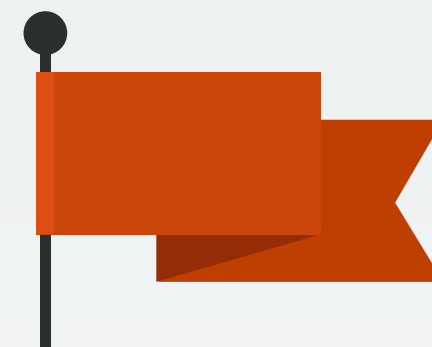


# LPM

LEGAL PRACTICE MANAGEMENT

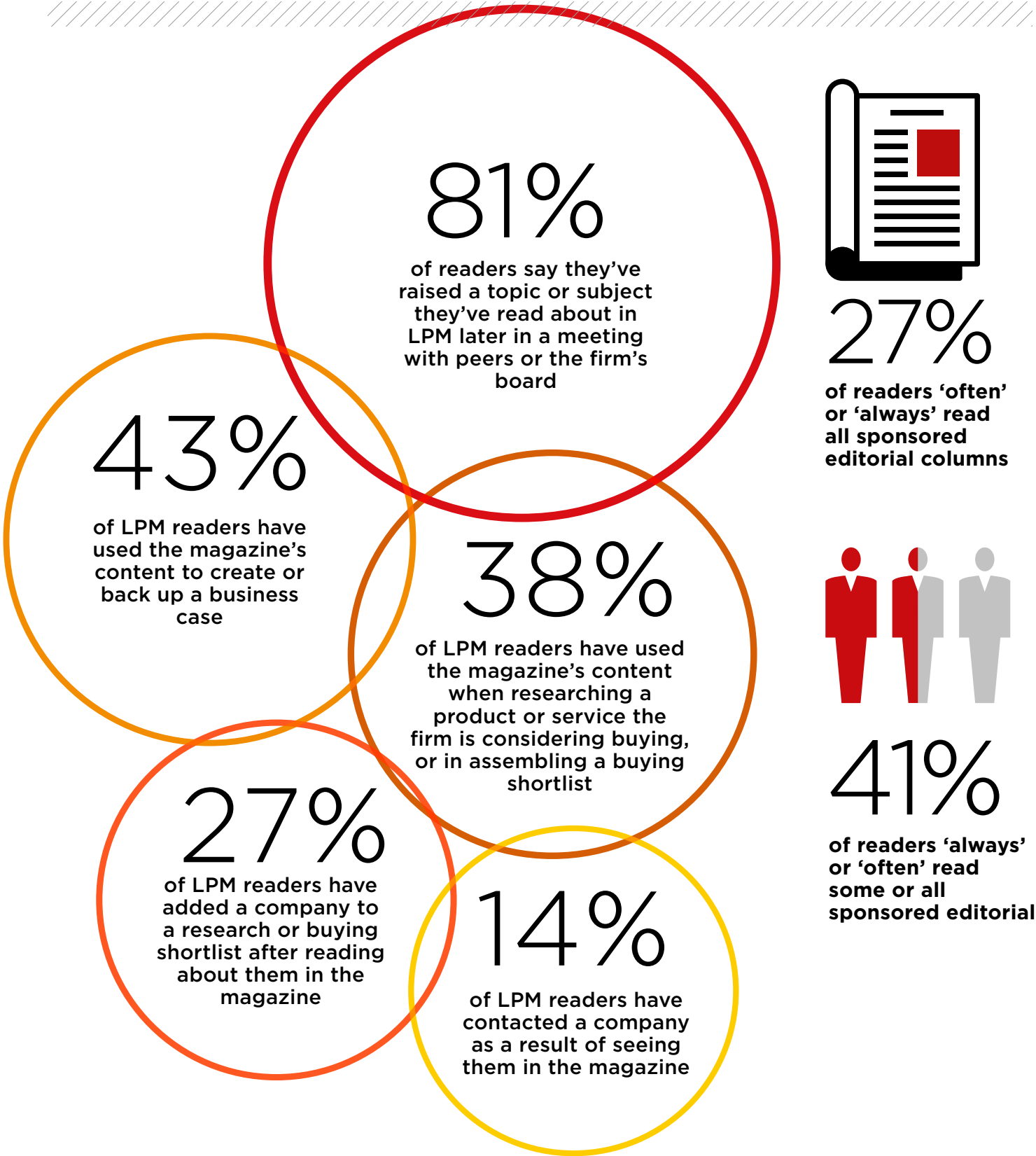


media  
pack

2018

# Connecting you with law firm decision makers

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



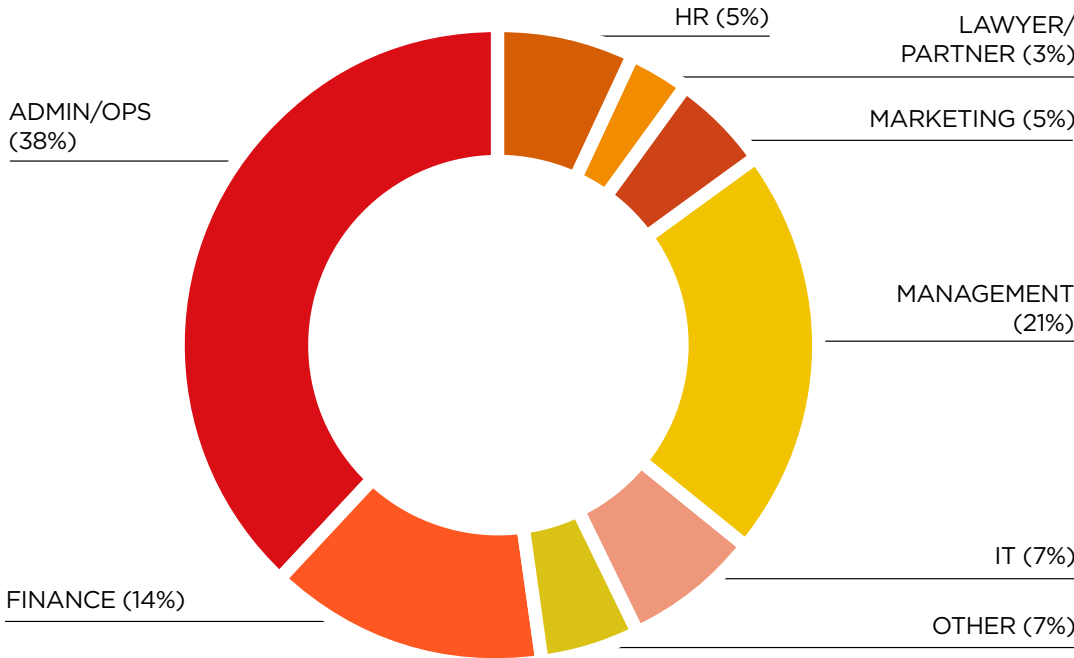
# LPM magazine in numbers – circulation, readership, audience

Print readership/reach  
**>3,080**

Print circulation  
**>1,800**

Digital subscribers  
**>2,300**

## FULL RANGE OF LAW FIRM LEADERSHIP ROLES REACHED:



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 / SHOWCASES

- 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



### SILVER ISSUE SPONSOR

- Four-page industry analysis article
- Full-page display ad



## THOUGHT LEADERSHIP ARTICLES

### INTERVIEW WITH LPM

- Two-page placement

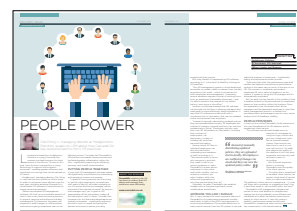
**£2,000**



### 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

0870 112 5058

emilyn@lpmmag.co.uk



Accesspoint

where people make the difference

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.

Across the whole team we have found them to be hugely helpful, highly knowledgeable and above all true to their word without 'the oversell'.

Accesspoint has experienced a very busy 12 months and our achievements in 2016 would not have been as successful without this relationship. The awareness that has been created through some of our collective activities has been fantastic. As intangible as marketing sometimes is, we can on this occasion state with confidence that Burlington Media Group has delivered.

After sponsoring the LPM supplement Into the cloud in April 2016, 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 in May 2016, we again experienced high levels of interest.

We are looking forward to 2017 with anticipation after agreeing our upcoming activities with Burlington Media Group and LPM, which are now essential to our marketing mix.

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**

## LPM ADVERTISERS



THOMSON REUTERS™



where people make the difference



ECLIPSE  
Part of Capita Plc



LEGAL PRACTICE MANAGEMENT

# Forward features



**NOV 2017**  
**Hot topics: Which work types or sectors are bringing home the bacon?**

Focusing on a variety of work types/practice areas we'll look at the areas that are proving most fertile to SME law firms.

**SUPPLEMENT** To automation, and beyond!

**DEC 2017**  
**CX: Becoming truly client-centric**  
Becoming a 'client experience'-led firm – from design thinking to document assembly and self-service. How can law firms learn lessons from the new world of customer-centricity?

**FEB 2018**  
**Diverse and inclusive development**  
If law firms want to attract a broader client-base they need to be truly representative of wider society. That means driving recruitment practices focusing on diversity and inclusivity.

**SUPPLEMENT** Legal IT Landscapes

**MAR 2018**  
**Avoid knockout**  
Cybercrime, fire, flood, or building works can stop firms dead. If they want to survive they need to be agile, back up data and have the right hardware for recovery and continuity.

**APR 2018**  
**Your deregulated future**  
Future competition from unregulated businesses for unreserved work threatens the core of legal business in England and Wales. How can firms change in time to face this future?

**SUPPLEMENT** Insurance and risk

**MAY 2018**  
**Retain and gain**  
How can law firms better attract and retain people in the next five years? Career paths,

alternate routes to leadership, employer branding, handling Glassdoor?

**SUPPLEMENT** GDPR: change or risk doom!

**JUN 2018**  
**Competitiveness and how to do it**  
Competition pushing tanks onto your lawn is nothing new in business. What lessons can be learned from other sectors in how to preempt and proactively compete with strong rivals?

**JUL 2018**  
**Creating cultures:** Creating business culture is hard – you have to know who you've got, who you want, who you don't want, guide behaviours and get people to thrive together.

**SUPPLEMENT** Flexible, agile, everywhere

**SEP 2018**  
**How to win friends and influence partners**  
Tips, tricks and war stories about changing hearts and minds among law firm leaders – gaining buy-in, generating consensual agreement and punching at board level.

**OCT 2018**  
**More from less:** Can firms learn from the leaders in HV/LM businesses and Legal Aid providers that use efficiency and technology to turn ever decreasing fees into profitability?

**SUPPLEMENT** Making technology work

**NOV 2018**  
**From profession to product:** How can law firms create products from services? Nearly all work is replicable but firms often fail to re-vision what they do in line with other businesses.

**DEC 2018**  
**Year ahead 2019:** Looking at the year ahead – from LSA pII and pricing transparency to Brexit and beyond. What's in store?

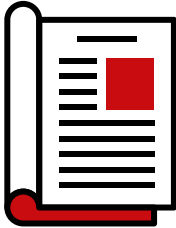
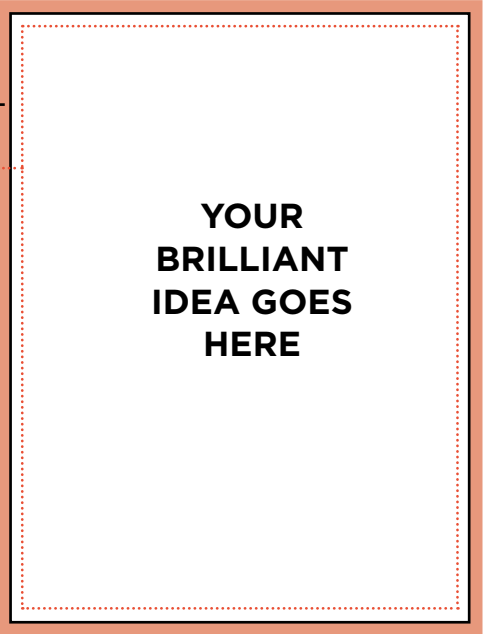
## Advertisement specifications

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



# Legal Practice Management conference

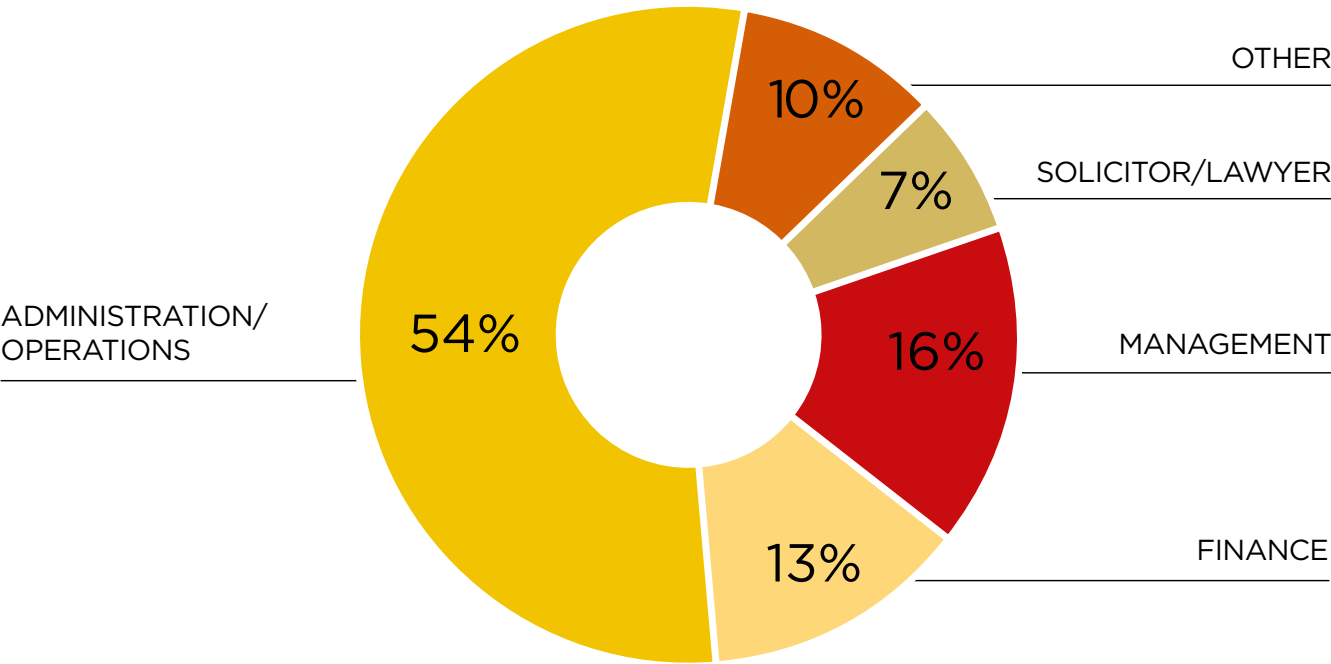
The Legal Practice Management conferences are the only events to specifically target practice managers and directors, heads of operations and heads of finance from small to medium-sized UK law firms. LPM London was launched in 2012 and is now a 100+ attendee annual event. We launched LPM Birmingham in 2016 and delegate feedback was excellent.

Legal Practice Management London data

108 attendees in 2016, 84 law firms represented. In attendance:

- Practice managers
- Practice directors
- CEOs / COOs
- Office managers
- Heads of finance / finance directors
- Accounts managers

WHO COMES TO THE LPM CONFERENCES?  
ROLES IN ATTENDANCE (ACROSS 2015 AND 2016)



## EXAMPLE DELEGATE LIST

IT and operations director	Harold Benjamin Solicitors
Practice manager	Woolley Bevis Diplock
Practice administrator	DF Legal Solicitors
Practice director	Potter Clarkson
Practice director	Fenchurch Law
Practice manager	DavidsonMorris
Office services Manager	Red Kite Law
Practice manager	Hughes Paddison
Office manager	Simons Muirhead & Burton
Partner and head of compliance	Barrett & Co
Practice/change director	The Treasury Solicitor's Department
Practice manager	Bridge McFarland
Company secretary	Williamsons
Accounts manager	Spratt Endicott Solicitors
Senior partner	DF Legal Solicitors
Partner	Awdry Bailey & Douglas
Business and finance manager	A&N Care Solicitors
Risk and compliance	Gedye & Sons
Operations director	Berwins Solicitors
Senior accounts manager	Litigaid Law
Director of finance	Wake Smith
Chief operating officer	Palmers
Partner, head of finance	Brethertons
Head of finance and COFA	Lester Aldridge
Practice manager	Burt Brill & Cardens
Head of operations	MacDonald Oates
Owner	Litigaid Law
Director of finance and administration	Leathes Prior
Practice manager	Cartmell Shepherd
Chief financial officer	Franklins Solicitors
HR manager	AA Thornton & Co
Practice manager	Neumans
CEO	Metamorph Law
HR manager	Beaumont Legal
Practice manager	Cooke, Young & Keidan
Practice director	Family Law in Partnership
Practice manager	Burnett Barker Solicitors
Managing partner	Walker Foster
Risk and compliance manager	Walker Foster
Finance business partner	Havant Borough Council
Practice director	Stepien Lake
Practice manager	Neves Solicitors
Practice manager	Barrett & Co
Practice and finance manager	Letchers Solicitors
Practice manager	Douglas Silas Solicitors
Finance director	AA Thornton & Co
CEO	Inksters

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