

# 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 deigned 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, The Business of Law, Big Truck & Auto Summit, TBI Med Legal Conference, and Lanier Trial Academy.

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

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### 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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## 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
FirstPage	no option	7000/issue	6000/issue
Last Page	no option	6000/issue	5000/issue
Masthead	no option	6500/issue	6000/issue
<i>The Trial Lawyer</i> 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 2025 – Feb 7 | Summer 2025 – May 9 | Fall 2025 – Aug 8 | Winter 2025 – Nov 7

#### Artwork Deadlines:

Spring 2025 – Feb 12 | Summer 2025 – May 13 | Fall 2025 – Aug 12 | Winter 2025 – Nov 11

#### To Press:

Spring 2025 – Feb 17 | Summer 2025 – May 19 | Fall 2025 – Aug 18 | Winter 2025 – Nov 17



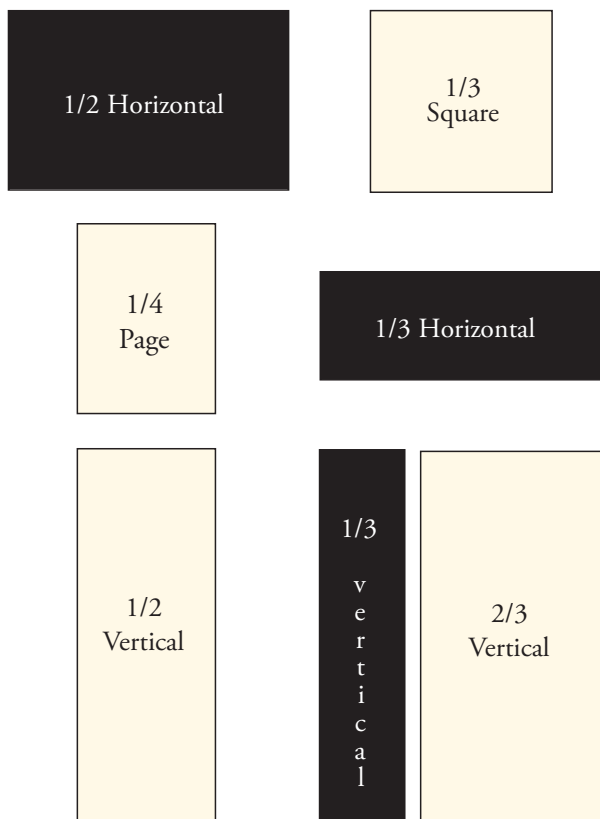
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Full Page trim size	8.375 x 10.875
Full Page	7.125 x 9.875
2/3 Page Vertical	4.725 x 9.875
1/2 Page Horizontal	7.125 x 4.82
1/2 Page Vertical	3.45 x 9.875
1/3 Page Square	4.9 x 4.9
1/3 Page Vertical	2.375 x 9.875
1/3 Page Horizontal	7.125 x 3.3
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top .75, bottom .5, inside .75, outside .5

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- All fonts, logos, artwork must be included with advertisements submitted.
- Ads should be created using CMYK colors and 300 dpi resolution

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