

A wide-angle photograph of the Chicago skyline at dusk. The sky is a deep blue, and the city lights are beginning to glow. In the foreground, the ornate stone pillars of the Millennium Park "Cloud Gate" sculpture are visible on either side of the street. The street is empty, with traffic lights and streetlights visible. The text "CHICAGO LAWYER" is overlaid in large, white, sans-serif capital letters across the center of the image.

CHICAGO LAWYER[®]

2 0 2 3 M E D I A K I T

ChicagoLawyerMagazine.com

2023 MEDIA KIT

Keeping with its award-winning editorial content and expanding its insights and perspectives on current legal topics, the *Chicago Lawyer* magazine maintains its dominance as this market's flagship legal publication.

Chicago is a target-rich legal market. *Chicago Lawyer* magazine delivers a readership of managing partners in Chicago's largest law firms, all corporate counsel in the State of Illinois, law firm managers, solo and small firm attorneys, the judiciary, government attorneys and finally, many others allied to the legal profession.

These attorneys and legal professionals make or influence the buying decisions for their law firms and law departments in several areas including referring lawyers, outside counsel, banking, investments, litigation support, litigation funding, technology from the front to the back office, recruitment and also the day to day operation decisions for their law firms.

For more information about rates and special issues, contact one of our team members today.

Adam Hrejsa

Sales Team Leader

312-644-2942 | ahrejsa@lawbulletinmedia.com



AUDIENCE PROFILE

CHICAGO AND ILLINOIS LEGAL PROFESSIONALS AND BUSINESSES

>20K Total Readership

- + Managing Partners
- + Firm Administrators
- + Key Government Officials

MARKET TRENDS

More and more, law firms are turning to expert consultants in several areas, including:

TECHNOLOGY

TRIAL/JURY

ACCOUNTING FIRMS

BANKING INDUSTRY

Banks benefit from marketing to law firms in 4 areas:

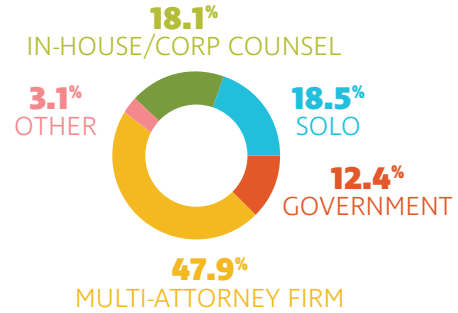
WEALTH MANAGEMENT

PRIVATE BANKING SERVICES
Loans and Corporate Checking

TRUST SERVICES

REFERRAL SERVICES

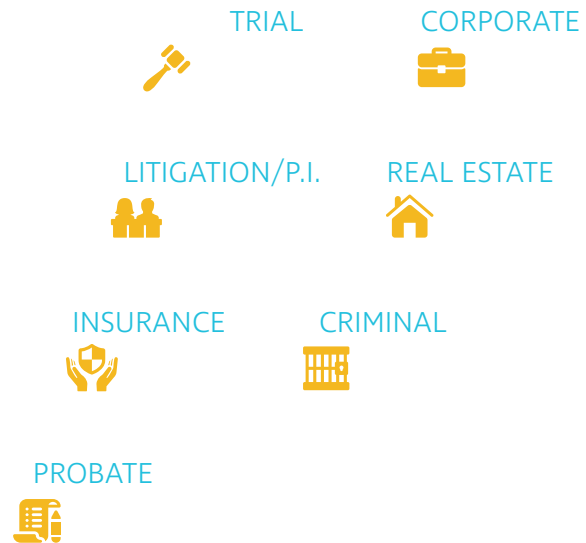
CIRCULATION BREAKDOWN



ROLE IN FIRM

66.5%

AREA OF PRACTICE

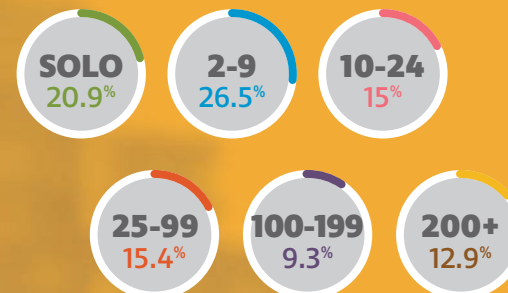


STATISTICS



LAW FIRM SIZE

Percentage of Circulation



OUTSIDE TRIAL CONSULTANTS



LEGAL SOFTWARE

Firm or Corporate Legal Department



2023 EDITORIAL CALENDAR



FEBRUARY/MARCH

Cover Story
Defense Bar

1st Feature
Insurance

2nd Feature
Firm management

Ad Reservations
01.17.23

APRIL/MAY

Cover Story
Largest Law Firms

1st Feature
Real Estate / Firm
Office Space Survey

2nd Feature
Legal Technology

Ad Reservations
03.17.23

JUNE/JULY

Cover Story
Associate Pay Survey

1st Feature
Diversity Survey

2nd Feature
Plaintiff's Bar

Ad Reservations
05.26.23

AUGUST/SEPTEMBER

Cover Story
Labor&Employment

1st Feature
In-House Counsel

2nd Feature
IntellectualProperty

Ad Reservations
08.01.23

OCTOBER/NOVEMBER

Cover Story
Jury Verdict
Reporter
Settlement Survey

Feature
TBD

Ad Reservations
09.15.23

DECEMBER/JANUARY

Cover Story
Person of the Year

1st Feature
Family Law

2nd Feature
Forecast 2024

Ad Reservations
11.08.23

2023 AD RATES & SIZES



PRINT - 4 COLOR

Position (full page)	Open	3X	6X
Inside Front Cover	\$4,305	\$3,996	\$3,888
Page 3	\$4,428	\$3,996	\$3,888
Page 4 or 5	\$3,996	\$3,607	\$3,218
Back Cover	\$4,714	\$4,320	\$3,888
2-Page Color Spread	\$5,508	\$4,860	\$4,428
ROP	\$2,800	\$2,484	\$2,268

Fractional	Open	3X
Tab & 1/2	\$1,750	\$1,550

Preprinted Insert Rates	Open	6X
Bound-in cards	\$2,000	\$1,750
Poly-bagged	\$3,000	\$2,750

Materials with postal indicia won't be accepted. Actual sample must be presented. All materials must be pre-approved.

All rates are per insertion. Rates are net. Agencies add 15%.



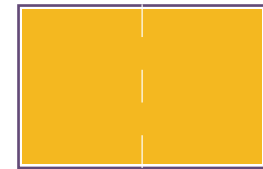
Full page
8.5" x 11"



1/2 horizontal
7.5" x 4.84"



1/4 page
3.637" x 4.705"



2-page spread
16.5" x 10.5"

Full page bleed 8.75" x 11.25" | Full page non-bleed 8" x 10.5"
Please do not provide crop marks.

For more information about rates and special issues, contact one of our team members today:

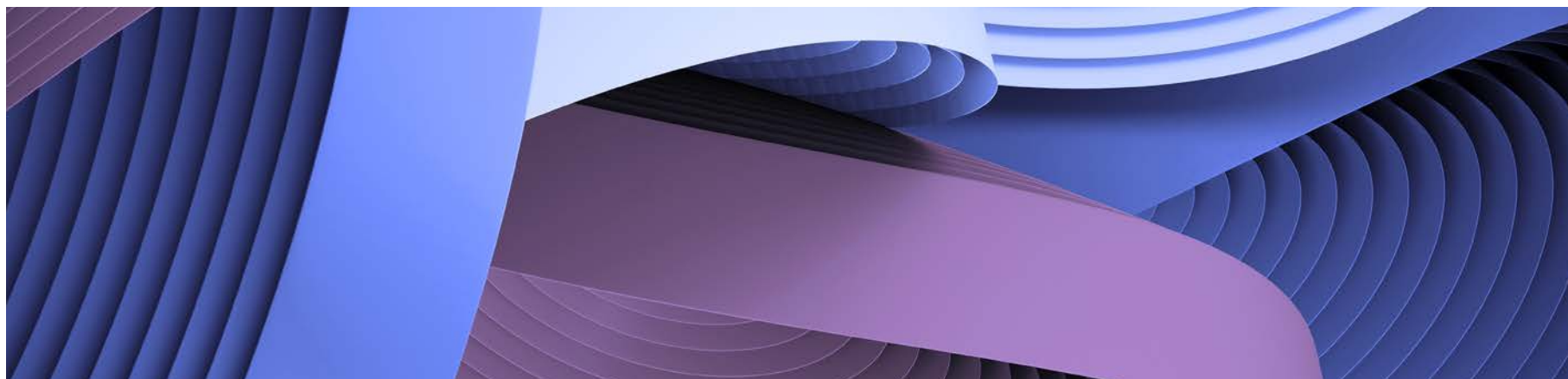
Adam Hrejsa | Sales Team Leader
312-644-2942
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Adam Pantone | Classified Advertising Representative
312-644-2763
apantone@lawbulletinmedia.com

File Deadline
5 business days after
ad reservation date

Format
High resolution PDF (300 DPI)

2023 DIGITAL AD RATES & SIZES



ChicagoLawyerMagazine.com

15K VISITS P/MONTH	13K UNIQUES	20K eBLAST CIRCULATION
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Digital Advertising

300 x 250

HP
Weekly

\$262.50

HP
Monthly

\$787.50

ROS
Weekly

\$157.50

ROS
Monthly

\$472.50

eBlasts

1X

2X

First Position

\$2,625

\$2,100

728 x 90 ad (monthly)

\$1,890

\$1,680

300 x 250 ad (monthly)

\$892.50

\$630

Dedicated eBlast

\$1,680

\$1,417.5

ChicagoLawyerMagazine.com & ChicagoLawBulletin.com

53K VISITS P/MONTH	23K UNIQUES
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Digital Advertising

300 x 250

ROS
Weekly

\$630

ROS
Monthly

\$2,205

728 x 90

\$1,575

\$4,200

Issue Headlines Email

Dedicated eBlasts

CHICAGO LAWYER

THROW A PARTY LIKE YOU JUST MADE PARTNER.

Introducing Kitchensurfing: personal chefs prepare curated menus in your home. And just in time for the holidays, you can win a dinner party for 10 on us. So you can focus on the best part of the party—being the host.

Enter to win now and get \$50 off your first order.

Enter to Win

- Choose your date, time and subject line
- Submit your own design or our design dept will create a one for you

AD SUBMISSION GUIDELINES

In order to efficiently process digital ads, one high-resolution, composite file is the goal. This file can either be a print-optimized PDF (PDF/X1a) or a TIF for placement in a page layout program. The following guidelines and specifications are to assist you in the process.

Electronic File Submission Requirements

Email files to Adam Hrejsa at

ahrejsa@lawbulletinmedia.com.

Preferred file types:

- PDFs exported from graphics software
- TIFs (must be flattened and saved from Photoshop)

Other file types

- EPS* (fonts must be outlined)
- Photoshop (must be flattened)

*Do not embed EPS files within another EPS file. Nesting EPS files can cause output errors.

We do not accept Microsoft Publisher, Microsoft PowerPoint or CorelDraw files.

Images

All screened graphics should have effective resolution of 300 DPI. All bitmap graphics (line art) should have an effective resolution of 600 DPI.

Note: When you enlarge a graphic, you are changing the effective resolution. For example, a 300 DPI graphic placed at 200% will have an effective resolution of 150 DPI.

All duotones should be created in a photo manipulation program, such as Photoshop. Graphics colorized in a page layout program may not print as expected.

Trapping

You are responsible for Overprint and Knockout settings.

Ad construction

The document size of the ad should be the same as the desired final size of the ad.

On full page ads, all vital copy (text or images) should be no closer than .25" to the trim. Any ad that is designed to bleed should extend at least .125" (1/8") past the trim. All trim and registration marks should be offset by 9 points or .125".

Make sure all colors in the color palette are correctly defined as Process (CMYK). All RGB, LAB and Index colors must be converted to CMYK or they will not print correctly.

Do not use rules less than .25 point. This may not appear.

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