

LAW NOW

relating law to life in Canada

2010 Media Kit

LawNow is published 6 times per year with special issues on various topics.

*Up-to-date, well
researched, and informed
comment on the law and
current social issues*



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EDITORIAL CALENDAR

You get the best up-to-date, well researched, and informed comment on the law and current social issues that you'll find in Canada.

Each issue of LawNow magazine includes articles on a featured THEME, as well as a SPECIAL REPORT section.

Each issue also contains regular Departments about current trials and decisions and various Columns. School's In, a special article for teachers appears in selected issues.



September/October 2010		November/December 2010		January/February 2011	
Ad copy: Jul 21/2010		Ad copy: Sep 21/2010		Ad copy: Nov 19/2010	
Feature: Environmental Law		Feature: Homelessness		Feature: Multiculturalism	
Special Report: Family Law		Special Report: The History of Law		Special Report: Law and Language	
March/April 2011		May/June 2011		July/August 2011	
Ad copy: Jan 21/2011		Ad copy: Mar 17/2011		Ad copy: May 20/2011	
Feature: Corporate Social Responsibility		Feature: The Law and War		Feature: TBA	
Special Report: Where in the World are our Judges?		Special Report: The Charter and Freedom of Conscience		Special Report: Criminal Law	

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June 2009

LawNow is published by the Legal Resource Centre

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READER PROFILE

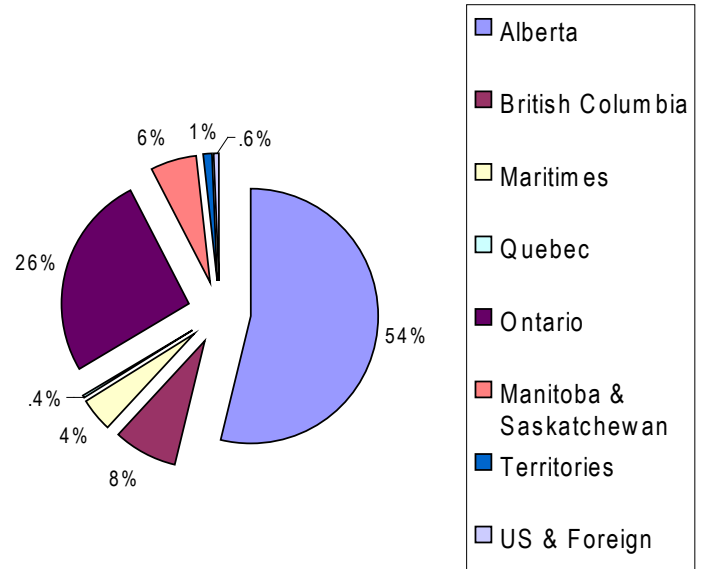
Readers include

- *students*
- *lawyers*
- *judges*
- *educators*
- *entrepreneurs, and*
- *other professionals*

We have 700 paid subscribers, many of whom share their copies through offices, libraries, and classrooms.

Total circulation is 2,500. Through subscriber surveys, we estimate our readership to be more than 12,000.

LawNow is also available at more than 100 newsstands across Canada.



FAST FACTS

- LawNow* readers purchase **quality-based products** and services. Price is a second criteria when making purchasing decisions.
- LawNow* readers are **well educated**. Most have post-secondary education and more than half have an undergraduate degree.
- LawNow* readers are **volunteers**, contributing at least 3 hours per week to their communities.

+ Our Writers
+ Our Readers

The market for
Your message!

COMING SOON

July / August 2010

Theme: End of Life Issues
Special Report: Tax Law

September / October 2010

Theme: Environmental Law
Special Report: Family Law

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SPONSORSHIPS

A sponsor may want to support the magazine as a whole, or one of the particular Themes, Special Reports, Columns, or School's In. The value of each of these options is outlined below.

Major Sponsor

- \$50,000 - \$60,000 - Major sponsor of the magazine for one year
- Major sponsors are recognized on the *LawNow* masthead for a year and in each issue during their sponsorship period

Theme Sponsor

- \$20,000 - \$30,000 - Theme sponsor for one issue of the magazine
- *LawNow* recognizes theme sponsors with a full page acknowledgement of their support

Special Report Sponsor

- \$5,000 - special report sponsor for one issue
- *LawNow* recognizes special report sponsors with a half-page acknowledgement of their support

Column/Article Sponsor

- \$1,000 - column/article sponsor for one issue of the magazine
- \$5,000 - column/article sponsor for the entire volume (6 issues)
- *LawNow* recognizes column/article sponsors at the end of each column/article

Sponsors will also be acknowledged on *LawNow's* website with a link to the sponsor's site if appropriate.

Sample full-page acknowledgement from past issue.

For additional sponsorship opportunities contact:

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Get ONLINE!

LawNow offers online ads!

ANY full or half-page colour ads in our print magazine will now include a complimentary online ad.*

Stand-alone online ads on the *LawNow* website are also available.



Your ad could reach....

- § lawyers, educators, judges, teachers, entrepreneurs, and other professionals
- § 2,500 offices, libraries, classrooms and homes receive *LawNow* magazine
- § Over 15,000 people who have access through their libraries or offices
- § More than 100 newsstands across Canada

***2 month run
concurrent with print issue
Size: 100 x 100 pixels (approx)**

CONSIDER ...

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+ Our Writers
+ Our Readers

The market for
Your message!

View our rate card online at:

www.lawnow.org/advertise/ratesmag.aspx

2010 ADVERTISING RATES & DATA

May 2010

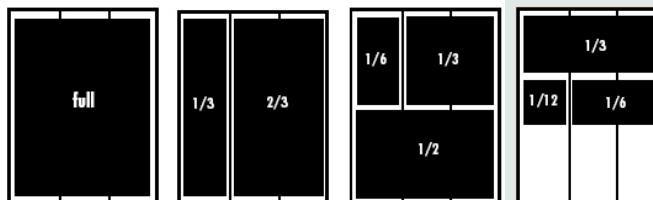
BLACK & WHITE		1x	3x	6x
	Full Page	\$800	\$725	\$650
	2/3 page	\$650	\$590	\$530
	1/2 page	\$550	\$500	\$450
	1/3 page	\$375	\$345	\$310
1/6 page	\$225	\$200	\$190	

4 COLOUR		1x	3x	6x
	Outside Back	\$1,600	\$1,450	\$1,300
	Inside Back	\$1,450	\$1,315	\$1,180
	Inside Front	\$1,450	\$1,315	\$1,180
	2/3 page	\$760	\$700	\$625
	1/2 page	\$650	\$600	\$540
	1/3 page	\$460	\$425	\$380
1/6 page	\$295	\$265	\$255	

CLOSING DATES	2010/2011	Volume 35
	Sept/Oct	Jul 21/10
	Nov/Dec	Sep 21/10
	Jan/Feb	Nov 19/10
	March/April	Jan 21/10
	May/June	Mar 17/10
	July/August	May 20/10

Print Ad Dimensions

Full Page	7.5 x 10		
2/3 Page	4.9 x 10		
1/2 Page	7.5 x 4.9		
1/3 Page	4.9 x 4.9	or	2.3 x 10
1/6 Page	2.3 x 4.9	or	4.9 x 2.3



Digital Requirements

- File formats pdf preferred
- Half tone resolution: 100dpi/200dpi
- Line art resolution 300 dpi
- Files can be PC or MAC format
- Colour files must be in CMYK format
- Send ads by: CD, email or FTP
- No film is accepted
- Charges may apply if modifications are required or if files are sent in other formats

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No graphics department of your own?

We will have our graphic designer create your advertisement especially for the magazine.

Please contact **LawNow** for more information