



MEDIA KIT

2011



BRISBANE LEGAL



A MAGAZINE ABOUT LAWYERS FOR LAWYERS

Brisbane Legal is a targeted magazine with a focus on the Legal Profession in Brisbane.

The sophisticated editorial content includes news, events, social functions and features relevant to this affluent audience, as well as lifestyle elements like technology, motoring and new publications that are of both professional and personal interest to the readers.

Advertisers in Brisbane Legal are guaranteed to reach the entire spectrum of the Legal community including solicitors, barristers, members of the judiciary, law schools and in-house counsel. The majority of readers have been identified as having significant disposable income and purchasing power.



DISTRIBUTION

WE GIVE YOU ACCESS TO THE HIGH INCOME EARNING LEGAL PROFESSION

Brisbane Legal is mailed to the entire spectrum of Brisbane's legal community including,

- Solicitors
- Barristers
- In-house counsel
- Members of the judiciary
- Law schools

LAWYERS EARN BIG

The average income of a Brisbane Solicitor is **\$97,712**. Brisbane Barristers on average earn **\$271,100** per annum.

READERSHIP

9,000

CIRCULATION

4,500

Source: 2001-02 Legal Services Survey Australian Bureau of Statistics & Queensland Law Society Annual Report.

BRISBANE LEGAL ADVERTISING RATES

| DESCRIPTION | SIZE (WIDTH x HEIGHT) | SINGLE ISSUE | 3 ISSUES | 6 ISSUES | 12 ISSUES |
|------------------|----------------------------|--------------|----------|----------|-----------|
| FULL PAGE | 220 x 310 (plus 3mm bleed) | \$2,250 | \$2,000 | \$1,900 | \$1,750 |
| HALF PAGE (H) | 200 x 140 | \$1,550 | \$1,250 | \$1,150 | \$1,050 |
| HALF PAGE (V) | 98 x 280 | \$1,550 | \$1,250 | \$1,150 | \$1,050 |
| THIRD PAGE (H) | 200 x 90 | \$950 | \$900 | \$850 | \$800 |
| THIRD PAGE (V) | 280 x 65 | \$950 | \$900 | \$850 | \$800 |
| QUARTER PAGE (H) | 200 x 70 | \$850 | \$800 | \$750 | \$700 |
| QUARTER PAGE (V) | 98 x 140 | \$850 | \$800 | \$750 | \$700 |

All rates are exclusive of GST. LOADINGS: Back Page 30% Inside front & back page 25% Page 2-9 20% Right hand page 10%



DOUBLE BUY RATES BRISBANE BUSINESS NEWS AND BRISBANE LEGAL

(FOR ADVERTISING IN BOTH MAGAZINES SIMULTANEOUSLY)

| | BRISBANE BUSINESS NEWS | BRISBANE LEGAL | STANDARD RATE | DOUBLE BUY RATE | BRISBANE BUSINESS NEWS DOUBLE BUY RATE - SPLIT | BRISBANE LEGAL DOUBLE BUY RATE - SPLIT |
|----------------------|------------------------|----------------|---------------|-----------------|---|---|
| SINGLE ISSUE | | | | | | |
| FULL PAGE | \$4,750 | \$2,250 | \$7,000 | \$6,300 | \$4,275 | \$2,025 |
| HALF PAGE | \$2,250 | \$1,550 | \$4,100 | \$3,690 | \$2,295 | \$1,395 |
| QUARTER PAGE | \$1,350 | \$850 | \$2,200 | \$1,980 | \$1,215 | \$765 |
| 3 + ISSUE | | | | | | |
| FULL PAGE | \$4,515 | \$2,000 | \$6,515 | \$5,864 | \$4,064 | \$1,800 |
| HALF PAGE | \$2,375 | \$1,250 | \$3,625 | \$3,263 | \$2,138 | \$1,125 |
| QUARTER PAGE | \$1,285 | \$800 | \$2,085 | \$1,877 | \$1,157 | \$720 |
| 5/6 + ISSUE | | | | | | |
| FULL PAGE | \$4,275 | \$1,900 | \$6,175 | \$5,558 | \$3,848 | \$1,710 |
| HALF PAGE | \$2,250 | \$1,150 | \$3,400 | \$3,060 | \$2,025 | \$1,035 |
| QUARTER PAGE | \$1,215 | \$750 | \$1,965 | \$1,769 | \$1,094 | \$675 |
| 10/12 + ISSUE | | | | | | |
| FULL PAGE | \$3,800 | \$1,500 | \$5,300 | \$4,770 | \$3,420 | \$1,350 |
| HALF PAGE | \$2,000 | \$950 | \$2,950 | \$2,655 | \$1,800 | \$855 |
| QUARTER PAGE | \$1,080 | \$650 | \$1,730 | \$1,557 | \$972 | \$585 |

All rates are exclusive of GST.

BRISBANE LEGAL MATERIAL SPECIFICATIONS



(W): WIDTH (H): HEIGHT

ARTWORK SPECIFICATIONS:

PDF Format

Maximum file size: 6 megabytes

Compatibility: Acrobat 5.0

Fonts: All fonts must be embedded

Images: 300 dpi

PDF generated from within an application (eg: Adobe Indesign, Illustrator) must comply with our specifications.

Post scripting the file to Acrobat Distiller is the preferred method.

The PDF viewing file is not colour managed so therefore colour variations will occur when printing.

Emailed / Posted artwork must be supplied via the following format

1. All fonts converted to 'curves' or 'outlines' or font inclusion must be selected in the creation of the eps. All links and imports supplied.
2. Images to be attached as TIF, EPS, JPG at 300dpi resolution at 100% placement (note most digital camera images are 72 resolution, so cropping in on a small portion of an image may render file unsuitable)
3. It is unacceptable to supply text, images or graphics as part of a Microsoft Office documents such as Word, Excel, Publisher or PowerPoint.
4. Colour images must be supplied in CMYK colour format, not RGB.
5. Photoshop (psd) file must be supplied with all working layers.
6. Colour proof and disk contents list must be supplied with all supplied artwork.
7. PDF supplied, must have font converted to paths, and saved as press format.

Ads not supplied in one of the above formats will incur an additional artwork charge.

SENDING ARTWORK:

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For more information please contact Martha Clegg on 1300 764 664

2010 BOOKING & MATERIAL DEADLINES

BRISBANE LEGAL

| | BOOKING DEADLINE | MATERIAL DEADLINE | PRINT DEADLINE | PUBLICATION DATE |
|-----------|---------------------|------------------------|---------------------|-----------------------|
| FEBRUARY | Monday 17 January | Wednesday 19 January | Friday 21 January | Thursday 27 January |
| MARCH | Monday 14 February | Wednesday 16 February | Friday 18 February | Thursday 24 February |
| APRIL | Monday 14 March | Wednesday 16 March | Friday 18 March | Thursday 24 March |
| MAY | Monday 11 April | Wednesday 13 April | Friday 15 April | Thursday 21 April |
| JUNE | Monday 9 May | Wednesday 11 May | Friday 13 May | Thursday 19 May |
| JULY | Tuesday 14 June | Wednesday 14 June | Friday 17 June | Thursday 23 June |
| AUGUST | Monday 11 July | Wednesday 13 July | Friday 15 July | Thursday 21 July |
| SEPTEMBER | Monday 15 August | Wednesday 17 August | Friday 19 August | Thursday 25 August |
| OCTOBER | Monday 12 September | Wednesday 14 September | Friday 16 September | Thursday 22 September |
| NOVEMBER | Monday 10 October | Wednesday 12 October | Friday 14 October | Thursday 20 October |
| DECEMBER | Monday 14 November | Wednesday 16 November | Friday 18 November | Thursday 24 November |



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