

Litigation Management

MAGAZINE

A publication of
CLM

MEDIA KIT 2016

LM

MEET THE EDITOR

Susan Wisbey-Smith has more than 25 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

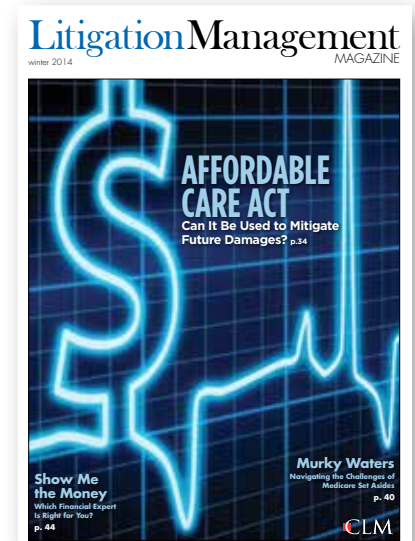
■ **Specifically Speaking** takes a look each quarter at a hot topic or industry trend in these areas:

- Construction
- Cyber
- Environmental
- Fire and Explosion
- Insurance Coverage
- Medical Legal
- Municipal
- Transportation
- Property Liability
- Product Liability
- Professional Liability
- Religious and Non-Profit
- RR&H
- Subrogation
- Workers' Compensation

■ **Ounce of Prevention** focuses on insurance fraud and extra contractual.

■ The **Toolbox** features articles focused on ADR, risk management, 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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What Readers Want

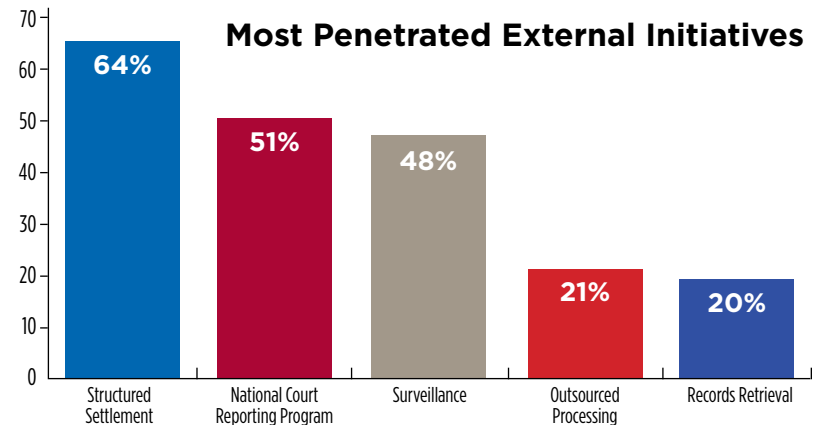
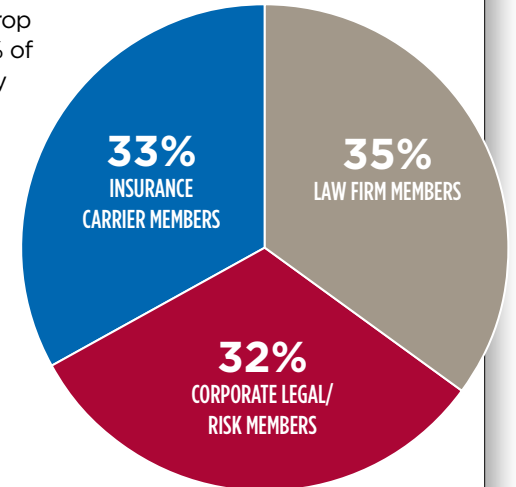
A recent study commissioned by the Claims and Litigation Management (CLM) Alliance and conducted by CLM Advisors highlights some of the areas where litigation management buyers are looking to make purchases.

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.

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 26,500 includes approximately:

- 9,300 law firm members** – 73% of whom are partners, equity partners or managing partners
- 8,700 insurance carrier members** – 60% of whom are in a management capacity (director, VP or higher)
- 8,500 corporate legal, risk members** – 85% of whom are in management



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Digital Advertising Opportunities

Litigation Management is published in a digital edition that can be viewed via the Internet.

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.

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.

2016 *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.

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 full page or 2-page spread ads are accepted.

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.

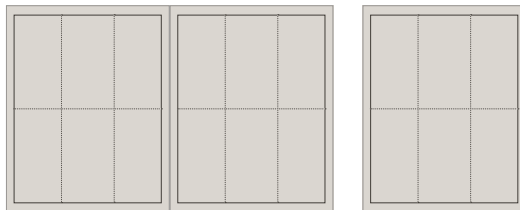
Please send all PDF files to:
 Jason Williams, jason.williams@TheCLM.org

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

2016 Advertising Deadlines

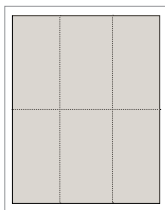
	WINTER 2016	SPRING 2016	SUMMER 2016	FALL 2016
AD SPACE CLOSE	November 20	February 12	May 20	August 19
AD MATERIALS DUE	November 27	February 19	May 27	August 26

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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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eMedia **OPPORTUNITIES**

2016 Web Seminar Schedule

Transportation	January 13, 2016	E-Discovery & Transportation: The Changing Scope of the Post-Event Investigation
Committee Webinar	January 20, 2016	Committee Webinar (TBA)
Committee Webinar	January 27, 2016	Committee Webinar (TBA)
Product Liability	February 3, 2016	Love me Tender: Strategies for Propounding and Responding to Defense and Indemnity Tenders in Products Liability Situations
Committee Webinar	February 10, 2016	Committee Webinar (TBA)
Professional Liability	February 24, 2016	Manipulation and Impersonation: The Hallmarks of Social Engineering
Extra-Contractual	March 2, 2016	Why Claim Execution Matters in Bad Faith Litigation
Subrogation	March 9, 2016	Will this Union Last? Considerations When Engaging Subro Counsel
Insurance Fraud	March 23, 2016	Investigating Point of Sale Fraud
Workers' Compensation	March 30, 2016	The Role of Excess Carriers in Worker's Compensation Cases
Transportation	April 20, 2016	Marijuana in the Mainstream: Implications for Claims and Litigation
Diversity & Inclusion	April 27, 2016	Millennials: How to Recruit Recent Graduates to the Insurance Industry
Cyber Liability	May 4, 2016	Cyber - Regulatory Armageddon
Retail, Restaurant & Hospitality	May 11, 2016	Surviving the Active Shooter: What You and Your Employees Need to Know
Transportation	May 25, 2016	Keys to Avoiding Sanctions, Penalties and Loss of Government Contracts: An Overview of OFAC and BIS Regulations
Fire & Explosion	June 1, 2016	Handling a Fire or Explosion Scene Inspection
Religious & Non-Profit	June 8, 2016	Church and Non-Profit vs. Standard Carrier - Litigation Planning and Strategy Differences
Insurance Fraud	June 15, 2016	RICO and Its Impact on 1st Party NO-FAULT Insurance Fraud
Insurance Coverage	June 29, 2016	Coverage B Personal and Advertising Injury Issues
Professional Liability	July 20, 2016	EPL Claims under the ADA (Americans with Disabilities Act), no Longer Limited to Brick and Mortar, What You Need to Know

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eMedia **OPPORTUNITIES** 2016 Web Seminar Schedule

Diversity & Inclusion	July 27, 2016	Jury Selection: Latent Bias & Recent Court Decisions
Medical Legal	August 10, 2016	False Claim Act Litigation: Where is the Insurance Coverage and What are the Liabilities?
Insurance Coverage	August 17, 2016	Professional Liability Coverage Issues
Alternative Dispute Resolution	August 31, 2016	The Psychological Impediments to Settlement
Insurance Fraud	September 21, 2016	YouTube'd You Screwed: Foiling the Fraudulent W/C Claimant
Workers' Compensation	September 28, 2016	AMA Impairment Ratings in Workers' Compensation Cases
Municipal Law	October 5, 2016	Bifurcation of Individual and Official Capacity Claims Under 42 USC 1983
Fire & Explosion	October 12, 2016	Selecting the Proper Expert
Medical Legal	October 19, 2016	How Can the Affordable Care Act Reduce Recoverable Damages?
Religious & Non-Profit	October 26, 2016	Mediation Strategy - Is there a Difference with a Church or Non-Profit Defendant?
Retail, Restaurant & Hospitality	November 2, 2016	Medical Marijuana: The Grass Isn't Always Greener
Subrogation	November 9, 2016	What is the True Cost of NOT Settling Your Subro Claim?
Extra - Contractual	November 30, 2016	What Talent Crisis?

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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:

Harry Rosenthal

Executive Group Publisher, VP

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Harry.Rosenthal@TheCLM.org