

PARALEGAL TODAY™

*The Authority for the
Paralegal Profession*

Media Kit 2017

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

*Serving the information needs of paralegal professionals
across the nation for more than 33 years*



The Market

A growing, lucrative professional market

The paralegal marketplace today offers outstanding opportunities for providers of legal products, technology, training, education and other services. There are now more than 1,300,705 licensed lawyers in the USA according to the American Bar Association. 89% of them are in private practice with medium to small firms (2 to 10 lawyers) that rely heavily on their paralegals to deal with today's increasing, complex litigation. There are more than 47,500 law firms and over 272,500 paralegals and legal assistants that encompass the national market.

The market for EDiscovery technology alone will grow to over \$3.8 billion by 2018 according to research by The Radicati Group, Inc. 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.

Fast 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 17 percent by 2022, reaching a total of 323,300 by then. The Bureau reports that law firms are trying to reduce costs and increase the availability of legal services by hiring paralegals to perform routine legal tasks customarily done by lawyers. The demand for paralegals is expected to grow especially in areas such as intellectual property, health care, international law, elder issues, foreclosures, bankruptcy, criminal law, and environmental law.



Widening 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.



The Magazine

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

Paralegal Today is the leading independent magazine serving the information needs of paralegal professionals in today's multifaceted legal marketplace. Published continuously since 1983, 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. They are not necessarily 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 provided by Paralegal Today is also distinctive because of its authoritative and useful content. Paralegal Today presents subscribers with pertinent, thought-provoking reports, surveys, technology updates, and best practices and other pertinent, actionable material. 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 use and recommend 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, EDiscovery, legal 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 increasing duties, paralegals now have greater 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 with Paralegal Today.

Special Section and Directory advertising opportunities

In addition to regular advertising, Paralegal Today offers advertisers excellent opportunities for low-cost display listings in special directories on key market segments published in selected issues during the year. These include the Annual School Directory, the Salary Survey, and the Legal Technology Report, plus other innovative editorial specials in keeping with latest market developments.

Powerful direct E-Blast program!

A limited number of emailing opportunities are scheduled during the year, allowing advertisers the opportunity to have their marketing message, special offer or other announcement sent by Paralegal Today directly to subscribers. These E-Blasts generate immediate, measurable results! For details contact sales director.



Enhance your sales message with online advertising!

Paralegals are frequent visitors to the Paralegal Today website where they participate in the popular "Listserv" to share ideas and info with their peers. Subscribers can also read the current digital issue or reference previous issues, get updates on industry events and notices, and utilize other useful website features. While online, readers can quickly click on your ad and respond directly to your company, school or service. Take advantage of Paralegal Today's excellent online advertising options!



Editorial

Paralegal Today provides readers with the pertinent information they need to help 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 and surveys, best practices, tips and ideas, career insight, paralegal profiles, and much more. Special sections include: Salary Survey reports, The Educational Focus with the School Directory, and The Legal Technology Focus.



Among the regular topics planned for each issue are the following:

- Career Advice
- Litigation Support
- Legal Skills
- Legal Research & Writing
- Education
- Association Notes and Spotlight
- Ask the Listserv
- Best Practices
- and more
- Technology Corner
- Legal Ethics

ISSUE DATES

- 1st Quarter
- 2nd Quarter
- 3rd Quarter
- 4th Quarter

EDITORIAL THEMES

- Educational Focus. Annual School Directory. Paralegal Success Stories.
- Paralegal Employment Overview
- Corporate Paralegal Work. Practice Specialties.
- Legal Technology Focus. Paralegal Future Outlook

Circulation

Highly dedicated subscribers

Paralegal Today's circulation consists of a core audience of paid subscribers plus a selective distribution to qualified, top-level, paralegal professionals at firms and legal departments across the nation. This dynamic market penetration provides advertisers with a relevant audience of premier paralegals who are steadfast readers of the magazine. These key professionals are in position to use and influence the purchase of your products and services.

Readership per issue is currently around 10,000 across the paralegal marketplace, including primary print, digital and pass-along readers. In addition, special distributions of Paralegal Today are made at major conferences

and paralegal conferences, association meetings, educational institutions and other venues providing advertisers with additional contact and timely exposure.

The Digital Edition gives 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 electronic reach throughout the marketplace. Subscribers can view the digital edition online or with their iPod or other digital device 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%

Dedicated readership

- 85% often read Paralegal Today cover-to-cover
- 85% keep back issues
- 85% 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%



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 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:

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

Sales Headquarters

Conexion International Media, Inc.
1627 Brickell Avenue, Suite 2505
Miami, FL 33129-1251
Tel: 305 860-5625
Fax: 305 860-5624
Email:
adsales@conexionmedia.com

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www.paralegaltoday.com

