

Litigation Management

MAGAZINE

A publication of
CLM

MEDIA KIT 2015

LM

MEET THE EDITOR

Susan Wisbey-Smith has more than 21 years of experience in the communications and publishing industry. Prior to assuming the role of Managing Editor of *Litigation Management*, she served as the editorial director for GLC Custom Publishing where her clients included the American Insurance Association. Susan was also the director of corporate communications for MMI Companies, Inc., a professional liability insurer. She has a bachelor's degree in journalism from the University of Iowa.



AWARD OF EXCELLENCE —
NEW MAGAZINES AND JOURNALS

Published quarterly in both print and electronic formats, *Litigation Management* covers news and topics of interest to the professionals who manage litigation — those working in-house, risk and insurance professionals, outside counsel and the third parties providing valuable services. It is the only publication of its type that requires all featured content to be co-authored by both a client-side and law firm-side author.

Each issue of the magazine is a combination of news, features and regular departments that explore, in detail, specific industry topics.

DEPARTMENTS

■ **Specifically Speaking** takes a look each quarter at a hot topic or industry trend in these areas:

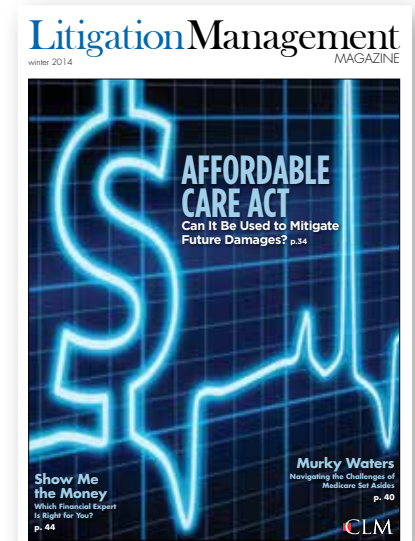
- Construction
- Diversity
- Environmental
- Insurance Coverage
- Municipal
- Transportation
- Premises Liability
- Product Liability
- Professional Liability
- RR&H
- Subrogation
- Workers' Compensation

■ **Ounce of Prevention** focuses on insurance fraud and insurance bad faith.

■ **The Alternative** department highlights trends in alternative dispute resolution and alternative fee arrangements.

■ The **Toolbox** features articles focused on legal auditing, eDiscovery and diversity.

■ **Who Knew?** offers a lighter turn, where each quarter two professionals with interesting lives are profiled. From a horse breeder to a district attorney whose case once inspired an episode of CSI, this magazine department gives readers a chance to get to know their industry colleagues better.



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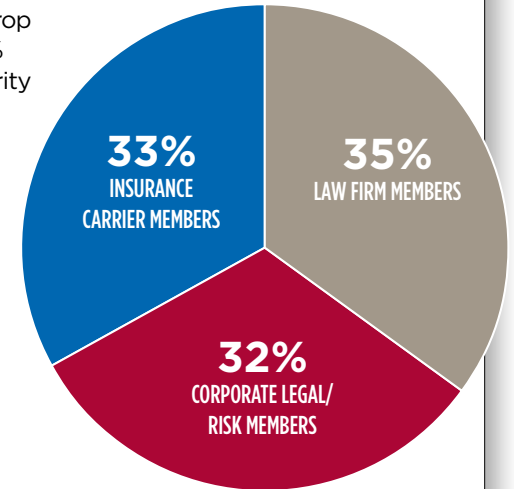
MAGAZINE



Circulation with Distinction

Litigation Management's circulation is the cream of the crop when it comes to those working in the industry. With 72% of readers in management positions they have the authority to respond and act on your advertising message. The circulation of more than 21,700 includes approximately:

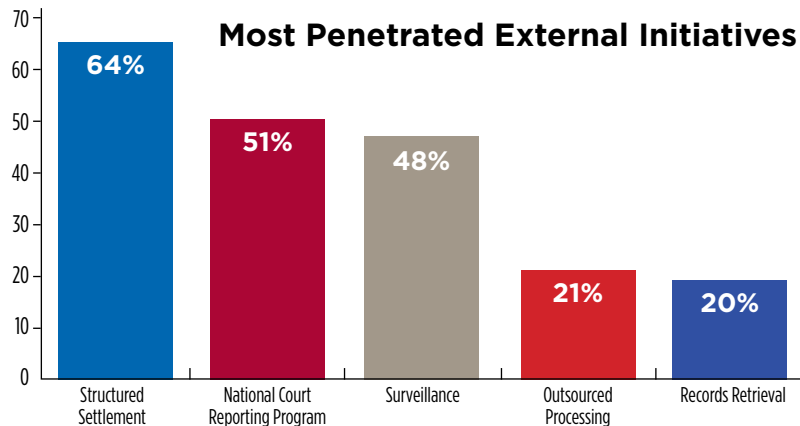
- 7,500 law firm members** – 73% of whom are partners, equity partners or managing partners
- 7,200 insurance carrier members** – 60% of whom are in a management capacity (director, VP or higher)
- 7,000 corporate legal, risk members** – 85% of whom are in management



What Readers Want

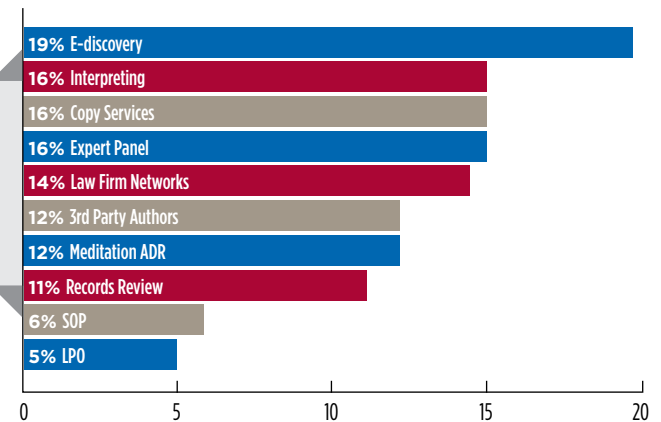
A recent study commissioned by the Claims and Litigation Management (CLM) Alliance and conducted by Revere Advisory highlights some of the areas where litigation management buyers are looking to make purchases.

National preferred or exclusive litigation-related vendor relationships are on the rise as executives look for new ways to improve quality and reduce costs. The most commonly purchased services are listed below.

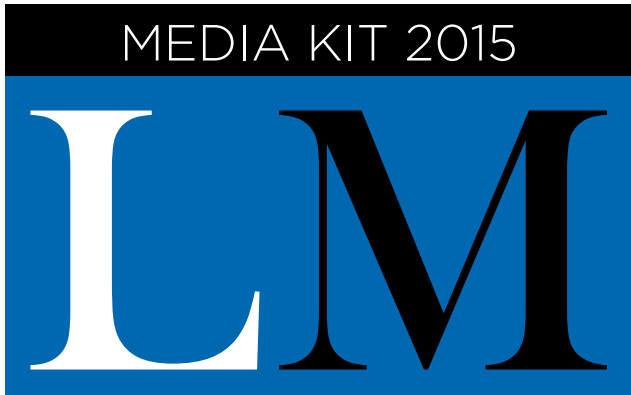


Participants also identified a number of areas where they would like to explore vendor partnerships in the coming months and years. These are highlighted to the right.

Emerging External Initiatives



Litigation Management MAGAZINE



Digital Advertising Opportunities

Litigation Management is published in a digital edition that can be viewed via the Internet. A mobile edition is available for the iPhone, iPad and Android platforms.

Digital edition sponsorship:..... \$2,000 per issue

Digital edition sponsors must commit to the full year of issues. Sponsors will receive a full page ad next to the cover of the digital edition and your logo at the top of the digital edition email announcement.

Please contact Sandra Hagen: 845.888.5279 (office) or Sandra.Hagen@TheCLM.org.

Limited Advertising Opportunities

To keep a good balance between advertising and editorial content, *Litigation Management* limits the number of advertisers allowed in each issue. Advertisers are also required to purchase a full-page or two-page spread ad and commit to the full year of issues.

Print advertisers are also given exclusive rights to expand their reach by advertising in the digital or mobile app versions of the publication.

2015 *Litigation Management* Lead Generation Program

Partner with the CLM & *Litigation Management* to deliver the quality leads you're looking for!!!

Leads generated through:

■ Emails ■ eNewsletters ■ Banner ads

Includes real time leads and monthly summary report.

Standard Package

\$26,400 1 Year	\$2,200/Month
\$15,000 6 Months	\$2,500/Month
\$9,000 3 Months	\$3,000/Month

Standard Package Includes:

- » E-mail Campaign.....2/Quarter
- » E-news ad.....1/Quarter
- » Banner Ad.....1 Category/Quarter
- » Ad/Offer Design.....2/Quarter

Premium Package

\$45,000 1 Year	\$3,750/Month
\$24,000 6 Months	\$4,000/Month
\$12,900 3 Months	\$4,300/Month

Premium Package Includes:

- » E-mail Campaign.....3/Quarter
- » E-news ad.....2/Quarter
- » Banner Ad.....1 Category/Quarter
- » Ad/Offer Design.....3/Quarter

*Maximum six eBlasts available per quarter
All campaigns must run consecutive*

Advertising close date is 30 days prior to scheduled deployment.

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Topic Category Sponsorships are available for:

- Auto
- Commercial
- Coverage
- Fraud
- Liability
- Litigation Management
- Property
- Risk Management
- Workers' Comp

Website Opportunities

■ Topic Category Sponsorships

Sponsorships offer 100% share of voice on the page; includes top and bottom leaderboard ads, and two medium rectangle ads.

Limit five rotating sponsors per topic category.

- **Leaderboard Ads** - 2 (728 x 90)
- **Medium Rectangle Ads** - 2 (300 x 250)
- Sponsorship rate \$1,500 per month

■ Homepage/Run of Site Sponsorships

Sponsorship offers choice of top and bottom leaderboards or two medium rectangle ads.

- **Leaderboard Ads** - 2 (728 x 90) \$500 per month
- **Medium Rectangle Ads** - 2 (300 x 250) \$500 per month

Website Specs: Max file size: 35K, File formats: Flash, gif, jpg, html

Advertising close date is 14 days prior to scheduled placement.

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Print Ad Pricing

Only spread ads and full-page ads are accepted and advertisers must commit to a full year of issues.

Two-page spread ad	\$8,500/issue
Full-page ad	\$5,000/issue
Premium position	\$8,000/issue (back cover)
	\$6,500/issue (inside front and inside back covers)

All advertising is four color and all rates are net.

Non-premium ad placement requests are accommodated as is possible, but are not guaranteed.

Advertising Materials

Format: Press-ready PDF
Colors: All must be CMYK
 Resolution: Must be minimum 300 dpi

Vital reading matter should be kept 3/8" from all sides.

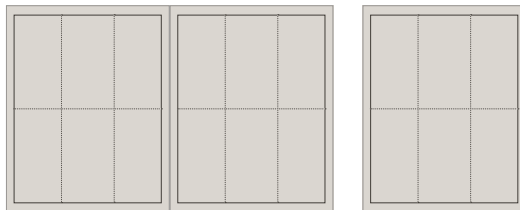
Please send all PDF files to:
 Jason Williams, jason.williams@TheCLM.org

Specifications:
 Full page spread ad — 16 x 11.125
 Full page ad — 7 x 10
 Full page ad with bleed — 8.125 x 11.125

2015 Advertising Deadlines

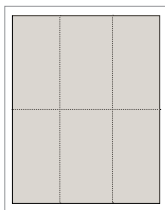
	WINTER 2015	SPRING 2015	SUMMER 2015	FALL 2015
AD SPACE CLOSE	November 20	February 13	May 22	August 7
AD MATERIALS DUE	November 27	February 20	May 29	August 14
PUBLICATIONS MAIL	December 4	February 27	June 5	August 21

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Spread
16" x 11 1/8"

Full Page Bleed
8 1/8" x 11 1/8"



Full Page
7" x 10"

CANCELLATIONS:

Advertisers and/or sponsors have the right to cancel within 72 hours of signed agreement. No cancellations will be accepted after 72 hours. Advertising may be moved within the same calendar year as long as the request is received by the advertising close date indicated in the media kit. All request for cancellation or changes must be received in writing – please contact your sales representative.

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Sales Contacts

For more information on how *Litigation Management Magazine* can help you achieve greater awareness in the market and increased sales, contact:

Sandra Hagen

National Sales Manager
Leonard Media Group
845.888.5279 (office)
Sandra.Hagen@TheCLM.org

Harry Rosenthal

Executive Group Publisher, VP
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