



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 10,712 (ABC, July 2008 – June 2009). 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 10,712

(ABC, July 2008 – June 2009)

Journalonline.co.uk



lawscotjobs.co.uk

The recruitment website from theJournal of the Law Society of Scotland

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.

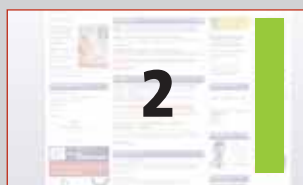
Please note: Online job postings are only available as an add-on to magazine advertising.

PRODUCTION INFORMATION



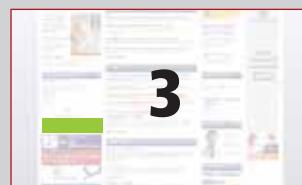
1

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:

Elliot Whitehead

Tel: 0131 561 0021 Fax: 0131 553 1193

Elliot@connectcommunications.co.uk

TECHNICAL CONTACT DETAILS

Please direct all online technical enquiries to:

Paul McGinnity

Tel: 0141 560 3014 Fax: 0141 561 0400

webproduction@connectcommunications.co.uk

FOR TERMS AND CONDITIONS PLEASE SEE WWW.JOURNALONLINE.CO.UK/ADVERTISING



the Journal

magazine advertising

COPY AND PRODUCTION SCHEDULE 2010 – 2011

Issue	Classified	Booking	Artwork	Leaflets	Publication
Jan-10	16-Dec	17-Dec	18-Dec	15-Jan	18-Jan
February	27-Jan	28-Jan	29-Jan	12-Feb	15-Feb
March	24-Feb	25-Feb	26-Feb	12-Mar	15-Mar
April	30-Mar	31-Mar	1-Apr	16-Apr	19-Apr
May	28-Apr	29-Apr	30-Apr	14-May	17-May
June	26-May	27-May	28-May	11-Jun	14-Jun
July	30-Jun	1-Jul	2-Jul	16-Jul	19-Jul
August	28-Jul	29-Jul	30-Jul	13-Aug	17-Aug
September	1-Sep	2-Sep	3-Sep	17-Sep	20-Sep
October	29-Sep	30-Sep	1-Oct	15-Oct	18-Oct
November	27-Oct	28-Oct	29-Oct	12-Nov	15-Nov
December	24-Nov	25-Nov	26-Nov	10-Dec	13-Dec
Jan-11	15-Dec	16-Dec	17-Dec	14-Jan	17-Jan

**Dates may be subject to change*

ADVERTISING COSTS

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

**Prices are exclusive of VAT. All adverts are full colour. †Recruitment 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:
Elliot Whitehead
Tel: 0131 561 0021 Fax: 0131 553 1193
elliott@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