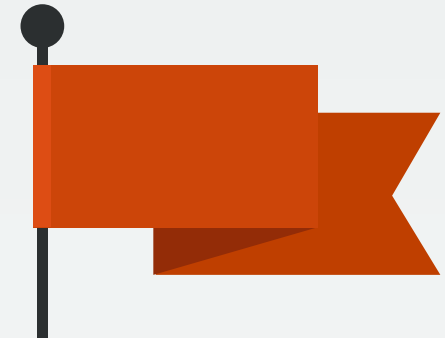


# LPM

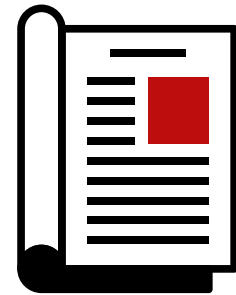
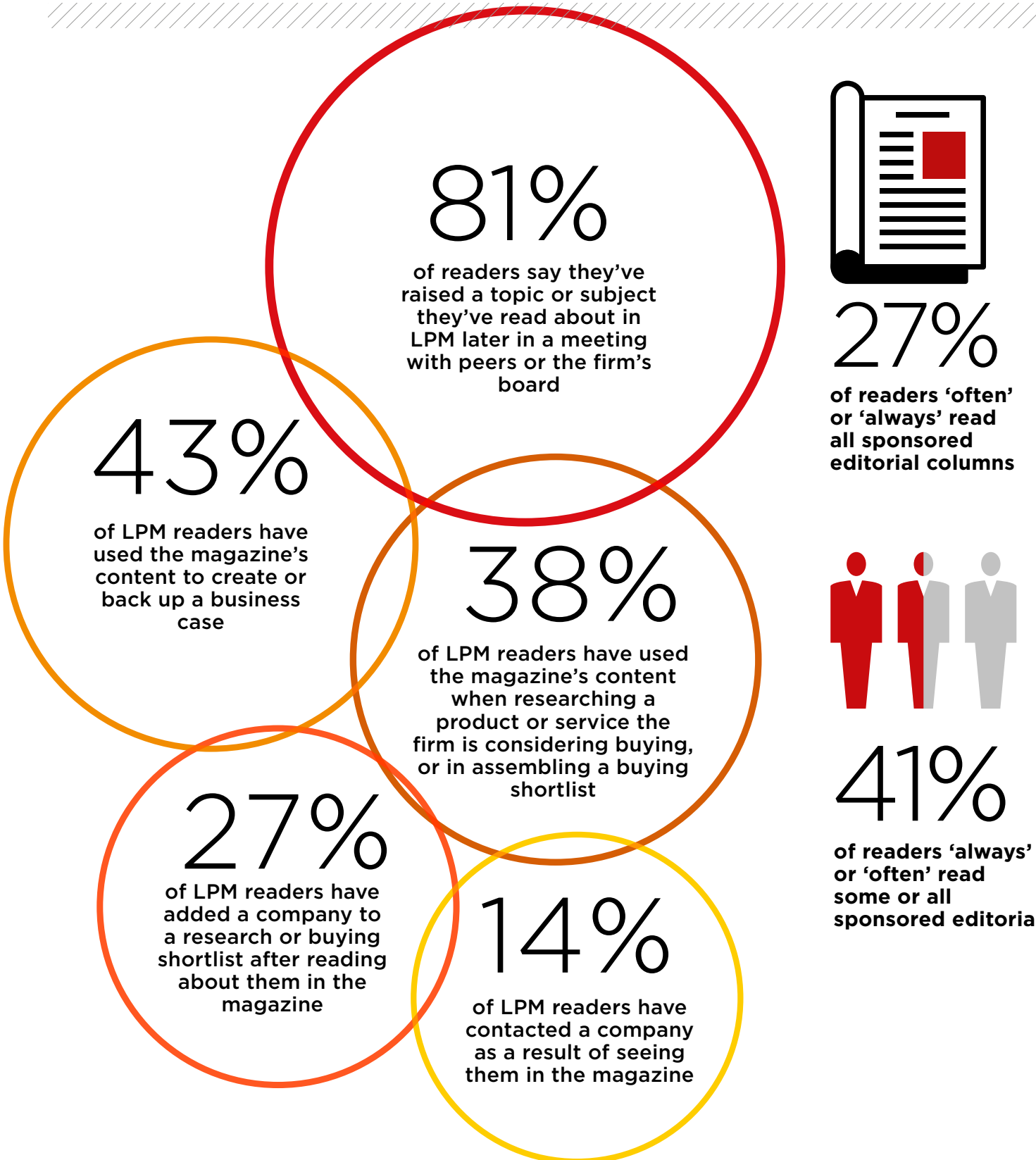
LEGAL PRACTICE MANAGEMENT



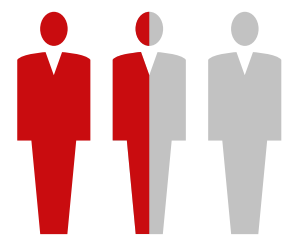
media  
pack  
2019

# Connecting you with law firm decision makers

LPM magazine gets your brand and message in front of decision-makers in legal business management



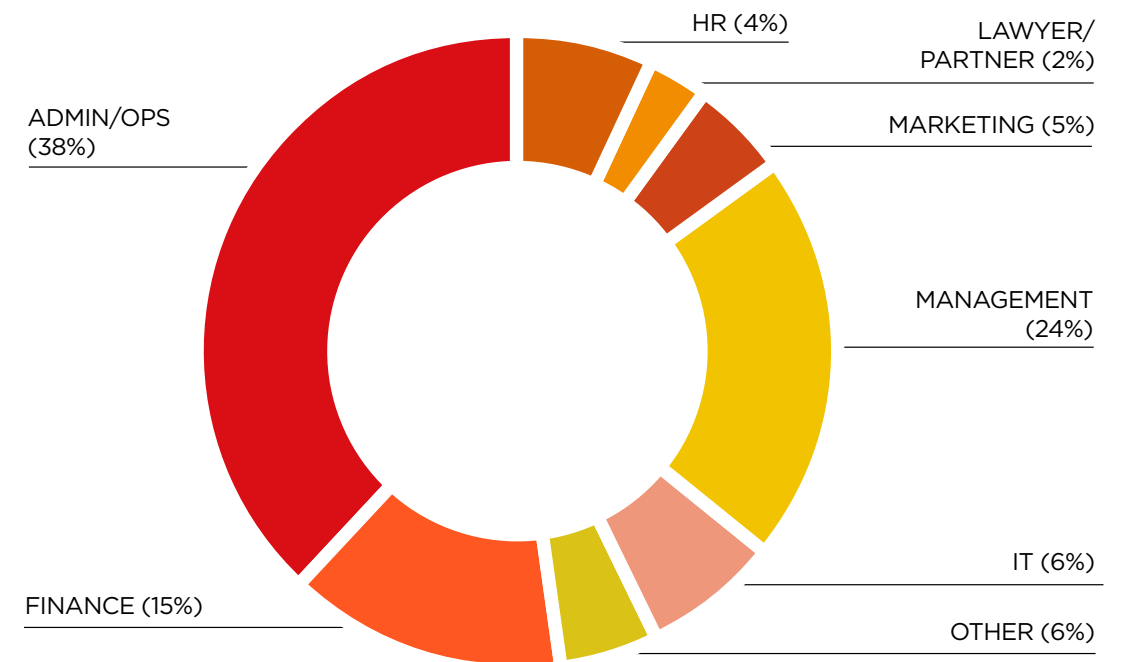
27% of readers 'often' or 'always' read all sponsored editorial columns



41% of readers 'always' or 'often' read some or all sponsored editorial

# LPM magazine in numbers – circulation, readership, audience

## FULL RANGE OF LAW FIRM LEADERSHIP ROLES REACHED:



Print readership/reach >4,760

Print circulation >2,800

Digital subscribers >2,500



The team at LPM have created a wonderful community for not only practice managers but suppliers to these practices. We have been working with the LPM team for over two years now, and the editorial and client care team are extremely supportive and fun to work with.

We are delighted to be involved with LPM, as it not only gives us a communication link to our clients but also to our potential clients, which has expanded our client base year on year.

Natasha Rawley, the File Queen, Archive Document Data Storage



# Commercial partnerships with LPM



## ISSUE LEADERSHIP

### LPM COLUMNIST

- One-page opinion pieces in every issue or every other issue of the magazine for one year
  - Columnist photoshoot organised by LPM
  - Full-page display ad for every column (five or 10 ads across the year)
  - All columns also placed on the LSN.co.uk blog and promoted across all channels
- FROM £8,000**

### SPECIALS / PULL-OUTS

- Six- or eight-page mini supplements inside LPM
  - Photoshoot organised by LPM for the article
  - Interview or case study plus your own two-page article (or equivalent)
  - Full-page display ad
  - Frontispiece/cover art designed by LPM
- FROM £5,000**

### GOLD ISSUE SPONSOR

- Four-page case study or interview article
  - Photoshoot organised by LPM for the article
  - Full-page display ad
- £3,500**



### SILVER ISSUE SPONSOR

- Four-page industry analysis article
  - Full-page display ad
- £2,750**



## THOUGHT LEADERSHIP ARTICLES

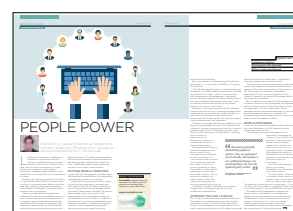
### INTERVIEW WITH LPM

- Two-page placement
- £2,000**



### CASE STUDY

- Two-page placement
- £1,500**



### INDUSTRY ANALYSIS

- Two-page placement
- £1,300**



## BRAND VISIBILITY

### DISPLAY ADVERTISING

- INSIDE FRONT OR OUTSIDE BACK COVER **£1,250**
- FULL-PAGE ROP **£800**
- HALF-PAGE ROP **£450**
- STRIP ROP **£300**

### CONTACT

Emily Nash  
LPM's sales guru



0800 014 2445

emilyn@lpmmag.co.uk

## DISCOUNTS

We don't go off rate card at LPM, but we can knock something off if you book multiple items at once.

(Discounts can only be applied to groups of ads, or groups of advertorial placements, not mixes of display ads and advertorial).

- Three advance placements: 5% discount
- Four advance placements: 7.5% discount
- Five or more advance placements: 10% discount



"LPM has been fantastic to work with. Initially, I chose to work with them because I felt that they really understood the SME market. This was critical to us, as this is a target market for Tikit. There were also few other media outlets that had this same level of focus on SME's which made LPM an obvious choice.

"As well as becoming a full network partner, we opted for the column and a number of other content pieces strategically placed in LPM magazine throughout the year. This has had a hugely beneficial impact for Tikit's brand presence in the last few years, which has in turn seen record sales of our practice and case management system P4W – our presence on LSN and in LPM magazine has been critical to this success."

Lucy Barclay, marketing manager, Tikit



"We have been working alongside LPM magazine and Burlington Media Group for a number of years now, which is testament to how much we value our relationship and the results we have achieved together.

"After sponsoring the LPM supplement Into the cloud, we saw our web traffic increase significantly, with a noticeable upturn in genuine new leads and resulting conversion to sales. Similarly, after sponsoring the LPM conference, we again experienced high levels of interest."

Gary Shaw, group commercial director, Accesspoint

## Supplements, reports and research



### PLATINUM SPONSOR

- Four-page case study or interview article
  - Photoshoot by LPM
  - Full-page display ad
  - Prominent cover and inside branding plus branding and mentions in all promotion
- £6,500**

### GOLD SPONSOR

- Four-page industry

- analysis article
  - Full-page display ad
  - Prominent cover and inside branding plus branding and mentions in all promotion
- £5,500**

### SILVER SPONSOR

- As Platinum but with two-page article
- Full-page display ad
- Branding in supplement

- and promotion
- £5,000**

### BRONZE SPONSOR

- As Gold but with two-page industry analysis article
  - Full-page display ad
  - Branding in supplement and promotion
- £4,000**

Reports/research: POA

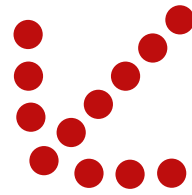
## LPM ADVERTISERS





LEGAL PRACTICE MANAGEMENT

# Forward features



## FEB 2019: Smaller firm innovation special

Large firms are ringfencing the budgets and setting up snazzy tech space (you may have heard), but do smaller law firms also have the ability to innovate? How are they managing it? Who is winning the innovation race, and what do these firms do differently to those they're leaving in the dust?

## SUPPLEMENT Legal IT Landscapes 2019

## MAR 2019: Price, price baby

Greater price transparency for some legal services is go - what are the implications for firms' systems, websites and client service? Do they see any risk to that all-important profitability?

## APR 2019: The big event - LPM 2019

We dissect all the debate at the first of this year's geo-cloned LPM conferences - the national event for SME law firms of every shape, relative size, and strategic intent

## SUPPLEMENT New world of automation. Following up on LITL findings

## MAY 2019: GDPR (remember that?) revisited ...

You thought you'd heard the last of it. One year on from the big day, do firms finally have their data houses in order? Which challenges are proving most resistant to change? How has process change played out? Some reports suggest UK firms are 'overconfident' on cybersecurity - we find out if they're right

## JUN 2019: Missing a metric?

Lack of performance and people data has been linked to productivity problems in UK business. Are firms changing their KPIS, how they use them, and how they display them?

## JUL/AUG 2019: Flex and the kitty

Agile is no longer new, but all agility isn't equal. Are firms and their millennials making the most of the opportunities? It's about recruitment,

productivity and engagement as well as cost savings. But how far could an SME business really go?

## SEP 2019: I want my money

Firms need to invest to grow - but there are more funding options open to them to consider than ever before. How are they deciding which financial road to take, what do banks and other backers expect in return, and what are the implications for the cashflow management conundrum and the longer-term strategic journey?

## SUPPLEMENT Managed services/outsourcing arrangements

## OCT 2019: Turns on the app

Where is the on-demand legal world heading? Are firms offering app-based service? For which areas of work? How are they building them, do certain 'types' of clients most want them? Also, can more innovative portal-based working improve process and profitability?

## NOV 2019: Secrets of succession

In a rapidly consolidating market, are SME firms' risking their futures by failing to invest in the leadership skills and capabilities of their younger people? How do you identify your future leaders, and when exactly should you be doing it? What difference do the millennials make in this equation?

## DEC 2018: The law firm of 2020 is finally here

Or is it? Are we in the future already? What became of all those past predictions about this strange, strange profession?

## NOV/DEC SUPPLEMENT Insurance/risk planning in 2020

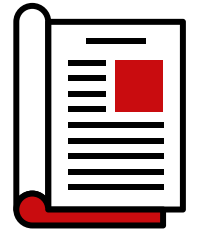
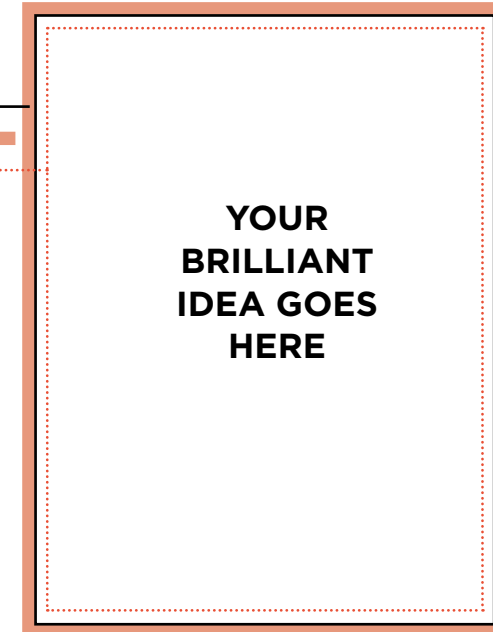
## Advertisement specifications

TRIM SIZE 210 X 297  
BLEED SIZE 218 X 305  
LIVE AREA 200 X 287

**TRIM** This is the final size of the issue after the 'bleed' has been cut off.

**BLEED** This is the portion of your design that will be trimmed off when the magazine is cut to the final size. Its purpose is to make sure your design or image reaches right to the very edge, leaving no unsightly white edges.

**LIVE AREA** This is an area inside the 'trim'. The safe area is kept well away from the blade and so this is where you should place your most important information or sections of your design. Anything outside of this area runs a risk of being cut off!



## TECHNICAL GUIDELINES

Please supply ads as CMYK high res PDFs

Images should be 300dpi at 100%

No spot colours or Pantones

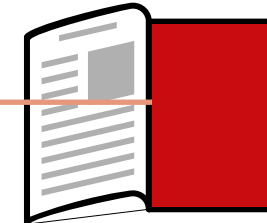
Please apply 4mm bleed

Supply with cropmarks

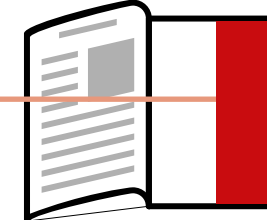
IMAGES

Should be supplied as 300dpi high res JPG/TIFF

**FULL PAGE**  
TRIM SIZE 210 X 297



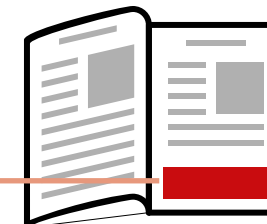
**HALF PAGE VERTICAL**  
VERTICAL 105 X 297



**HALF PAGE HORIZONTAL**  
HORIZONTAL 210 X 148.5



**STRIP**  
HORIZONTAL 187 X 50



# ONE-DAY CONFERENCE

**FOR PRACTICE MANAGEMENT LEADERS IN SME LAW FIRMS**



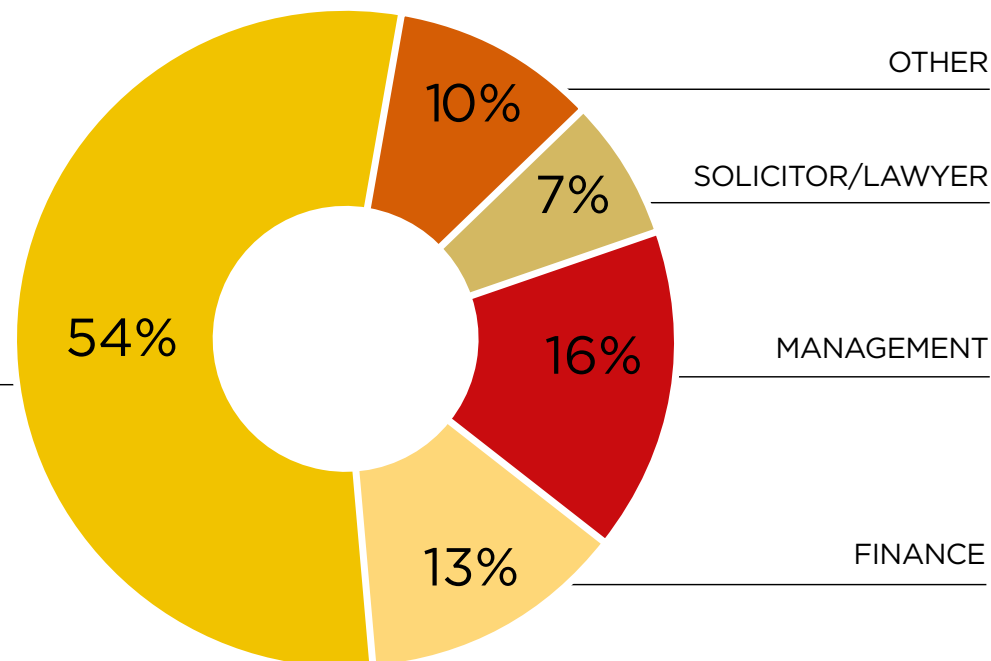
## Conference partnership

The Legal Practice Management conferences are high-value, intimate events. They are very different from large-scale exhibitions, providing a strong and thoroughly researched agenda, along with opportunities to network and generate leads. Our delegates pay to attend and are decision-makers from SME firms only.

Legal Practice Management London data had 144 attendees in 2018 with 71 law firms represented. In attendance:

- Practice directors/managers
- Managing partners
- Heads/directors of IT, operations, finance, HR, marketing
- CEOs/COOs

### WHO COMES TO THE LPM CONFERENCES? ROLES IN ATTENDANCE (ACROSS 2017 AND 2018)



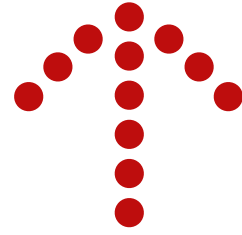
### EXAMPLE DELEGATE LIST

Head of operations	BakerLaw Solicitors
Director of finance	Lester Aldridge
Practice manager	Gary Jacobs & Co
CEO	Buckles Solicitors
Practice manager	Clintons
Finance director	Greenwoods GRM
COO	CFG Law
COO	Cooke, Young & Keidan
COO	Whitehead Monckton
Financial controller	McGuireWoods
Financial controller	Clarkslegal
Practice manager	Godwins Solicitors
Practice manager	Kerman & Co
Managing partner	Winter Scott
Practice manager	JPC Law
Practice manager	Humphries Kirk
Practice director	Anderson Rowntree
Partner	Burgess Mee Family Law
Partner	Glovers
Partner	Amphlett Lissimore
CFO	Sharpe Pritchard
Senior partner	Sharpe Pritchard
Managing partner	Gardner Leader
Managing partner	Sonn Macmillan Walker
COO	Pitmans
Practice manager	Waterfront Solicitors
COO	Dougherty Quinn
Executive chairman	Harrison Drury & Co
Group CEO	Jackson Lees
Founder	Metamorph Law
Partner and co-founder	Ignition Law
CEO and partner	Ashtons Legal
CEO	Pemberton Greenish
CEO	Thompson Smith and Puxon
Head of operations	MacDonald Oates
Director and founder	The Partnership
Partner	rhw solicitors
Practice director	Fenchurch Law
Practice manager	Sykes Anderson Perry
Partner	TV Edwards
Operations manager	Cartmell & Co Solicitors
Managing director	Cartmell & Co Solicitors
Head of private client	Cartmell & Co Solicitors
Head of property	Cartmell & Co Solicitors
Practice manager	Scott Rowe
CEO	Gepp & Sons Solicitors LLP
CEO	Inksters
Managing partner	Dutton Gregory
CEO	Axon Partners
Managing partner	Springhouse Solicitors
Head of finance	Edwin Coe
Practice director	Stepien Lake



## LEGAL PRACTICE MANAGEMENT

# Conferences



An overview of what we offer:

## NETWORKING SPACE/CONTACT GENERATION

This is a space for you in the networking area of the conference, where delegates will go for registration, lunch, coffee breaks, post-conference drinks and awards ceremony.

The conference package includes:

- Two guest passes
- Branding in the exhibitor space
- Lunch with the delegates
- Full-page sponsor profile in the delegate pack
- Logo/name in all online, print and email campaigns
- Logo on all event materials, signage and presentation header slide

## SPEAKING OPPORTUNITY

We work with you to create the best speaking session, appropriate to you, your company and goals.

Examples include content engagement workshops (2x 25-minute roundtable sessions with 8-10 delegates in each), keynote sessions, plenary sessions, and more.

We create agenda sessions in line with our in-depth research, so you'll get maximum possible engagement from your audience. In a nutshell, speaking sessions are versatile – so tell us what you want, and we'll work with you to make it happen.

## ADDITIONS

This year we're incorporating even more into our events. Choose to:

- Sponsor an award
- Have a private meeting room
- Get tickets for a specific law firm you want to target
- Put collateral into delegate bags
- Run post-event webinars
- Have your logo/name in all online, print and email campaigns
- Your logo on all event materials, signage and a presentation header slide

## LPM SOUTH 07.02.19

Central London



## LPM WEST 24.04.18

City Centre, Bristol



## LPM NORTH 15.05.18

City Centre, Leeds



“My first event and an excellent use of my time, very informative and plenty to take away, great to meet other finance managers/directors who have similar issues but reassuring that solutions are available.”

CLIVE BOXALL  
PRACTICE MANAGER  
HUGHES PADDISON

“Thanks to all involved. It is the ‘must attend’ event for practice managers.”

SIMON LONGHURST  
PRACTICE DIRECTOR  
TEACHER STERN

“Good, informative, and with some interesting delegates as well as speakers.”

SIMON GOLDHILL  
CEO  
METAMORPH LAW

“Excellent event with plenty of innovative ideas, interesting view points and, most importantly, something to take back to the office to implement. Thank you!”

ANDREW PERRY  
PRACTICE MANAGER  
RUSSELL & RUSSELL SOLICITORS

“The event was very well run and organised, lots of ideas provoked and interesting points made during the day.”

KAY OSBORNE  
DEPUTY PRACTICE DIRECTOR  
CM MURRAY

“Enjoyable day and a great networking opportunity.”

SUZANNE MOORE  
PRACTICE MANAGER  
GQ EMPLOYMENT LAW

Would you  
recommend  
this event to  
a colleague?

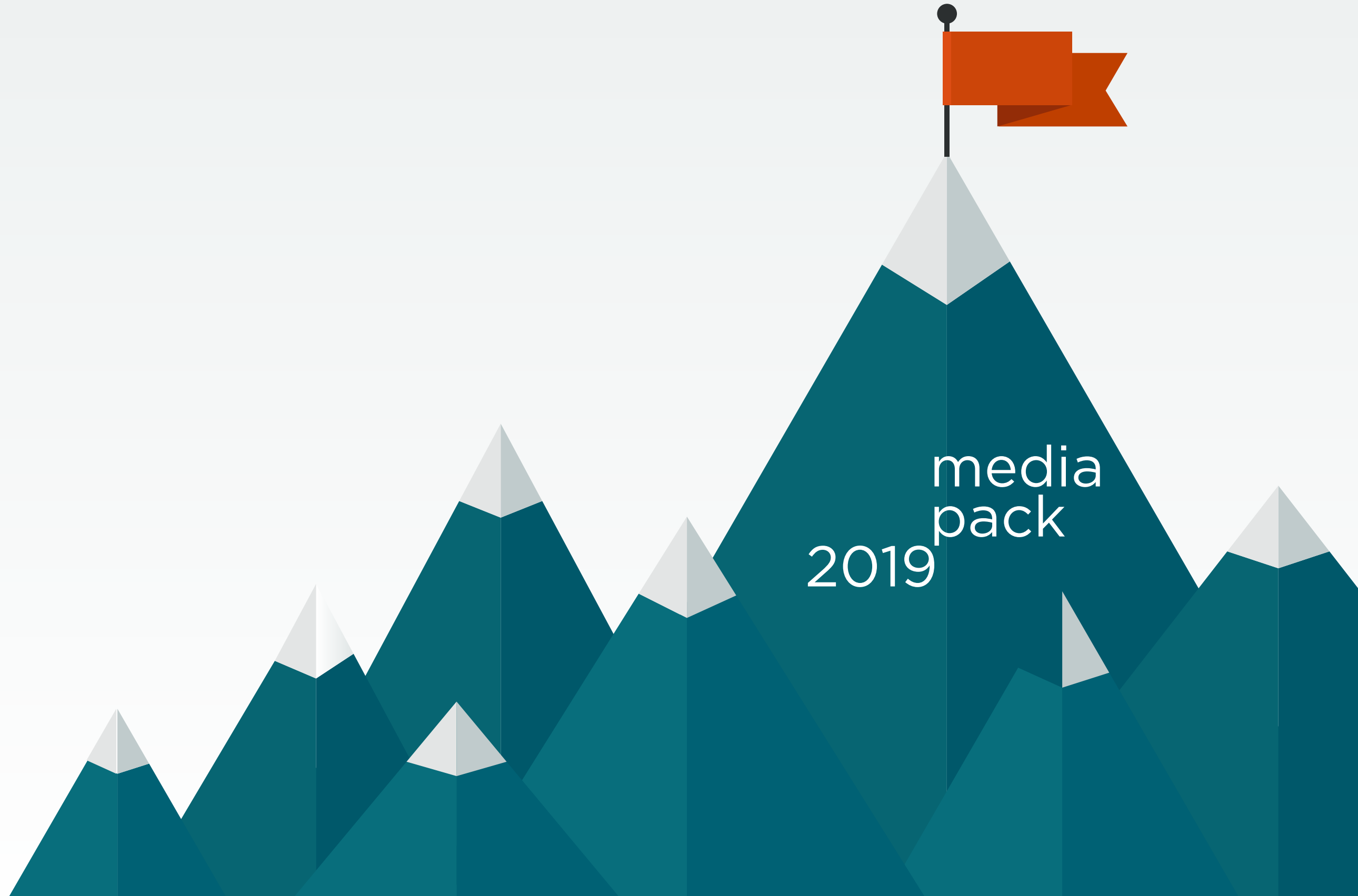
Yes  
98%

## CONTACT

Emily Nash  
LPM's sales  
guru  
0800 014 2445

Or email her at  
[emilyn@lpmmag.co.uk](mailto:emilyn@lpmmag.co.uk)





2019  
media  
pack