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



54% of readers say *Canadian Lawyer InHouse* is their preferred source of legal news.



48% of readers visit canadianlawyermag.com



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



65% read news on desktop computers.

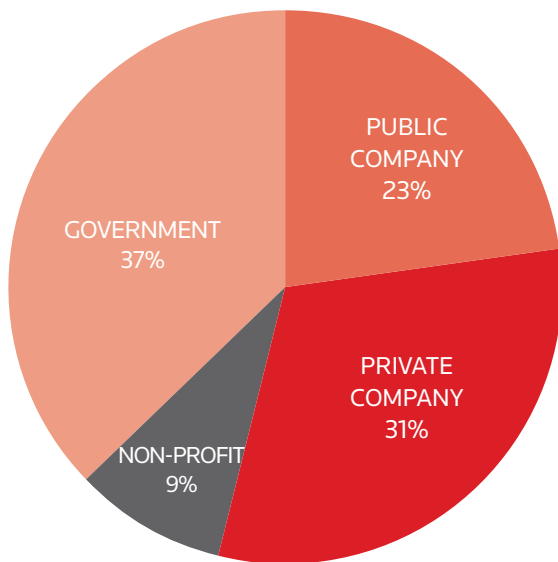
TOP 5 AREAS OF PURCHASING INFLUENCE

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

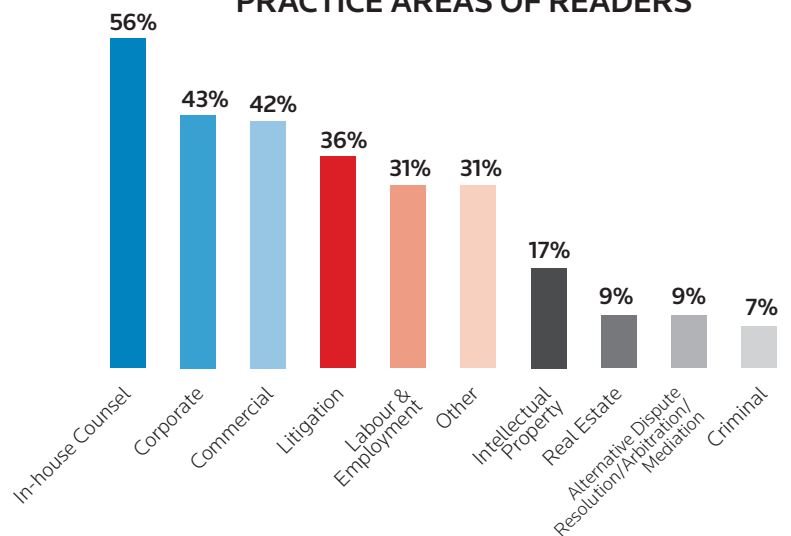
TOP 5 INTEREST AREAS OF READERS

1. Legal Updates by Practice Area
2. Legal News
3. Emerging Trends
4. Corporate / Commercial Law
5. Case Law

TYPES OF ORGANIZATION



PRACTICE AREAS OF READERS



39% 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

4.9 Average number of referrals made

AFTER VISITING OUR WEBSITES



54% visit another website



41% pass along info



48% discuss the content with a colleague



11% investigate an advertised product, firm or service