



# Missouri Lawyers WEEKLY

MISSOURI PRESS ASSOCIATION  
Gold Cup  
**WINNER**  
2008  
"Missouri's Best Weekly Newspaper"

MEDIA KIT 2009



## Who We Are

MISSOURI LAWYERS WEEKLY is the award winning, authoritative and trusted business and professional journal for Missouri lawyers. We keep them informed, make sure they stay up-to-date and help them succeed.

Each week we bring together one of Missouri's most influential, affluent and highly educated readerships into one powerful community of interest.

# What Our Advertisers Are Saying

“MISSOURI LAWYERS WEEKLY works with us to make our advertising effective. MLW knows our target market and how best to reach them.”

*Mary C. Gaal, CMRS, Operations Manager  
Midwest Litigation Service  
Midwest Trial Services*

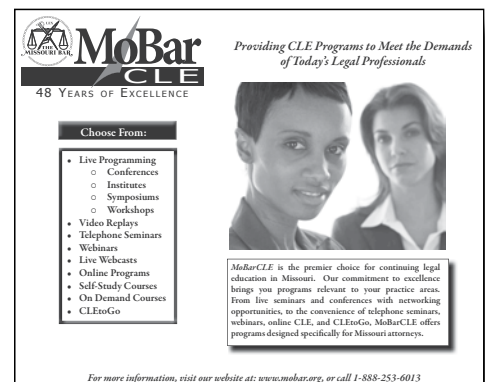


“MISSOURI LAWYERS WEEKLY is a great vehicle for our ads. We regularly hear from lawyers with whom we work on valuations, fraud detection and investigations, and business interruption matters that they’ve seen our ad. We know we’re reaching the right audience.”

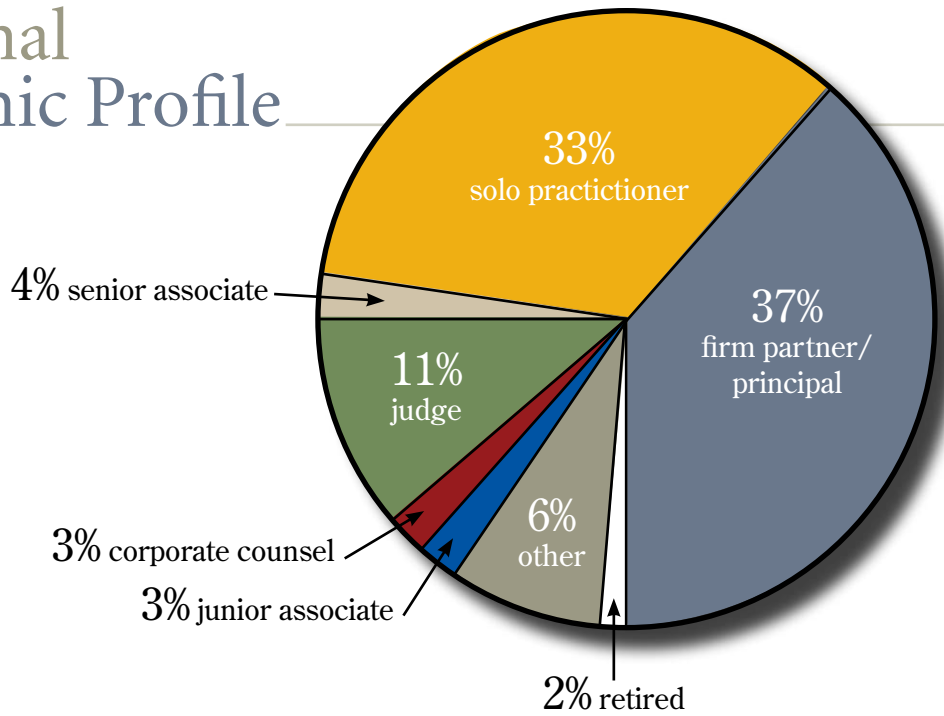
*Donna Beck Smith, Financial Advisory Services Practice Co-Leader  
Brown Smith Wallace*

“Advertising in MISSOURI LAWYERS WEEKLY helps MoBarCLE reach its target audience – Missouri attorneys. It has proven to be an effective way to inform our members about the programs we offer.”

*Dee Shepherd, Director of CLE Programs and  
R. Lucas Boling, CLE Programs Attorney  
The Missouri Bar*



# Professional Demographic Profile



**78%** of MISSOURI LAWYERS WEEKLY subscribers have purchasing, leasing and specifying authority over products and services used by their firms.

On average,  
MISSOURI LAWYERS WEEKLY  
subscribers have been  
practicing law for  
**27 years.**  
They are established  
leaders in the  
legal community.

## Product & services planned to be purchased or upgraded in the next 12 months:

|  |     |
|--|-----|
| Computer hardware/software                                 | 29% |
| Office supplies  | 23% |
| Office equipment   | 21% |
| Telecommunications systems/cellular and mobile phones/PDAs | 16% |
| Office furniture & décor                                   | 15% |
| Health insurance   | 14% |
| Advertising, public relations, marketing & media           | 13% |
| Training/education/seminars/workforce development          | 12% |
| Travel   | 11% |
| Litigation support services                                | 10% |
| Other insurance/risk management programs/casualty          | 9%  |
| Employee benefits/pensions/401(k)                          | 8%  |
| Courier services   | 8%  |
| Banking  | 8%  |
| Accounting   | 7%  |
| Document management services                               | 7%  |
| Company vehicles   | 5%  |

\*Source: Readex Research, 2007 Readership Survey

# Personal Demographic Profile

## Affluence

Average annual household income:

**\$237,000**

Average net worth:

**\$1.6 million**

Average market value of home:

**\$421,000**

## Gender & Age

Male: 76%      Female: 16%      No answer: 8%

Average Age: 53 years old

## Residence

97% of subscribers own their homes.

22% own vacation homes.

## Entertainment

- Subscribers dine out an average of 2 times per week and 40% dine out 3 or more times per week.
- MISSOURI LAWYERS WEEKLY subscribers plan to take an average of 5 airline trips in the next 12 months.
- 70% have attended a sporting event and 58% have attended an art show or theater performance.

**91%** hold one or more investments

## Automotive

**30%** plan to purchase or lease a vehicle in the next 12 months.

## Subscriber Habits

- 30 minutes average time spent reading MISSOURI LAWYERS WEEKLY.
- On average, subscribers read 4 of 4 issues of MISSOURI LAWYERS WEEKLY

## Type of Investments:

|  |     |
|--|-----|
| Mutual funds.....                      | 69% |
| Stocks .....                           | 69% |
| IRAs (traditional or ROTH).....        | 58% |
| 401(k)s .....                          | 48% |
| Bonds .....                            | 42% |
| Certificates of deposit.....           | 38% |
| Whole or variable life insurance ..... | 35% |
| Brokerage accounts.....                | 29% |
| Investment real estate .....           | 29% |

**87%**

of subscribers always read  
Page One stories

**75%**

always read  
Opinions

**74%**

always read  
Verdicts & Settlements.



## Editorial Content

Every Monday, 9,000+ readers turn to MISSOURI LAWYERS WEEKLY to get the news that means the most to their businesses. The best and brightest attorneys throughout the state turn to the publication for:

- **Breaking legal news.** MISSOURI LAWYERS WEEKLY's reporters and editors know the legal community inside and out. As a result, they break the biggest stories and report on the issues that affect every aspect of legal practice in Missouri.
- **Verdicts & Settlements.** The paper provides readers with consistent, in-depth review of how significant verdicts were decided and the sizes of the awards. Litigators actively engage with this section to best understand what their cases may be worth in today's legal climate, to plan strategy and to uncover leads to experts that may lend power to their positions.
- **Opinions.** Readers look to MISSOURI LAWYERS WEEKLY to keep them informed with regard to the week-to-week developments in the courts statewide.
- **Practice! Practice!** This new, monthly service feature focuses on giving lawyers practical tips and tools that will help them manage the business of the modern law firm. Topics change from month to month.



# Signature Events

In 2009, MISSOURI LAWYERS WEEKLY offers four opportunities for sponsors to reach a highly targeted, professional, affluent audience through Signature Events. These events recognize and honor outstanding members of Missouri's legal community.

## KANSAS CITY LEGAL LEADERS

In its sixth year, this awards luncheon recognizes attorneys in the Kansas City-area who give their time and expertise to enhance their communities. An esteemed committee meets to vet qualified nominees and select the leaders who contribute so much. Kansas City Legal Leaders attracts 200+ of the most inspiring attorneys in the Kansas City area, which represent a concentrated audience for sponsors.



## WOMEN'S JUSTICE AWARDS

A highly anticipated assemblage of the St. Louis area's most talented legal minds, the Women's Justice Awards recognizes and honors lawyers, professors, and those dedicated to furthering the ideals of justice. This gala evening attracts 350+ influential lawyers, politicians and business leaders who constitute a powerful demographic for sponsors.



## UP & COMING LAWYERS *NEW*

This premier cocktail event will celebrate young attorneys who are making a positive difference to the practice of law in Missouri. Honorees are chosen by MISSOURI LAWYERS WEEKLY's editors from nominations and profiled in the newspaper. This event, which will provide high-level networking opportunity in a deluxe lounge, will bring together 130+ of the most progressive, forward-thinking young attorneys to create a powerful audience for sponsors.



## MISSOURI'S BEST

In its second year, this awards luncheon is a fun-filled afternoon that attracts the winners from MISSOURI LAWYERS WEEKLY's annual Missouri's Best Readers Poll. From "Missouri's Best Law Firm" to "Missouri's Best Lawyer to Call if The Doctor Leaves a Sponge In You," readers enjoy the process and the winners are honored to be recognized by their peers. More than 130 lawyers, judges, and politicians will come together and offer sponsors a terrific opportunity to connect with the professionals who can make a positive difference to their business.

# Supplements & Special Sections



MISSOURI  
LAWYERS WEEKLY  
connects smart  
advertisers  
with professionals  
who want  
– and need –  
to do business  
with them.

MISSOURI LAWYERS WEEKLY offers several supplements and special sections through the year. These sections provide relevant, useful resources for our subscribers and excellent, targeted marketing opportunities for our advertisers. The supplements and special sections include the following:

- **Top Verdicts:** MISSOURI LAWYERS WEEKLY puts the spotlight on the significant verdicts of 2008 that are shaping litigation strategy across the state. This issue is read cover to cover as attorneys look to understand better what how they can strengthen their cases on behalf of their clients. (January 26, 2009)
- **New Partners:** Every February, lawyers across the state look to MISSOURI LAWYERS WEEKLY to learn which of their colleagues have attained partner status. Additionally, the New Partners supplement sheds light on how Missouri firms are beefing up their various practice areas as the business of law continues to evolve. (February 23, 2009)
- **The Wealth Management Special Section:** This special section provides practical wealth management information directed to attorneys. Our editors include information that is relevant to both the professional aspects of sound business operations and personal advice for our high-net-worth subscribers. (April 27, 2009)
- **CLE Directory:** CLE credits are necessary for every lawyer in the state. As the leading provider of legal information, MISSOURI LAWYERS WEEKLY will publish and distribute a useful reference that will help keep lawyers on track as they fulfill 2009 CLE requirements. (May 25, 2009)
- **MOney20:** This special edition magazine unveils the top-grossing law firms in Missouri. Our staff spends the year compiling information on exactly how the business of law is being conducted. This highly anticipated magazine is circulated with MISSOURI LAWYERS WEEKLY and to all of Missouri's in-house counsel. (June 1, 2009)
- **Attorney Handbook:** Attorneys statewide anticipate receiving the Attorney Handbook every year. Distributed to not only MISSOURI LAWYERS WEEKLY subscribers, but also to all of the subscribers of the St. Louis Daily Record, St. Louis Countian, and Kansas City Daily Record, this pocket reference provides vital Missouri courts information to the professionals who need it most. (July 20, 2009)



- **Diversity in Missouri Law Firms:** A hot topic for all businesses, this special section will provide a statewide perspective on the initiatives law firms are undertaking to recruit, develop and retain diverse legal talent. (August 24, 2009)
- **Missouri Annual Bar Meeting:** Take advantage of this year's only opportunity to reach MISSOURI LAWYERS WEEKLY's 9,000+ readers and every attendee at the Missouri Bar/Missouri Judicial Conference 2009 Annual Meeting. (September 21, 2009)
- **Up-and-Coming Lawyers Special Section:** This special section in MISSOURI LAWYERS WEEKLY features the best and brightest young attorneys throughout Missouri. These attorneys represent large and small firms and are the future of our legal community. (September 28, 2009)
- **Missouri's Best Awards:** This second annual special issue features the results of a reader's poll that asks a basic question: What's the best ...? So much more than the usual compilation of a city's best restaurants, favorite sports figure, or hottest neighborhood, Missouri's Best is a statewide guide to great people, places and ideas that make the practice of law exciting and relevant. (October 5, 2009)
- **The Media Directory:** This special advertising opportunity will enable law firms and lawyers to position themselves as experts. This one-of-a-kind reference allows reporters and news editors throughout Missouri to know who to call for the highest quality information that can add substance to their stories. (November 23, 2009)
- **Resource Guide:** This special magazine supplement to MISSOURI LAWYERS WEEKLY's newest feature, Practice! Practice!, will compile the contact information that litigators and their support staffs will use to carry out day-to-day business. The magazine will have a year-long shelf life and is a terrific way to be directly in front of decision makers. (December 7, 2009)
- **Directory of Missouri In-House Counsel:** MISSOURI LAWYERS WEEKLY publishes the only annual, comprehensive directory of the talented lawyers who shepherd Missouri businesses through the state's intricate legal landscape. (December 21, 2009)
- **Missouri Lawyer of the Year:** Which lawyer had the greatest influence on the Missouri legal landscape during the year? Only MISSOURI LAWYERS WEEKLY is positioned to bestow that honor. To celebrate the best legal minds, we publish a special section that features the crème de la crème! All of Missouri's lawyers eagerly anticipate this issue. (December 21, 2009)

Our readers  
 invite  
 savvy advertisers  
 to market  
 directly to them  
 via the publication they  
 value and trust.



## Rate Cards

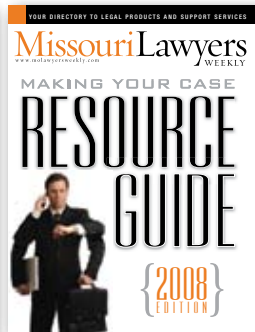
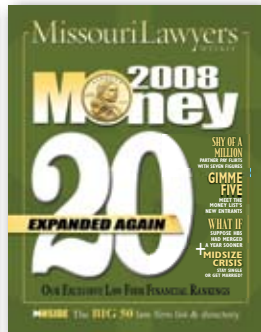
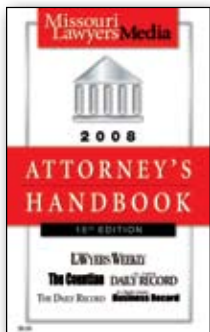
| Display Rates | 52x   | 26x     | 13x     | 6x      | Open    |
|---------------|-------|---------|---------|---------|---------|
| Full          | \$825 | \$1,090 | \$1,200 | \$1,500 | \$2,200 |
| Junior        | \$750 | \$990   | \$1,100 | \$1,360 | \$1,775 |
| Half          | \$525 | \$680   | \$750   | \$940   | \$1,475 |
| Quarter       | \$425 | \$540   | \$600   | \$750   | \$925   |

**Back cover:** earned frequency + 15%

**Inside guaranteed placement:** earned frequency + 15%

### Color Charges

2-Color \$200      3-Color \$300      4-Color \$400



### Focus Supplements, Magazines & MOney20

|         |         |
|---------|---------|
| 1x      |         |
| Covers  | \$2,750 |
| Full    | \$2,200 |
| Half    | \$1,475 |
| Quarter | \$925   |

*Contract frequency rates apply.*

All rates are gross. Rate Card effective January 1, 2009.

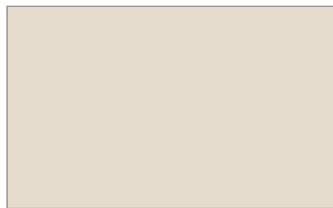
All full-page rates include 4-color.

# Advertising Specifications

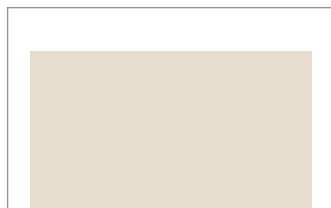
## ROP DIMENSIONS

4-column layout

|                           |                 |
|---------------------------|-----------------|
| Tabloid Spread            | 20" x 15.75"    |
| Junior Spread             | 15.5" x 11"     |
| Full Page                 | 10" x 15.75"    |
| Junior Page               | 7.375" x 11"    |
| Half Page (vertical)      | 4.875" x 15.75" |
| Half Page (horizontal)    | 10" x 8"        |
| Quarter Page (vertical)   | 4.875" x 8"     |
| Quarter Page (horizontal) | 10" x 4"        |



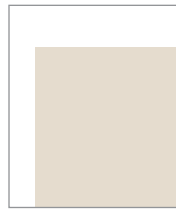
**TABLOID SPREAD**



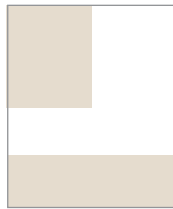
**JUNIOR SPREAD**



**FULL PAGE**



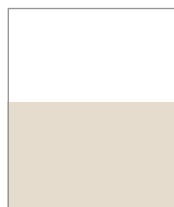
**JUNIOR PAGE**



**QUARTER PAGE**



**HALF PAGE  
VERTICAL**



**HALF PAGE  
HORIZONTAL**

**PRINTING SPECIFICATIONS:** Specifications for web offset publications (SWOP) adopted.

### MECHANICAL DATA:

**Trim Size:** 11" x 17"

**Printable Area:** 10" x 15.75"

**Binding:** Fold

**Method of Printing:** Offset full run

**Halftone Screen Requirements:**

85 line screen preferred; 100 maximum.

240 maximum density

### DIGITAL AD SPECIFICATIONS

PDF files are preferred. All fonts embedded or outlined. If sending other than PDF, either QuarkXPress or InDesign is acceptable with all images and fonts included. Must provide all screen and printer fonts. Images must be at 100 line screen, at least 200 dpi; TIFF format for black and white and EPS for color. All colors must be in CMYK mode. Macintosh format CD-Roms. Call for settings and specifications for PDF Files.

### ERRORS

Advertisers are responsible for checking the first insertion of the advertisement and notifying their MISSOURI LAWYERS WEEKLY representative of any errors. Advertisers must report errors immediately to receive any compensation. No allowance will be made for errors that do not materially affect the value of the ad.

### ISSUANCE/CLOSING DATES

MISSOURI LAWYERS WEEKLY is published every Monday, 52 times per year.

Space reservations close Monday prior to the week of insertion at 4:00 p.m. Materials are due Tuesday prior to week of insertion. For special placement and supplement ads, please call for earlier deadlines.

### CANCELLATIONS

No cancellations or changes will be accepted after space closing date. Notifications of cancellations prior to closing date must be in writing.

# MissouriLawyers WEEKLY

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314.421.1880 | [www.molawyersweekly.com](http://www.molawyersweekly.com)