

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



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



65% read news on desktop computers.

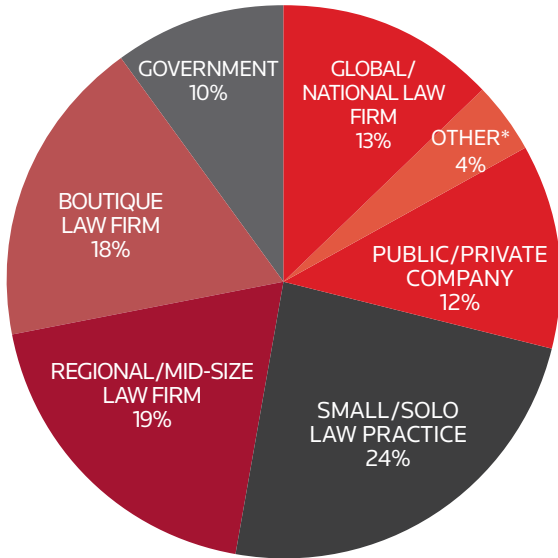
TOP 5 AREAS OF PURCHASING INFLUENCE

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



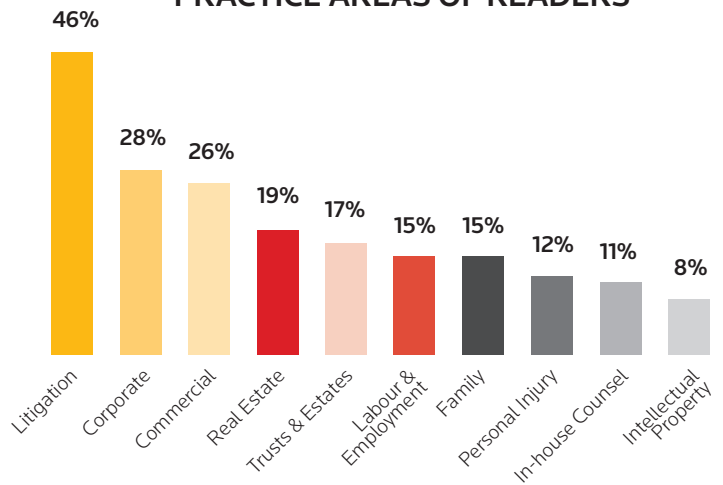
* Includes courts, law schools and others allied to the field

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

