The Trial Lawyer

A MAGAZINE FOR TRIAL LAWYERS & A VOICE FOR JUSTICE

Circulation

Published quarterly, *The Trial Lawyer* is distributed to approximately 30,000 attorneys and law firms. The magazine is exclusively designed for and circulated to distinguished trial attorneys and case decision makers. In addition, copies of *The Trial Lawyer* are made available at national conferences and seminars including the Trial Lawyers Summit, Mass Torts Made Perfect, Lanier Trial Academy and Top 40 Under 40 Bootcamp.

With an established pass along value of over 75,000 readers, each issue of *The Trial Lawyer* consists of editorial topics and reference materials which provide a continued source of information for the professional trade of the trial lawyer.

Readership:

The Trial Lawyer reaches the largest top management audience of the trial bar and its largest target audience of trial lawyers when compared with other professional trade publications. *The Trial Lawyer's* distribution is to trial attorneys, with approximately 91% distribution to civil personal injury plaintiff and consumer litigation attorneys and approximately 8% to the top criminal defense trial attorneys.

Readership of *The Trial Lawyer* magazine includes trial lawyer recipients from all fifty states reflective of the population of the trial bar within each geographic region.

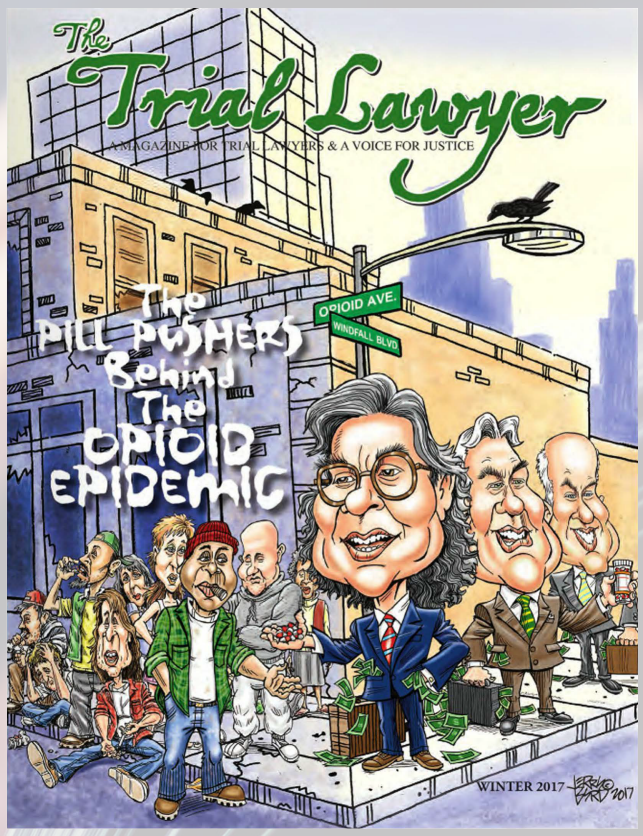
Estimated Demographics

Men	83%
Women	17%
Average Age	47
Partners	86%
Senior Associates	4%
Senior Partners/Managerial	39%
Average Income	$310,000
Readers per Copy	3



About the Magazine:

The Trial Lawyer magazine offers an innovative approach to understanding current trends and emerging opportunities for the trial bar. The magazine offers insight on numerous topics which the best in the legal profession can use at every stage of their career.



Our Mission:

Our mission is to inform and inspire trial attorneys who represent injured individuals in civil cases or defend the accused as guaranteed under the United States Constitution. *The Trial Lawyer* strives to create an innovative forum for understanding current trends and emerging opportunities for the civil plaintiff or criminal defense trial bar. Through passionate voices and provocative viewpoints, *The Trial Lawyer* encourages the generation and sharing of ideas through open dialogue among the finest trial lawyers in America.

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Departments

DOWN TO BUSINESS
This department focuses on the business of marketing, advertising and branding in the legal profession.

ON THE ROAD
Focusing on interstate trucking litigation plans and strategies.

PRODUCT WATCH
This section contains informative articles that keep lawyers updated on specific products and product liability cases.

LEGAL BRIEFS
Focusing on important litigation.

MEMBER SPOTLIGHT
Highlights background and accomplishments of some of the premier trial lawyers in the country, including a member of the NTL TOP 100 and TOP 40 Under 40.

THE TRAVELING TRIAL LAWYER Experience NTL Members' favorite locations around the globe.

FROM THE EXPERTS
Courtroom survival tips and recommendations according to the experts.

JUDGE THE BOOK BY THE COVER An in-depth review of a book that pertains to the legal field.

RAISING THE BAR
Reviews recent results and accomplishments of NTL Members.

CONFERENCE CALENDAR & UPDATE A summary of past conferences and upcoming conferences that are pertinent to trial lawyers.

THE GOOD, THE BAD & THE UGLY On the lighter side, this column focuses on three legal professionals and their duties in the profession.

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Contact Us

The Trial Lawyer
430 West Main Street
Dothan, Alabama
36301 866.662.2852

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Advertising@TheTrialLawyerMagazine.com
www.TheTrialLawyerMagazine.com

Service Cost and Pricing of Advertising Per Issue

Regular Position Color Ad Rates

	1 Issue	2 Issues	4 Issues
2 Page Spread	$8000	$6975/issue	$6000/issue
Full page ad	4000	3500/issue	3000/issue
2/3 page ad	2940	2570/issue	2200/issue
1/2 page ad	2300	2015/issue	1725/issue
1/3 page ad	1600	1400/issue	1200/issue
1/4 page ad	1250	1095/issue	940/issue

Prime/Fixed Position Ad Rates

	1 Issue	2 Issues	4 Issues
BackCover	no option	$9500/issue	$9055/issue
Inside Back	no option	8000/issue	7500/issue
Inside Front	no option	8000/issue	7500/issue
2 Page Center Spread	no option	8000/issue	7500/issue
First Page	no option	7000/issue	6000/issue
Last Page	no option	6000/issue	5000/issue
Masthead	no option	6500/issue	6000/issue
The Trial Lawyer Masthead	no option	6500/issue	6000/issue
President's Message	no option	6000/issue	5500/issue
Masthead Contents Page	no option	5500/issue	5000/issue

Each Issue Will Be Limited to 30 Pages of Advertisements

NOTE: All Ads on 2 and 4 Issue Contracts Must Run Consecutively, No Skipping Issues

Editorial Deadlines:
Spring 2024 – Feb 9 | Summer 2024 – May 10 | Fall 2024 – Aug 9 | Winter 2024 – Nov 8

Artwork Deadlines:
Spring 2024 – Feb 16 | Summer 2024 – May 17 | Fall 2024 – Aug 16 | Winter 2024 – Nov 15

MASS TORTS VENDOR ASSOCIATION

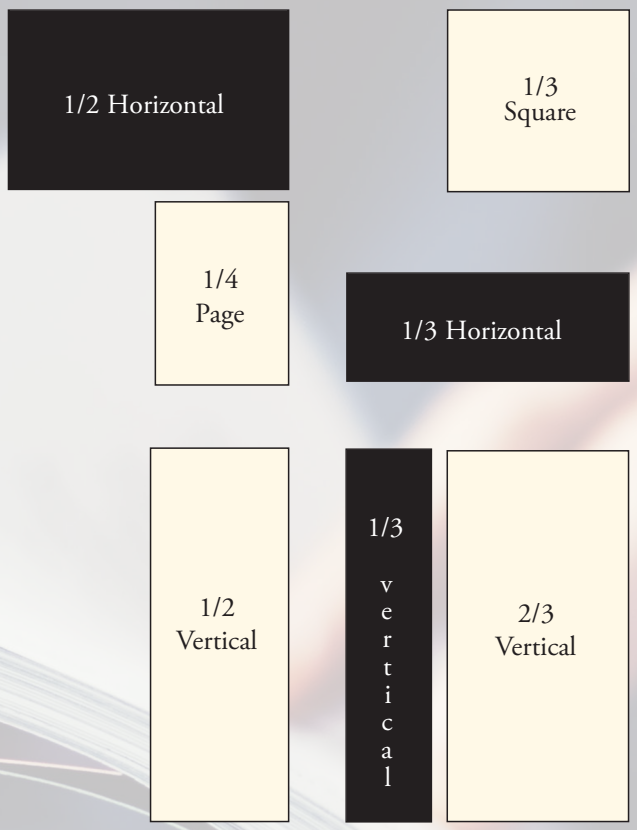
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Full Page trim size	8.375 x 10.875
Full Page	7.125 x 9.875
2/3 Page Vertical	4.725 x 9.875
1/2 Page Horizontal	7.125 x 4.82
1/2 Page Vertical	3.45 x 9.875
1/3 Page Square	4.9 x 4.9
1/3 Page Vertical	2.375 x 9.875
1/3 Page Horizontal	7.125 x 3.3
1/4 Page Vertical	3.45 x 4.83

Text should remain within margins for full-page-bleed ads.
top .75, bottom .5, inside .75, outside .5
Trim size & full bleed (full bleed 1/8 inch over lap over trim size)

Technical Requirements

All advertisements received from advertising agencies or clients must meet the following criteria:

- All documents must be in InDesign (version 5 or higher) or Photoshop 5.5 or higher and saved as a TIFF, JPEG or PDF.
- All fonts, logos, artwork must be included with advertisements submitted.
- Ads should be created using CMYK colors and 300 dpi resolution

Terms of Advertising

- Billing Terms: Payment due within fifteen (15) days of invoice date. Payments received thirty (30) days or more after the due date will be charged a late fee up to 2.5% of the outstanding past due balance.

- If you wish to cancel your contract, payment for services rendered and half of the remaining contract balance will be required to do so.

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