to discuss particular topic. **Prices on application.**

DISCOUNTS

Series	3-5 insertions	7% discount
	6-9 insertions	10% discount
	10-12 insertions	15% discount
Charity		20% discount
PPA registered agency		10% discount

SPECIAL POSITIONS

Guaranteed	+ 10%
Advertising feature	+ 10%
Loose insert	£100 per 1000
Bound in / Tip on	POA

CANCELLATION NOTICE

12 weeks prior to digital file deadline. If a cancellation results in an advertiser failing to reach agreed insertion levels to qualify for a series discount, the advertiser will be invoiced by the publisher accordingly.

PRODUCTION INFORMATION

1	2	3	4	5	6
1 Full page advert 185mm x 272mm <i>(A4 with 12.5mm border all sides)</i>	2 Full page with bleed 216mm x 303mm <i>(A4 with 3mm bleed all sides)</i>	3 Half page landscape 185mm x 133mm	4 Half page portrait 92mm x 272mm	5 Quarter page portrait 92mm x 133mm	6 Sponsorship strip landscape 185mm x 35mm <i>(Teaser advert)</i>

CLASSIFIEDS

A	2A
B	2B
C	2C
D	2D

Style A
1 Col x 3cm
£93 - colour
£72 - mono

Style 2A
2 Col x 3cm
£170 - colour
£134 - mono

Style B
1 Col x 4cm
£113 - colour
£93 - mono

Style 2B
2 Col x 4cm
£216 - colour
£170 - mono

Style C
1 Col x 6cm
£170 - colour
£134 - mono

Style 2C
2 Col x 6cm
£335 - colour
£268 - mono

Style D
1 Col x 8cm
£216 - colour
£170 - mono

Style 2D
2 Col x 8cm
£448 - colour
£360 - mono

*Inclusive of typesetting,
one proof, one set of alts.*

ARTWORK SUBMISSION AND DELIVERY

All artwork supplied should include:

- a flightcheck report
- a job sheet confirming size, month of publication and sender's contact details
- a hard copy proof, i.e. a colour laser copy.

For artwork under 7MB, the preferred method of delivery is email. Artwork can be sent to journalsales@connectcommunications.co.uk.

Files greater than 7MB can be sent via mailbigfile.com to paul@connectcommunications.co.uk or by FTP by arrangement.

Name your advert job folder using the following code: LSJ-name of advertiser_month.

Connect Communications cannot accept responsibility for files supplied incorrectly, outwith specification, or supplied beyond the copy deadline.

ARTWORK SPECIFICATION

Preferred file formats include: Quark/Illustrator EPS/Freehand EPS (using outline/embedded fonts); Adobe Photoshop TIFF or EPS (no ZIP, LZW or JPEG compression); Adobe PDF using 'PDFx1a' or 'Pass for Press' job options* (please include crop marks and bleed if necessary).

Guidelines: All files used must have a minimum resolution of 300dpi and set for CMYK output.

All adverts must be correct in size and full page adverts must include 3mm bleed on all sides.

Colour quality: Embedded colour profiles and tailored colour settings are not supported. We cannot accept responsibility for exact colour reproduction. However we will endeavour to colour match any artwork supplied with a colour match proof.

**Job options are available at www.pass4press.com*

LINEAGE ADVERTS

£13 per line (average of four words per line) – minimum £52

Box No. charge of £21

*Inclusive of typesetting,
one proof, one set of alts.*

DISPLAY ADVERTISING CONTACT DETAILS

Please direct all Display sales enquiries to:

Niamh O'Shea

Tel: 0131 561 0023 Fax: 0131 553 1193
niamh@connectcommunications.co.uk

RECRUITMENT ADVERTISING CONTACT DETAILS

Please direct all Recruitment sales enquiries to:

Elliot Whitehead

Tel: 0131 561 0020 Fax: 0131 553 1193
elliott@connectcommunications.co.uk

CLASSIFIED ADVERTISING CONTACT DETAILS

Please direct all Classified sales enquiries to:

Clare Stebbing

Tel: 0131 561 0024 Fax: 0131 553 1193
clare@connectcommunications.co.uk

PRODUCTION CONTACT DETAILS

Please direct all production queries to:

Paul McGinnity, designer

Tel: 0141 560 3014 Fax: 0141 561 0400
paul@connectcommunications.co.uk