

# PROVINCIAL REPORT: NEW BRUNSWICK

SPACE CLOSING JANUARY 4 • MATERIAL DUE JANUARY 11



## Canadian Lawyer

- 24,000 print circulation
- 14,000 digital audience
- 73,000 monthly visitors to the website [canadianlawyermag.com](http://canadianlawyermag.com)
- *Canadian Legal Newswire* has 44,000 distribution

## ENHANCE YOUR PRESENCE THROUGHOUT CANADA

*Canadian Lawyer* is pleased to offer this targeted advertising opportunity for New Brunswick law firms and legal suppliers. New Brunswick continues to have a vibrant legal marketplace. In our Provincial Report feature we talk to the players at the heart of the action, as well as some of the key developments and areas of focus in 2018.

Upon publication, the Provincial Report: New Brunswick will be part of the print and digital edition and will also be featured on *CanadianLawyerMag.com* and in an upcoming issue of *Canadian Legal Newswire*. New Brunswick law firms and legal suppliers will qualify for over 30% in savings on the regular *Canadian Lawyer* advertising rates.

SEE NEXT PAGE FOR SPECIAL PRICING AND PACKAGING

## TWO GREAT WAYS TO GROW YOUR BUSINESS

### SPECIAL INTEGRATED CAMPAIGNS

Get your message noticed and read by harnessing the power of our integrated marketing platforms. *Canadian Lawyer* has a distribution of **24,000**, including close to **6,000** corporate counsel. As the leading legal news site in Canada, *CanadianLawyerMag.com* welcomes over **73,000** visitors per month, and the *Canadian Legal Newswire* reaches the inboxes of over **44,000** lawyers and in-house counsel across Canada.

### SPONSORED CONTENT

Our audience is interested in a range of legal topics across all practice areas. By partnering with *Canadian Lawyer*, you can position yourself as a leader and gain easy access to a highly engaged audience. You provide the content and our dedicated team of IT and media experts will deploy it over all channels, resulting in a resource and cost-effective multichannel marketing campaign.

Position your firm as a thought leader and increase awareness with current and future clients. Sponsored content plays a critical role to drive your brand, enhances your credibility and increases business development opportunities.

## SPECIAL INTEGRATED CAMPAIGNS APPLY FOR ALL NEW BRUNSWICK LAW FIRMS AND LEGAL SUPPLIERS

### GOLD

**\$7,995 – Save 33%**

**TOTAL VALUE: \$12,020**

Includes full page ad in print and digital editions of the February issue of *Canadian Lawyer*, best available position on *canadianlawyermag.com* for February 2018, 1/2 big box in two applicable *Canadian Legal Newswire* February editions.

### SILVER

**\$5,795 – Save 32%**

**TOTAL VALUE: \$8,550**

Includes 1/2 page ad in print and digital editions of the February issue of *Canadian Lawyer*, best available position on *canadianlawyermag.com* for February 2018, 1/2 big box in one February 2018 *Canadian Legal Newswire* edition.

### BRONZE

**\$3,995 – Save 32%**

**TOTAL VALUE: \$5,840**

Includes 1/4 page ad in print and digital editions of February issue of *Canadian Lawyer*, best available position on *canadianlawyermag.com* for February 2018, 1/2 big box in one February 2018 *Canadian Legal Newswire* edition.

### ENHANCE YOUR VISIBILITY ACROSS ALL DIGITAL PLATFORMS

#### DIGITAL ONLY

**\$3,920 – Save 20%**

**TOTAL VALUE: \$4,900**

Includes a premium position on *Canadian Legal Newswire*, a premium position on *Canadian Lawyer Newswire INHOUSE* edition, and a premium position on *canadianlawyermag.com*. Positions to be determined at time of booking depending upon inventory availability.

### ADD MORE DIGITAL POWER TO ANY INTEGRATED OR DIGITAL PACKAGE

#### DIGITAL UPGRADE

**\$1,890 – Save 35%**

**TOTAL VALUE: \$2,910**

Includes a premium position on *lawtimesnews.com* and a premium position on *lexpert.ca*. Positions to be determined at time of booking depending upon inventory availability.

Applicable taxes will be added to all rates.

## SPONSORED CONTENT SPECIAL PRICING

### DOUBLE PAGE PACKAGE



#### Double Page Spread

520 words + 1/2 page ad or 885 words (no ad)  
+ Sponsor Spotlight in *Canadian Legal Newswire*  
\$9,995 (32% savings)  
compared to reg. \$14,865

### SINGLE PAGE PACKAGE



#### Single Page

310 words + 1/4 display ad or 390 words (no ad) + Sponsor Spotlight in *Canadian Legal Newswire*  
\$5,965 (29% savings) compared to reg. \$8,400

NOTE: Sponsored content close dates are two weeks prior to regular close dates.  
Applicable taxes will be added to all rates.

- Increase brand recognition and loyalty by reaching a wide audience, and become top of mind when clients choose external counsel.
- Get your message read by reaching your audience on the platform of their choice.
- Tell your story and create a relationship.
- Communicate in your own terms and shape the conversation.
- Further enhance your firm's credibility and reputation as a thought leader.
- Reach new audiences engaged by a more content driven approach.
- Increase engagement with your existing content and properties, subsequently driving more value from them.

Ad Space Closing: January 4 | Material Due: January 11  
Sponsored Content Close Dates: 2 weeks prior to regular close dates

FOR MORE INFORMATION OR TO BOOK YOUR CAMPAIGN CONTACT US TODAY:

MediaSolutions.Sales@tr.com | 416-649-8841