

# The **CANADIAN** Lawyer Audience



81% of readers say the publication is relevant to their practice and work.



49% of readers say *Canadian Lawyer* is their preferred source of legal news.



46% of readers visit [canadianlawyermag.com](http://canadianlawyermag.com)



35% of readers read news on smart phone or tablet.



65% read news on desktop computers.

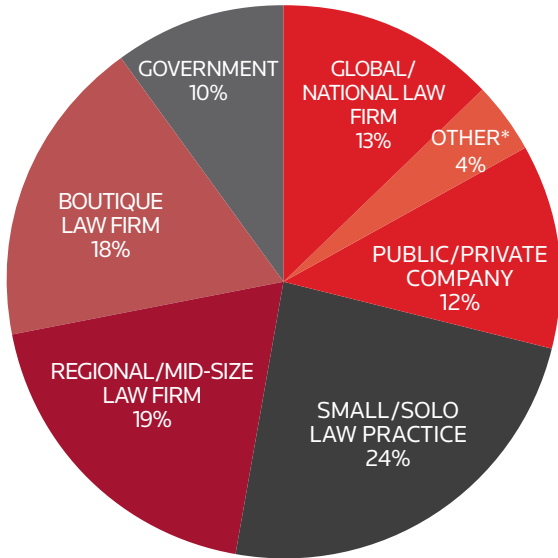
## TOP 5 AREAS OF PURCHASING INFLUENCE

1. Computer Software / Hardware
2. Legal Technology
3. Office Equipment
4. Professional Development/ Continuing Education
5. Expert Witness

## TOP 5 INTEREST AREAS OF READERS

1. Legal Updates by Practice Area
2. Legal News
3. Case Law
4. Litigation
5. Courts

## TYPES OF ORGANIZATION



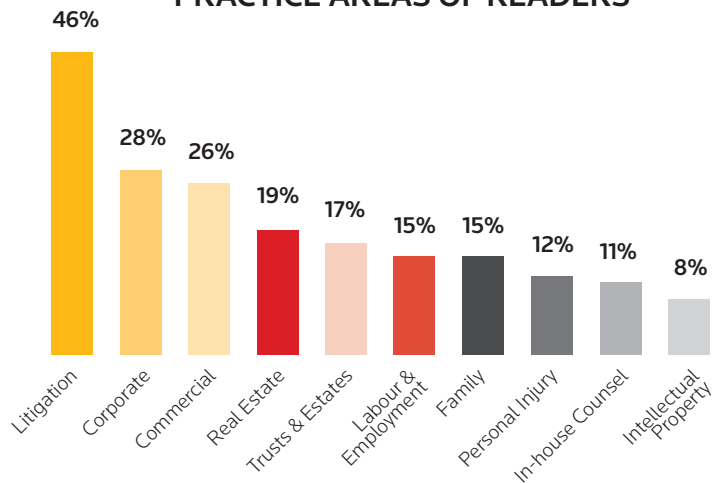
\* Includes courts, law schools and others allied to the field

**73%** of readers say they've referred a client to another lawyer or law firm

**38%** of readers say referral is a determining factor when choosing a law firm

**7.8** Average number of referrals made

## PRACTICE AREAS OF READERS



## SIZE OF ORGANIZATION WHERE READERS WORK

