

The leading magazine for  
building sales and share of market  
in today's dynamic paralegal marketplace.

# PARALEGAL TODAY

The Authority for the  
Paralegal Profession



Published for  
over 25 years.

**2011 MEDIA KIT**



***Paralegal Today*** is the leading independent magazine serving the information needs of paralegal professionals in today's multifaceted legal marketplace. ***Paralegal Today's*** intelligent, thought-provoking, useful content helps readers be more successful, and builds reader loyalty. Advertisers benefit substantially from exposure to this dedicated audience of paralegal professionals who recommend and buy their products and services.

## Editorial that Invites Readership

***Paralegal Today*** provides news, techniques and information to help readers excel in their jobs and advance their careers—at law firms, corporate legal departments and government agencies. Editorial content includes theme-focused stories, how-to articles, analysis, national surveys, best practices, tips and ideas, career insight, paralegal profiles, and much more. The Tech Center keeps readers alert to latest technology and how it applies to the paralegal profession.

Regular sections include:

Career Advice ... Legal Research & Writing  
... Ask the Litserv ... News & Trends  
... Litigation Corner ... Litigation Support  
... Education ... Opinion ... Ethics Roundtable  
... Legal Teams ... Association News ... *and more*



The Authority for the Paralegal Profession for Over 25 Years

## Advertisers Reach a Growing and Influential Marketplace

Paralegal professionals are an essential part of the legal team and now perform more tasks once assigned to lawyers. According to The U.S. Bureau of Labor Statistics paralegals are more in demand today than ever before. The Bureau projects a 22% increase in employment for paralegals and legal assistants by 2016. And despite the tight economic times, 91% of **Paralegal Today** readers say their firms have not laid off or down sized the paralegal positions where they work.

**Your advertising in Paralegal Today reaches a loyal audience of well-paid, in-demand professionals who need and value the information that only Paralegal Today provides.**

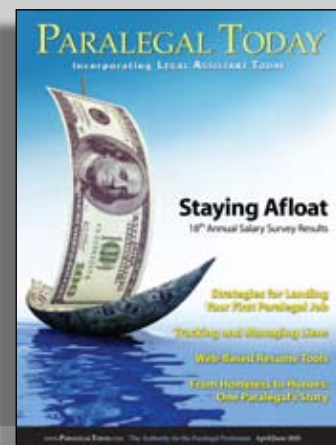
### Highly Educated in Their Profession

- 82% are specifically educated in the paralegal profession
- 68% completed an ABA-approved education program
- 30% have bachelor's or associate's degree in paralegal studies
- 29% completed a paralegal certificate program
- 61% belong to a professional association, including:  
AAFPPE, AAJ, AAPI, ABA, ALA, IPMA, NALA, NALS, NFPA, and many others.

### Most Have a College Degree

- |                      |     |
|----------------------|-----|
| • Doctor's degree    | 1%  |
| • Master's degree    | 6%  |
| • Bachelor's degree  | 48% |
| • Associate's degree | 28% |

subscribers  
professionals  
educated  
loyal  
online  
involved



## Long-Term Professional Experience

- 30% have been in the profession for more than 20 years
- 41% have been in the profession for 10 to 20 years
- 87% have been employed in the legal profession for at least 5 years

## Where They Work

- 60% work in a law firm
- 19% work in a corporate law department
- 10% work in a government agency

## They Are Well-Paid

- Average Annual Salary: \$52,214
- Average Salary by Employer**
- Law Firm \$50,056
  - Corporate \$62,512
  - Government \$59,679

## Most Have a Paralegal Job Title

Paralegal; Paralegal Manager; Senior Paralegal; Paralegal (other)	82.1%
Legal Assistant; Lawyer's Assistant; Legal Document Assistant; Legal Secretary	14.6%
Other (Educator, Librarian, Student)	3.3%

market  
experienced  
paralegals  
professionals  
technology  
well-paid

## Subscribers with Purchasing Power

The majority of *Paralegal Today* subscribers work in small to mid-size firms where they are responsible for a variety of tasks including coordinating and managing depositions, process server, project management, client relations, legal research, liaison with consultants, human resources, office manager, technology manager...and more. Advertisers make contact with skilled professionals who recommend and purchase a vast array of products and services.

### 89% Work in Organizations with 1 to 50 Attorneys

- 1 to 10 attorneys 68%
- 11 to 50 attorneys 21%
- 51 to 100 attorneys 4%
- 100 or more attorneys 7%

### Types of duties performed at work

- Document management 55%
- Drafting documents 53%
- Client relations 34%
- Research 33%
- Clerical 33%
- Litigation Support 32%
- Project management 28%
- Administrative Assistant 27%
- Trial preparation 25%
- Other 6%

### Well-involved in technology

- 60% have input on technology decisions
- 57% rate their technology expertise above average

### Readers use a variety of legal products and services

- Electronic Discovery Software 52%
- Time/Billing/Accounting Software 65%
- Document Management Software 60%
- Document Assembly Software 38%
- Litigation Support Products 55%
- Graphic Software Products 57%
- Imaging/OCR Production Tools 80%
- Trial Presentation Software 35%
- Transcript Management Software 40%
- Web-based Repository 29%

## Reliable Circulation Means Advertising Effectiveness and Results

**Paralegal Today** is the nation's leading independent magazine for paralegal professionals and legal assistants. It offers advertisers a highly-targeted, responsive audience of subscribers who have the authority to recommend and purchase your products and services. Your advertising program reaches an average circulation of 7,250 per issue plus special controlled distributions at professional conferences and meetings of paralegal associations and educational institutions. With a pass-along factor of 4.2 readers per issue, that means a total audience reach of more than 30,000 throughout the paralegal marketplace.

### FREE Digital Edition Gives You Greater Reach and Value!

Each time you advertise in the print edition of **Paralegal Today** your ad will also appear, at no additional cost, in the digital edition posted simultaneously on the subscriber-only section of the **Paralegal Today** website. The online digital edition gives your advertisement extended reach and exposure throughout the marketplace. You can also enhance your digital ad with dynamic, optional online capabilities such as pop-up messages or product demos tagged right on your ad for instant, interactive contact with readers and prospects.

### Special Advertising Opportunities

In addition to regular display advertising, **Paralegal Today** also offers advertisers excellent, low-cost sections within the magazine that feature special, text/image listings that allow you to describe your company's advantages concisely and effectively. These include the "Vendor Views" section, published in each issue, plus special directories on key market segments published in selected issues during the year. Those include the eDiscovery Vendor Directory, the Technology Directory, the School Directory, and others.

### Enhance Your Sales Message with Online Banner Advertising!

Paralegals frequently visit the **Paralegal Today** website to reference archived issues of the magazine, get updates on industry events and conferences, and utilize other useful website features...and often to make direct contact with advertisers. Take advantage of Paralegal Today's excellent online advertising options to enhance your marketing efforts and get additional results!

**Contact us NOW for help  
in planning your  
advertising program!**

Email: [adsales@conexionmedia.com](mailto:adsales@conexionmedia.com)

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