



Advertising in LegalAction

The essential read for public authorities and the legal aid and advice sector

Call 020 7520 9474 for more details

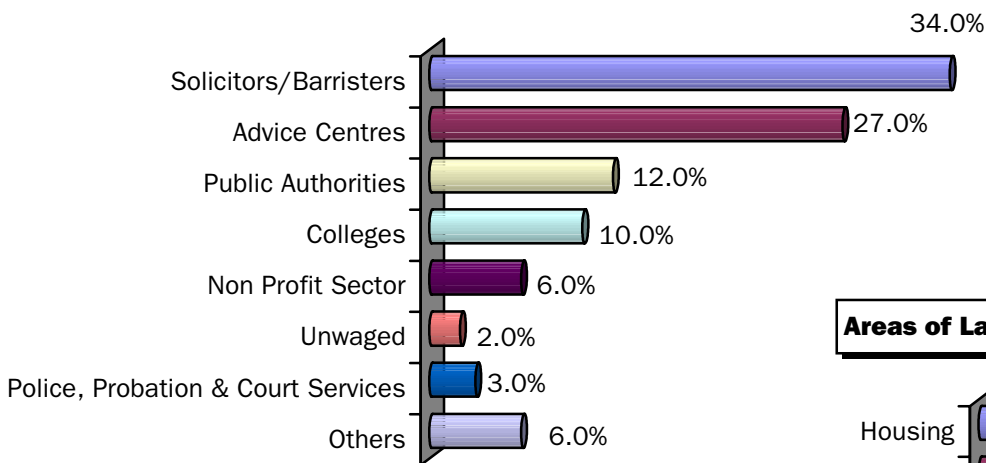
An invaluable tool for anyone providing publicly-funded legal services

Legal Action is a vital source of information on the latest developments in the law, concerning – among others – community care, crime, education, employment, family, housing, human rights, immigration, mental health and public law. The magazine comments on the massive upheavals that are currently under way, as well as providing news, comment, topical and practice articles.

Why advertising in Legal Action works

- Whatever specialism you require, *Legal Action's* unique circulation has it covered with **3500** professionals involved in a wide range of areas from housing to education.
- Your advertising will reach many more people than the original circulation as **98%** of subscribers keep the magazine in the office – either filing it or passing it onto a colleague.

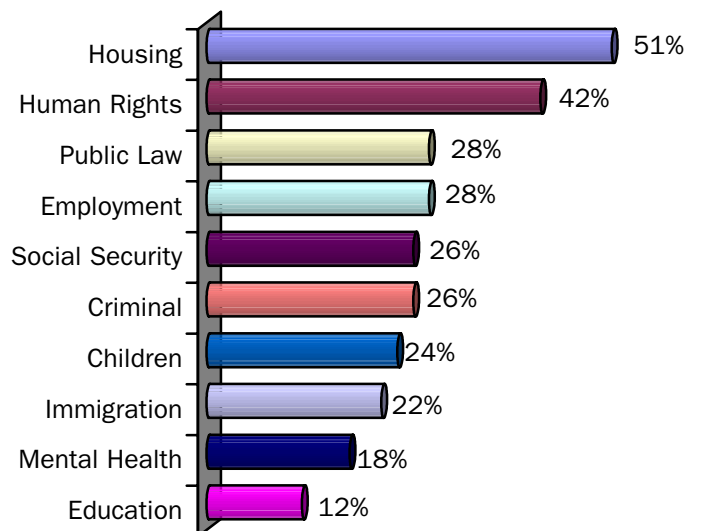
Types of Organisation



Source: Publisher's analysis of subscribers (5055)

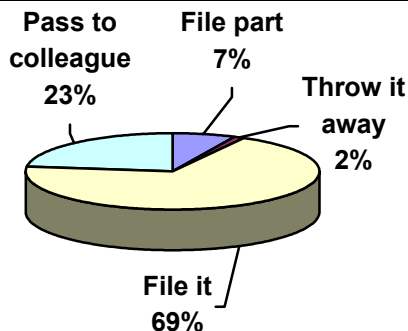
73% of subscribers work in law firms, chambers, advice centres, or public authorities

Areas of Law that Subscribers are Involved With



Base: all (1,310)

What Happens to Legal Action Once the Magazine is Read



Source: Legal Action Subscriber Survey 2002 (1,310)

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Note on Legal Action Subscriber Survey: Conducted in September 2002, 1314 postal replies were received from a random sample of Legal Action subscribers representing an excellent response rate of 41%.

Legal Action: Cost-effective advertising to a targeted audience of legal aid professionals

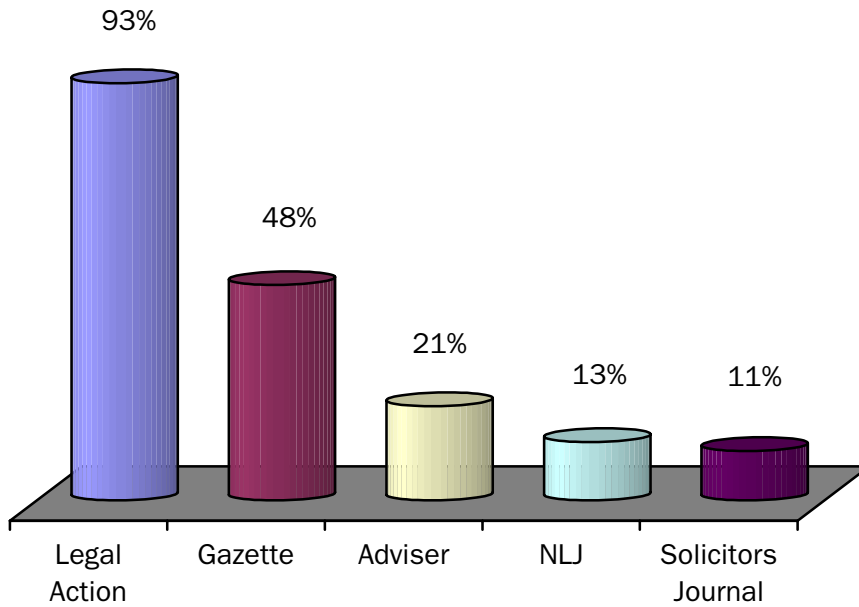


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Magazines Read Regularly



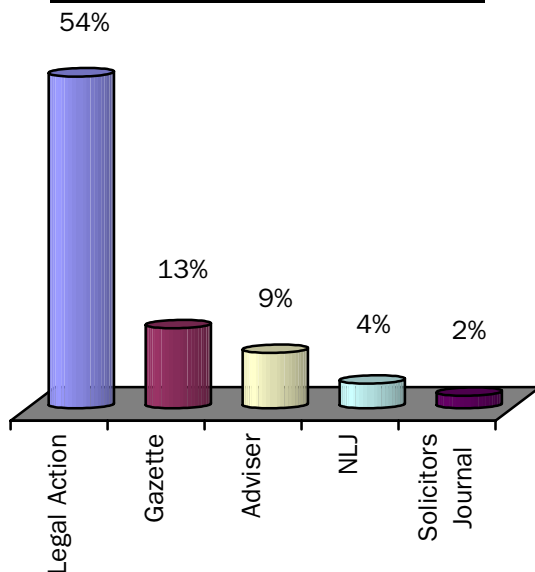
Base: all (1,310)

Source: Legal Action Subscriber Survey 2002 (1,310)

93% of subscribers read Legal Action regularly

The majority of subscribers read the Noticeboard/Jobs almost always or sometimes

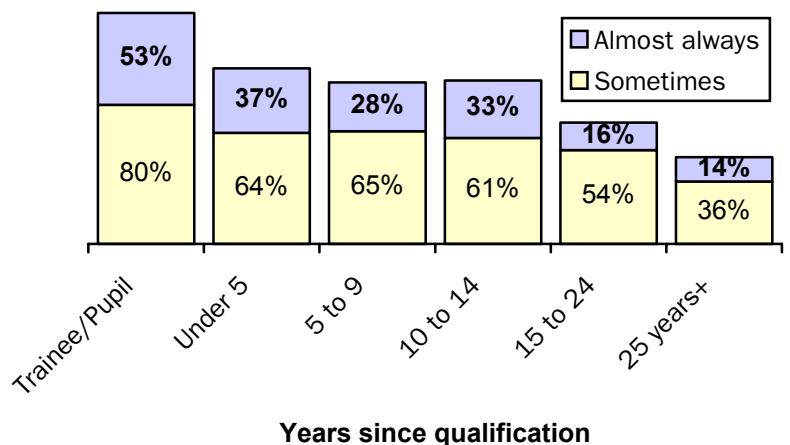
Most Valuable Magazine at Work



Base: all (1,310)

Source: Legal Action Subscriber Survey 2002 (1,310)

Frequency of Reading Noticeboard/Jobs



Base: solicitors/barristers (694)

Note on Legal Action Subscriber Survey: Conducted in September 2002, 1314 postal replies were received from a random sample of 3185 Legal Action subscribers representing an excellent response rate of 41%.

Legal Action: the perfect platform for advertising your services or vacancies