



2010 MEDIA KIT

Published for over 25 years
New Name...
*Still the Authority for
 Paralegal Professionals*

PARALEGAL TODAY™
 Incorporating LEGAL ASSISTANT TODAY™

Playing to Win
 Mastering the Job Search Game

Zoning in on Land Use Law

Bankruptcy Practice Soars to New Heights

Also featuring:
 Password Best Practices
 Surviving a Job Loss
 Calculating Damages
 Green Resources

Volume 26 Issue 6

A Publication of Conexio International Media, Inc.



After more than a quarter century of market leadership, **Legal Assistant Today** has been renamed **Paralegal Today** to recognize the prominence of paralegal professionals in today's multifaceted legal marketplace. All readers, whether their job title is paralegal, legal assistant or another, will continue to receive the intelligent, thought-provoking editorial they rely on to stay competitive and be more successful. Advertisers will continue to benefit from exposure to loyal professionals who recommend and buy their products and services.

Editorial that Invites Readership

Paralegal Today (formerly *Legal Assistant Today*) provides news, techniques and information to help readers excel in their jobs and advance their careers—at law firms, corporate legal departments and government agencies. Editorial content includes theme-focused stories, how-to articles, analysis, national surveys, best practices, tips and ideas, career insight, paralegal profiles, and much more. The Tech Center keeps readers alert to latest technology and how it applies to the paralegal profession. Regular sections include:

Career Advice ... Legal Research & Writing
... Ask the Litserv ... News & Trends
... Litigation Corner ... Litigation Support
...Education ...Opinion ... Ethics Roundtable
... Legal Teams ... Association News ...and more



The Authority for the Paralegal Profession for Over 25 Years

Advertisers Reach a Growing and Influential Marketplace

Paralegal professionals are an essential part of the legal team and now perform more tasks once assigned to lawyers. The U.S. Bureau of Labor Statistics projects a 22% increase in employment for paralegals and legal assistants from 2006 to 2016.* And despite the grim economic climate, 85% of **Paralegal Today** (formerly *Legal Assistant Today*) readers say that the number of paralegal positions at their firms stayed the same or increased over the past year.**

Your advertising program in **Paralegal Today** reaches a loyal audience of well-paid, in-demand professionals who need and value the information that only **Paralegal Today** provides.

Loyal, Involved Readers

- 93% plan to renew their subscription
- 88% of subscribers save their issues for future reference
- 67% have subscribed for 3 years or more
- 87% subscribe to stay updated on the profession
- 49% subscribe to keep pace with technology
- 54% subscribe to improve their skills
- 33% subscribe for expert advice

Highly Educated in Their Profession

- 86% are specifically educated in the paralegal profession
- 72% completed an ABA-approved education program
- 57% completed a paralegal certificate program
- 47% have an associate/bachelor degree in paralegal studies
- 67% belong to a professional association

Most Have College Degrees

• Doctorate degree	1%
• Master's degree	6%
• Bachelor of arts/science degree	48%
• Associate's degree	29%

* Occupational Outlook Handbook, 2008 – 2009 Edition

** 17th Annual Paralegal Today Salary Survey

subscribers
professionals
educated
loyal
online
involved

Long-Term Professional Experience

- 30% have been in the profession for more than 20 years
- 41% have been in the profession for 10 to 20 years
- 87% have been employed in the legal profession for at least 5 years

Where They Work

- 60% work in a law firm
- 19% work in a corporate law department
- 10% work in a government agency

They Are Well-Paid

- Average annual salary: \$54,859
- An increase of 3.5% from last year

75% Have a Paralegal Job Title

Paralegal	58.6%
Paralegal/Legal Assistant Manager	3.0%
Senior Paralegal/Legal Assistant	13.5%
Legal Assistant	8.0%
Lawyer's Assistant	0.8%
Legal Document Assistant	0.8%
Legal Secretary	2.1%
Law Librarian/Asst. Librarian	0.4%

market
experienced
paralegals
professionals
technology
well-paid

Subscribers with Purchasing Power

The majority of *Paralegal Today* (formerly *Legal Assistant Today*) subscribers work in small to mid-size firms where they are responsible for a variety of tasks including coordinating and managing depositions, process server, project management, client relations, legal research, liaison with consultants, human resources, office manager, technology manager...and more. Advertisers make contact with skilled professionals who recommend and purchase a vast array of products and services.

87% Work in Organizations with 1 to 50 Attorneys

- 59% 1 to 10 attorneys
- 28% 11 to 50 attorneys
- 13% 51 attorneys or more

Types of duties performed at work

- Document management 78%
- Drafting documents 72%
- Research 47%
- Project management 45%
- Client relations 45%
- Trial preparation 42%
- Clerical 35%
- Secretarial 28%
- Other 12%

Well-involved in technology

- 60% have input on technology decisions
- 57% rate their technology expertise above average

Readers use a variety of legal products and services

- Electronic Discovery Software 52%
- Time/Billing/Accounting Software 65%
- Document Management Software 60%
- Document Assembly Software 38%
- Litigation Support Products 55%
- Graphic Software Products 57%
- Imaging/OCR Production Tools 80%
- Trial Presentation Software 35%
- Transcript Management Software 40%
- Web-based Repository 29%

Readers utilize popular online research services

- West/Thomson Reuters 42%
- LexisNexis 37%
- Findlaw 4%
- Loislaw 1%
- Versuslaw 1%
- Others 19%

Reliable Circulation Means Advertising Effectiveness and Results

Paralegal Today (formerly *Legal Assistant Today*) is the nation's leading independent magazine for paralegal professionals and legal assistants. It offers advertisers a highly-targeted, responsive audience of subscribers who have the authority to recommend and purchase your products and services. Your advertising program reaches an average paid circulation of 7,500 per issue plus special controlled distributions at professional conferences and meetings of paralegal associations and educational institutions. With a pass-along factor of 4 readers per issue, that means a total audience reach of more than 30,000.

FREE Digital Version for Online Reach and Greater Value!

Now in 2010 you can increase your impact and results with your print ad FREE in the new digital edition of **Paralegal Today**. Each time you advertise in the print edition your ad will appear in the digital copy which is posted on the subscriber-only section of the **Paralegal Today** website. The online digital edition gives your advertisement extended reach and exposure throughout the marketplace. Your digital ad also features new ad tracking reports plus other dynamic, new online capabilities such as optional pop-up messages or product demos tagged right on your ad for instant, interactive contact with readers and prospects.

Special Advertising Opportunities

You can enhance your regular display advertising program in **Paralegal Today** by taking advantage of special listings in "Leading Provider" sections published in selected issues during the year, such as the eDiscovery Vendor Directory, the School Directory, and other specials (issue dates and details to be announced).



Act now to discuss your 2010 advertising program!

Email: adsales@conexionmedia.com

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ADVERTISING RATES

Effective January 1, 2010

4-Color Rates

Ad Size	1x	4x	6x	8x
Full page	\$2,498	\$2,373	\$2,248	\$2,214
2/3 page	\$2,136	\$2,030	\$1,923	\$1,894
1/2 Page	\$1,670	\$1,587	\$1,503	\$1,480
1/3 Page	\$1,189	\$1,130	\$1,070	\$1,054
2-Page Spread	\$4,596	\$4,367	\$4,137	\$4,075

Black & White Rates

Ad Size	1x	4x	6x	8x
Full page	\$2,000	\$1,900	\$1,800	\$1,773
2/3 page	\$1,641	\$1,559	\$1,477	\$1,455
1/2 Page	\$1,175	\$1,116	\$1,058	\$1,042
1/3 Page	\$914	\$868	\$823	\$810
2-Page Spread	\$3,600	\$3,420	\$3,240	\$3,191

Cover Positions

Position	1x	4x	6x	8x
Inside Front Cover	\$4,097	\$3,892	\$3,687	\$3,632
Inside Back Cover	\$3,397	\$3,227	\$3,058	\$3,012
Back Cover	\$4,197	\$3,987	\$3,777	\$3,720
Page 3 or 5	\$3,123	\$2,966	\$2,810	\$2,768

No charge for bleed.

NOTE: All rates are NET to publisher.

ADVERTISEMENT SIZES

Trim size of publication: 8-1/8" x 10-7/8"

Non Bleed Sizes

	Width x Height
Full Page	7" x 10"
2/3 Page	4-5/8" x 10"
1/2 Page Horizontal	7" x 4-7/8"
1/3 Page Vertical	2-1/4" x 10"
1/3 Page Square	4-5/8" x 4-7/8"
2-Page Spread	14" x 10"

For Spread Ads (other than center fold) allow 1/2" dead area in the gutter. Headlines that run across the center seam should be split between words not letters.

Bleed Sizes

	Width x Height
Full Page	8-3/8" x 11-1/8"
2-Page Spread	16-1/2" x 11-1/8"

Add at least 1/8" to trim side for all edges that bleed.

Keep all live matter at least 3/8" from trim. If an ad is to bleed, registration marks must be accurately applied.

Acceptable Materials

Digital material is required. Acceptable file formats are high-resolution PDF (Press Optimized) all fonts embedded. All 4-color images must be CMYK and minimum 300 DPI. Text to print in black ink should be on black file only (not 4C). InDesign files (MAC) may also be provided. Materials submitted in non-standard sizes are subject to rejection or publisher's adjustment.

Paralegal Today is Published Quarterly by Conexion International Media, Inc.

2010 EDITORIAL CALENDAR & AD CLOSING DATES

Issue Date	Editorial Theme	Special Feature	Ad Space	Ad Materials
Jan/Mar	Education and Training; Paralegal Achievements	What's Hot - What's Not. Paralegal Success Stories	27-Nov	4-Dec
Apr/June	Career Advancement	Annual Salary Survey. Latest Employment Overview	1-Mar	8-Mar
Jul/Sep	Litigation / Corporate / Specialties	Latest Trends & Techniques; Corporate & Practice Specialties	1-Jun	8-Jun
Oct/Dec	Legal Technology; Paralegal Trends	Annual Technology Survey.	2-Aug	9-Aug

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