

# PARALEGAL TODAY™

*The Authority for the Paralegal Profession*

## 2012 Media Kit

**The leading magazine for building sales with today's upward moving market of paralegal professionals**



Published for over 28 years

## A rapidly increasing, lucrative market

The paralegal marketplace today offers outstanding opportunities for providers of legal products, technology, training, education and other services. There are now more than 1,225,000 licensed lawyers in the USA according to the American Bar Association. 74% of them are in private practice with medium to small firms (1 to 10 lawyers) that rely heavily on their paralegals to deal with today's increasing, complex litigation. The latest Gartner Research report shows that the EDiscovery market alone will reach \$1.5 billion by 2013. And billions more will be spent on other legal technology products and services to handle the staggering amount of tasks being generated by today's document-intensive litigation.

As attorneys struggle to keep up with billable hours, legal research, case strategy, trial preparation, court proceedings, and other critical tasks, they look more and more to their paralegals for help in evaluating the resources needed to handle the workload, save time and function efficiently.

## Fastest growing occupation\*

Paralegal professionals are an essential part of the legal team and their role is expanding rapidly. According to The U.S. Bureau of Labor Statistics employment of paralegals and legal assistants is projected to grow more than 28%--much faster than the average for all occupations, reaching a total of 337,900 by 2018. The Bureau reports that employers are trying to reduce costs and increase the availability of legal services by hiring paralegals to perform tasks once done by lawyers. The demand for paralegals is expected to grow especially in areas such as intellectual property, healthcare, international law, elder issues, foreclosures, bankruptcy, criminal law, and environmental law.



## Widespread job growth

Private law firms continue to be the largest employers of paralegals, but other organizations, such as corporate legal departments, insurance companies, real-estate and title insurance firms, and banks are also hiring paralegals. Corporations in particular are expected to increase their in-house legal departments to cut costs. There is already an increased demand for paralegals that specialize in areas such as real estate, bankruptcy, medical malpractice, and product liability. Community legal service programs will also employ additional paralegals to minimize expenses and serve the most people. New job opportunities are expected in Federal, State, and local government agencies, consumer organizations, and the courts.

## Relatively stable profession

Paralegal jobs are affected only to a limited extent by the business cycle. During recessions, demand may decline for some discretionary legal services, such as estate planning, drafting wills, real estate transactions and other types of litigation. On the other hand, during recessions, corporations and individuals are more likely to face problems that require additional legal assistance, such as bankruptcies, foreclosures, and divorces. As a result, Paralegals who provide many of the same legal services as lawyers at a lower cost, tend to fare relatively better in difficult economic conditions.

## Education Important

The rapid growth in demand for paralegals makes competition for jobs intense as many people seek to go into this well-paying profession. Those with experience or formal training have the best chance at getting the best positions. Most entrants need to have an associate's degree in paralegal studies, or a bachelor's degree in another field plus a certificate in paralegal studies.

There are more than 1,000 colleges, universities, law schools, and proprietary schools offering paralegal education and training programs. Approximately 260 paralegal programs are approved by the American Bar Association (ABA). In addition many national and local paralegal organizations offer voluntary paralegal certifications. These include The American Alliance of Paralegals, Inc., offering the American Alliance Certified Paralegal (AACP) credential; The National Association of Legal Assistants (NALA) offering a Certified Legal Assistant (CLA) or Certified Paralegal (CP) credential; the National Federation of Paralegal Associations (NFPA) offering the Registered Paralegal (RP) designation; and The National Association of Legal Secretaries (NALS) offering the Professional Paralegal (PP) certification. All these programs require special qualifications to gain certification as well as continuing education credits to sustain certification.



\*Source: Occupational Outlook Handbook, 2010-2011 Edition. US Bureau of Labor Statistics

## Paralegal Today is No. 1 for wide reach across the paralegal marketplace

*Paralegal Today* is the leading independent magazine for the information needs of paralegal professionals in today's multifaceted legal marketplace. Serving the field for more than 28 years, *Paralegal Today* stands out from other publications in both circulation and editorial mission. Readers of *Paralegal Today* come from a broad spectrum of paralegal professionals whether or not they are members of any particular association, club or group. Advertisers in *Paralegal Today* reach a wide cross-section of important paralegals of every interest and affiliation throughout the marketplace.

The editorial coverage provided by *Paralegal Today* is also broad and distinctive. *Paralegal Today* presents subscribers with pertinent, thought-provoking reports, feature articles, updates and industry news reaching across all groups and affiliations. This comprehensive information gives readers greater insight into their career and future. For advertisers, *Paralegal Today's* loyal readership means greater response from a dedicated audience of top paralegal professionals who recommend and buy their products and services.



## Subscribers with purchasing power

The majority of *Paralegal Today* subscribers work in mid-size to small legal firms where they are involved in a multiplicity of tasks. These may include coordinating and managing depositions, process server, project management, E-discovery and technology, litigation support, client relations, legal research, liaison with consultants, administration, trial preparation and other duties geared to the nature of the firm. Along with their increased duties, paralegals now have increased influence on key purchasing decisions for products and services needed to help their firms operate more efficiently. Savvy marketers can reach this vital audience most effectively by advertising in *Paralegal Today*.

## Special advertising opportunities

In addition to regular display advertising, *Paralegal Today* also offers advertisers excellent, low-cost sections within the magazine that feature special, text/image listings that allow you to describe your company's advantages concisely and effectively. These include the "Vendor Views" section, published in each issue, plus special directories on key market segments published in selected issues during the year. Those include the E-Discovery & Technology Vendor Directory, the School Directory, and others.

## Enhance your sales message with online advertising!

Paralegals frequently visit the *Paralegal Today* website to reference archived issues of the magazine, get updates on industry events and conferences, and utilize other useful website features...and often to make direct contact with advertisers. Take advantage of *Paralegal Today's* excellent online advertising options to enhance your marketing efforts and get additional results!



## Special direct Email program now available!

A limited number of emailing opportunities are scheduled for 2012, allowing advertisers the opportunity to have their marketing message sent by *Paralegal Today* direct to subscribers. Restrictions apply. For details contact sales director.



# Editorial

*Paralegal Today* provides readers with news, techniques and information to help them excel in their jobs and advance their career wherever they are employed—at law firms, corporate legal departments, government agencies or elsewhere.

Editorial content includes theme-focused paralegal stories, how-to articles, analysis, best practices, tips and ideas, career insight, paralegal profiles, and much more. Annual special sections include: The Salary Survey, The Technology Focus and The Education Focus. Among the regular topics and sections planned for each issue are the following:



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

### ISSUE DATES 2012 EDITORIAL CALENDAR

<p><b>1st Quarter</b>  <b>2nd Quarter</b>  <b>3rd Quarter</b>  <b>4th Quarter</b></p>	<p>Paralegal Success Stories. Educational Focus. Annual School Directory          Annual Salary Survey. Paralegal Employment Overview          Corporate Paralegal Work. Practice Specialties.          Technology Focus. E-Discovery &amp; Tech Vendor Directory          Annual Paralegal Association Conferences Report</p>
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*Published Quarterly: Jan/Feb/Mar; Apr/May/June; Jul/Aug/Sept; Oct/Nov/Dec*

## Circulation

### A wide-ranging, highly-valuable circulation based on paid subscribers

*Paralegal Today's* circulation is developed through ongoing paid subscriptions, providing advertisers with a broad-based audience of premier paralegals who are highly dedicated to the magazine. These are the top-level professionals who are in position to use and recommend the purchase of your products and services. Circulation for *Paralegal Today* is currently about 7,000 per issue, trending upward with the growth of the paralegal profession. *Paralegal Today* also has a pass-along factor of 2.42 readers per copy, delivering a total audience reach of around 17,000 across the paralegal marketplace. In addition, special distributions of *Paralegal Today* are made at major conferences and special meetings

of paralegal associations, educational institutions and other organizations providing advertisers with extra contact and timely exposure.

### Online Digital Edition gives you extended reach and value!

Your advertisement in the print edition of *Paralegal Today* also appears, at no additional cost, in the digital edition posted simultaneously on the subscriber-only section of the *Paralegal Today* website. The digital edition gives your advertisement extended reach throughout the marketplace. Subscribers can view the digital edition online or their iPod for convenient reading anywhere, anyplace, providing advertisers with worldwide marketing exposure.

### Loyal, involved subscribers!\*

#### Why Paralegals subscribe to *Paralegal Today*

Keep updated on the profession	99%
Improve skills	68%
Keep pace with technology	64%
Track professional developments	55%
Expert advice	53%
Survey results	41%
Advance in my career	37%
Paralegal profiles	18%
Other	2%

84.7% often read *Paralegal Today* cover-to-cover

85.1% keep back issues

85.3% plan to renew their subscription

#### Most are long-time subscribers

16 - 20+ years	10%
6 - 15 years	26%
3 - 5 years	26%
1 - 2 years	38%



\*Source: *Paralegal Today* Annual Salary Survey, July/Sep 2011 issue

# Reader Profile

## Long-Term Legal Professional Experience

- 25%** have been in the profession for more than 20 years
- 35%** have been in the profession for 10 to 20 years
- 19%** have been in the profession 4 to 9 years
- 21%** have been in the profession 1 to 3 years

## Where They Work

- 62%** work in a law firm
- 12%** work in a corporate law department
- 8%** work for a Solo Practitioner
- 8%** work in a government agency
- 3%** work as independent contractors
- 7%** work in other places (academia, etc.)

## They Are Well-Paid

Average Annual Salary.....\$50,595

### Average Salary by Employer

- Law Firm .....\$50,730
- Corporate.....\$63,566
- Government .....\$49,393
- Highest Salary .....\$152,500

## Most Have a Paralegal Job Title

- 77%**..... Paralegal, Paralegal Manager, Senior Paralegal
- 9%**..... Legal Assistant, Lawyer’s Assistant
- 3%**..... Legal Secretary
- 2%**..... Educator, Student
- 9%**..... Other (Law Librarian, other)

## Most Have a College Degree

- Master’s degree ..... **11%**
- Bachelor’s degree .....**50%**
- Associate’s degree .....**24%**
- Some college .....**12%**

## Highly Educated in Their Profession

- 86%** have a paralegal-specific education
- 67%** completed an ABA-approved education program
- 69%** belong to a local or national professional association, including: AAFPE, AAJ, AAPI, ABA, ALA, IPMA, NALA, NALS, NFPA or others.

## 87% Work in Organizations with 1 to 50 Attorneys

- 1 to 10 attorneys .....**61%**
- 11 to 50 attorneys .....**26%**
- 51 to 100+ attorneys .....**13%**



## Types of duties performed at work

- Document management ..... **87%**
- Drafting documents ..... **78%**
- Administrative ..... **55%**
- Litigation support..... **50%**
- Research ..... **48%**
- Project management..... **43%**
- Client relations..... **43%**
- Trial preparation/trial..... **37%**
- Training/Teaching..... **16%**
- Closings..... **10%**
- Travel ..... **6%**
- Other ..... **10%**

## 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

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

Sources: All reader profile demographics in this Media Kit are from the Annual Paralegal Today Salary Survey and/or the Annual Paralegal Today Legal Technology Survey. Other market data is from reliable public sources or from recent surveys conducted by independent research services.

## GREAT ADVERTISING VALUE!

*Paralegal Today* delivers:

- Wide reach across the Paralegal marketplace
- Highly involved and influential subscribers
- Extended digital exposure
- Leading, authoritative editorial content
- Dedicated, responsive readership
- Advertising cost effectiveness

### Advertising Sales Contacts

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### Sales Headquarters

Conexion International Media, Inc.

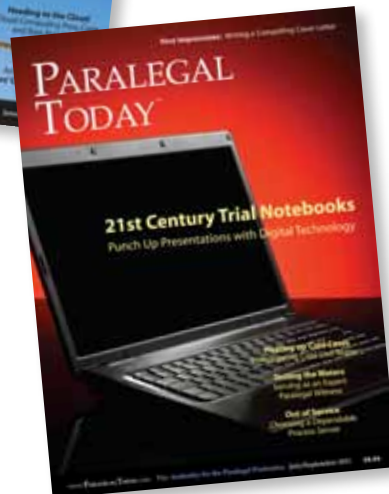
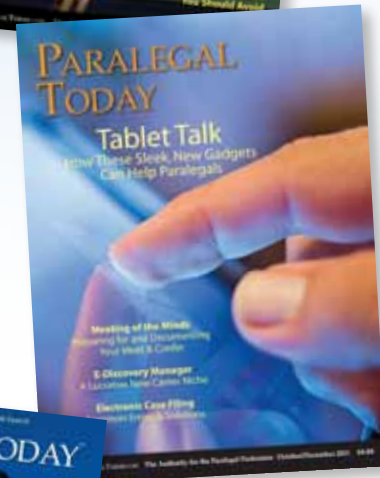
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