



PARALEGAL TODAY™

The Authority for the Paralegal Profession

Custom Publishing

Get a Special Edition of Paralegal Today custom-made with editorial content focused exclusively on your company's leadership in providing the latest legal technology products and services

CONCEPT

Paralegal Today will publish a unique special issue of the magazine with the editorial content **devoted exclusively to the leadership role that your company has** in providing the legal market with your exceptional products and services. The issue would illustrate how your products and/or services are actually being used by paralegal professionals to perform their tasks more efficiently and effectively in case work, eDiscovery, document management and other key areas of handling cases and providing essential legal services.

This dedicated editorial content would be based on a series of reports featuring actual "case histories" that demonstrate how your products and services are specifically used in the field and on the job. These stories would be developed and written by *Paralegal Today* staff reporters in collaboration with your company's marketing team or PR people.

The Custom Edition would be devoted *entirely to your company's interests* (no other vendor ads or content would be included). The layout of the issue would include the editorial reports as well as your own advertisements on the **3 available cover positions** (inside front, inside back, and back). The front cover would feature an editorial illustration dramatizing your company as a major leader serving the paralegal professional.

COST INFO

Pricing for each Custom Issue varies depending on the press run and the number of articles to be published in the issue, which can range from 3 or 4 stories to several depending on customer needs. The minimum practical size for a custom-published issue is 16 pages and a press run of about 3,000 copies. For such an issue, marketers should budget in the range of \$25M - \$35M to cover all costs. The issue size can be expanded in forms of no less than 4 pages each, priced accordingly

Merchandising the Edition

There are many ways that *Paralegal Today* can collaborate with you to help you get maximum exposure and merchandising benefit with a Custom Edition..

For example:

- **You decide how many copies** of the issue to be printed.
- **You choose how to make the best distribution of your custom issue!** Such as how many copies should go to the *Paralegal Today* circulation list of top paralegal pros at law firms, corporate legal departments, and government agencies; how many copies sent to your own key target lists that you may want to provide (our mailing house is fully bonded to protect your lists).
- **You choose how many copies you want for your company** in bulk to be used at upcoming trade shows, demos, or other sales promotional events or opportunities.
- **A digital version** of the edition is posted on the *Paralegal Today* home page where subscribers can read it online, or on their iPhone or iPad anytime. Links are made from your content in the issue direct to your websites.
- *Paralegal Today* would send an EBlast to all subscriber emails announcing the availability of this edition.
- **Your company would receive** a free banner spot ad on the *Paralegal Today* Home Page to promote interest in the edition.
- **Where content is suitable**, some of the stories might be carried over into *Paralegal Today's* sister publication, *Litigation Support Today* giving you bonus exposure into the legal marketplace.

CALL NOW to discuss your edition!

Charles Buckwalter, Publisher

305 860-5625

cbuckwalter@conexionmedia.inc