

# 2008 **LAW FIRM** **MEDIA KIT**



# EXECUTIVE LEGAL ADVISER

## OVERVIEW

*Executive Legal Adviser* is the only statewide legal business publication for senior management executives in Texas. Published by Texas Lawyer, the most trusted source of legal information in Texas, *ELA* guides executives through the maze of legal issues they must consider in their positions as business leaders. Each issue includes case studies, summaries of appellate court opinions that could potentially impact their business, and articles on timely legal matters in HR/labor and employment, corporate governance, white collar crime and more.

*ELA* readers are 35,700 top executives with enormous influence over their companies' purchase and legal decisions. More than one-third serve on a corporate board and 61 percent of their companies do not have in-house counsel. These executives turn to *ELA* for coverage of legal issues relevant to their jobs. *ELA* readers have significant buying power, too, with an average household income of \$258,900 and a household net worth of \$2,024,200.



**AUDIENCE:** Chairmen, CEOs, CFOs, CIOs and other C-level executives, presidents, vice presidents, and directors of Texas companies.

### Recent Subscriber Survey reports:

- **84 percent agree "ELA is a must-read for me."**
- **85 percent agree "ELA provides information I can't find elsewhere."**

**CIRCULATION:** 20,000

**READERSHIP:** 35,700

**FORMAT:** Glossy 8" x 10 3/4" magazine

**FREQUENCY:** Six times per year

### REGULAR DEPARTMENTS INCLUDE:

**EXECUTIVE SUMMARY** — digests of appellate court opinions

**CASE IN POINT** — hypothetical case studies that illustrate scenarios executives may face and offer solutions from legal experts

**DIALOGUE** — verbatim discussion with a C-level executive and his or her general counsel

**THE DASHBOARD** — briefs on books, Web sites and notable surveys

# EXECUTIVE LEGAL ADVISER

## AUDIENCE

### READER PROFILE

**83%** Male/**17%** Female

Average age: **50.4** years

**94.7%** completed college

**89.0%** attended graduate school or higher

Average household income: **\$258,900**

Average individual employment income: **\$181,100**

Average household net worth: **\$2,024,200**

**35%** serve on corporate boards

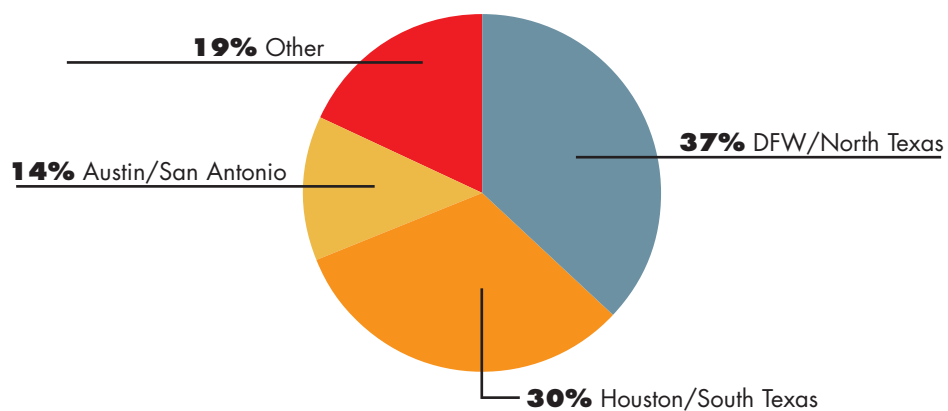
**90%** are in management positions

**81%** are C-level/senior management

**83%** are involved in legal decisions

**90%** influence purchases for their companies

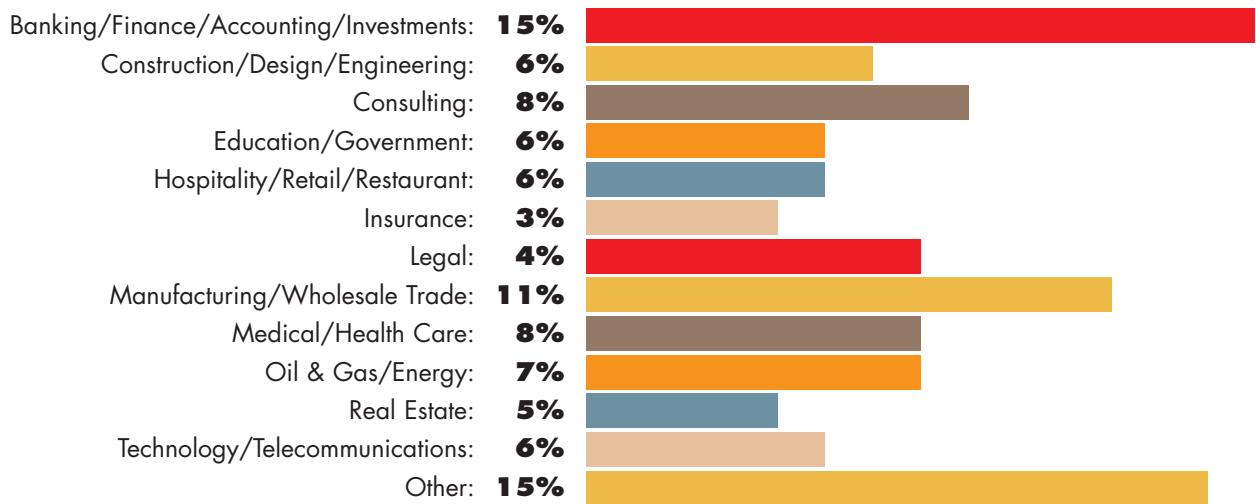
### GEOGRAPHIC DISTRIBUTION



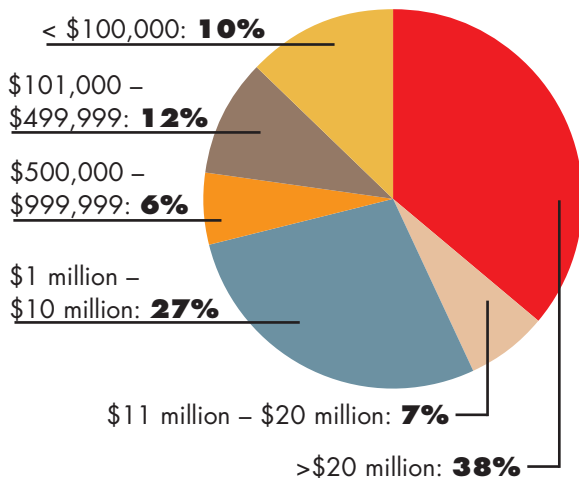
# EXECUTIVE LEGAL ADVISER

## AUDIENCE/THEIR COMPANIES

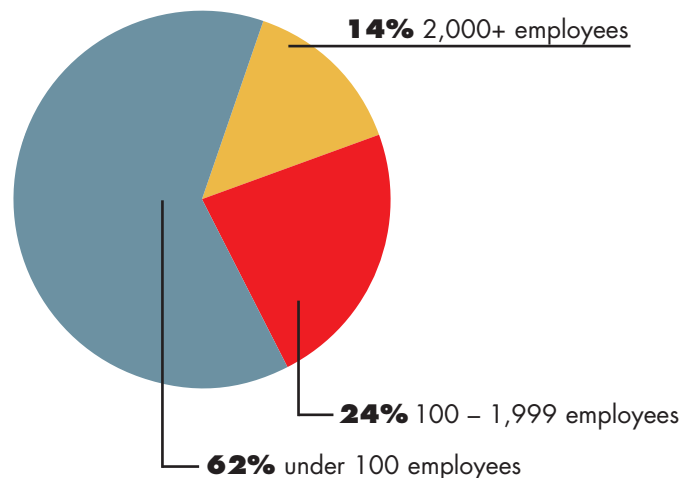
### PRIMARY BUSINESS/INDUSTRY



### COMPANY REVENUE



### COMPANY SIZE



# EXECUTIVE LEGAL ADVISER

## AUDIENCE/LEGAL INVOLVEMENT

**83%** are involved in legal decisions

**61%** work in companies that do not have in-house counsel

**56%** influence the purchase of legal services

Readers who stated their companies' legal budgets say:

**44%** have legal budgets of \$100,000 or more

**32%** have legal budgets of \$250,000 or more

**25%** have legal budgets of \$500,000 or more

**18%** have legal budgets of \$1,000,000 or more

Other sources for legal news and information:

**85%** national business news publications

**79%** specialized trade publications

**61%** local daily paper

**58%** conferences/seminars

**56%** specialized newsletters

**45%** business publication Web sites

**48%** do not use local business journals

# EXECUTIVE LEGAL ADVISER

## AUDIENCE/READERSHIP

Readers shared their information and opinions with us in an April 2006 subscriber survey. They described their readership of *Executive Legal Adviser* as follows:

Time spent reading: **41** minutes average

Total readers per copy: **1.8**

Topics most interested in reading about in *Executive Legal Adviser*:

**58%** Labor and employment

**53%** Finance

**47%** Corporate governance

**45%** Directors and officers

**40%** Insurance

Importance of reading *Executive Legal Adviser*:

**85%** agree "ELA provides information I can't find elsewhere."

**79%** agree "I rely on ELA to help clarify complex issues I need to understand."

**97%** agree "ELA provides coverage of legal issues relevant to my job."

**84%** agree "ELA is a must-read for me."

Actions taken as a result of reading *Executive Legal Adviser*:

**96%** have taken action as a result of reading the articles in ELA

**69%** have taken action as a result of reading the advertisements in ELA

# EXECUTIVE

LEGAL ADVISER

## 2008 CALENDAR



JANUARY/FEBRUARY

Focus: Patent Law

MARCH/APRIL

Focus: Directors & Boards

MAY/JUNE

Focus: Banking and Finance

JULY/AUGUST

Focus: Human Resources

SEPTEMBER/OCTOBER


Focus: Corporate Governance

NOVEMBER/DECEMBER

Focus: Insurance

# EXECUTIVE LEGALADVISER

## 2008 LAW FIRM ADVERTISING RATES, EFFECTIVE JANUARY 2008

				
	1X	3X	6X	12X
FULL PAGE	\$6,010	\$5,610	\$5,215	\$4,615
HALF PAGE	4,290	3,930	3,565	3,245
THIRD PAGE	3,695	3,410	3,125	2,820
QUARTER PAGE	3,100	2,890	2,690	2,400

### GENERAL

- All rates include 4-color process.
- No discounts for black and white.
- 15% commission to recognized agencies.
- Full page cover positions are an additional 20%.
- All other guaranteed positions (full page only) are an additional 15%.

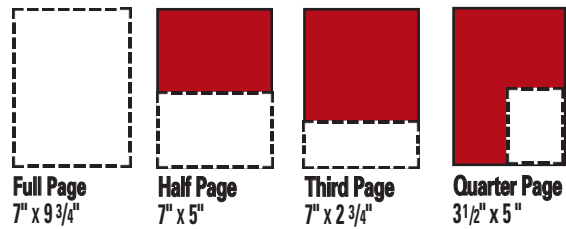
### ISSUE AND CLOSING DATES

2008 ISSUE	SPACE CLOSING	MATERIALS DUE
January/February	Jan 7	Jan 9
March/April	Mar 6	Mar 10
May/June	May 7	May 9
July/August	Jul 8	Jul 9
September/October	Sep 3	Sep 5
November/December	Nov 5	Nov 7

*Executive Legal Adviser is a public media outlet.*

# EXECUTIVE LEGALADVISER

## AD DIMENSIONS



## MECHANICAL SPECIFICATIONS

- TRIM SIZE: 8 x 10.75 inches
- BLEEDS: 8.5 x 11.25 inches
- PRINTING:
- Sheet fed.
  - Exact size, digital or camera-ready art preferred.
  - Film negatives are accepted for spot or four-color ads with match print.
  - Negatives need to be right read, emulsion side down.
- SCREENS: 100 line screen on B/W ads.  
133 line screen on four-color ads.
- ELECTRONIC SUBMISSION:
- Files can be sent on disk or by e-mail.
  - The files must be sent as PDFs with all fonts and graphics embedded (with no alterations to size or type corrections).
  - Film negatives are accepted.
  - Spot and four-color ads must be accompanied by a color match print.

## INSTRUCTIONS



SEND ADVERTISING MATERIALS TO:

Luke Miller  
1412 Main Street  
13th Floor  
Dallas, TX 75202  
214.744.7723  
LMiller@ALM.com

# EXECUTIVE LEGALADVISER

## ADVERTISING CONTACTS

### ADVERTISING DIRECTOR

Deni Ruddy  
214.744.7766  
DRuddy@ALM.com

### LAW FIRM ADVERTISING

Michele LeFevre Davis  
512.608.9132  
MLDavis@ALM.com

Kelly Lindner  
817.565.9075  
KLindner@ALM.com

### DISPLAY ADVERTISING

Marsha Fiur  
713.328.6860  
MFiur@ALM.com

Karla Howes  
972.569.9191  
KHowes@ALM.com

### ADVERTISING COORDINATOR

Luke Miller  
214.744.7723  
LMiller@ALM.com

