

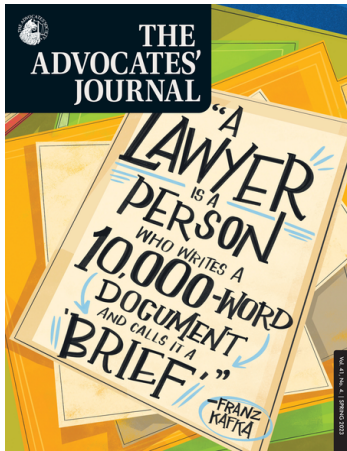


THE ADVOCATES' SOCIETY

MEDIA KIT

2024

THE ADVOCATES' SOCIETY'S PUBLICATIONS



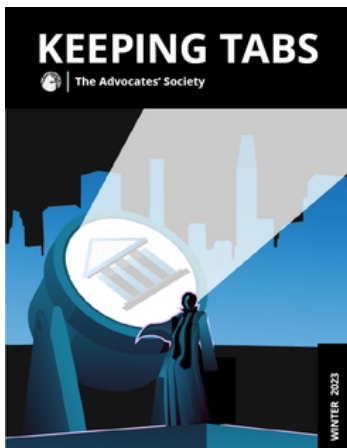
The Advocates' Journal is a quarterly print and digital publication distributed to members of The Advocates' Society, a professional association of 6,000+ litigators and judges, across Canada. Our readers practice in the courts, administrative tribunals, arbitrations, and other forums for dispute resolution in all practice areas. Readers come from firms of all sizes, as well as, the courts, government, and industry. The Advocates' Journal is a testament to our influential membership and their commitment to the art and craft of advocacy. A much-anticipated read, the Journal plays an important role in the Society's 60 year history.

[View a sample of The Advocates' Journal](#)



Advocacy Matters is a quarterly digital newsletter distributed to 15,000+ subscribers, which includes our full membership of advocates as well as subscribers who are not currently members. With articles written by our respected members, Advocacy Matters features articles on top cases, practice areas, interviews and event and program reports. Advocacy Matters is where our readers come to find out what is happening with The Advocates' Society across Canada.

[View a sample of Advocacy Matters](#)



Keeping Tabs is a quarterly digital newsletter distributed to 15,000+ subscribers, which includes our full membership of advocates as well as subscribers who are not currently members. Articles in Keeping Tabs are written by our Young Advocates' Standing Committee (YASC), who are made up of lawyers 10 years of call or fewer. Keeping Tabs is targeted towards lawyers in the earlier stages of their career, but attracts lawyers of all call years by featuring articles on top cases, practice areas, interviews and YASC event and program reports.

[View a sample of Keeping Tabs](#)

AUDIENCE

15,000+

Email subscribers, including members and non-members

6,000+

Members of The Advocates' Society receive The Advocates' Journal

2,200

Members <10 years of call

1,600

Members 10-19 years of call

2,200

Members 20+ years of call

Interest areas of our readers



Art & theater aficionados



Avid investors



Health & fitness buffs



Green living enthusiasts



Political news fanatics



Book lovers

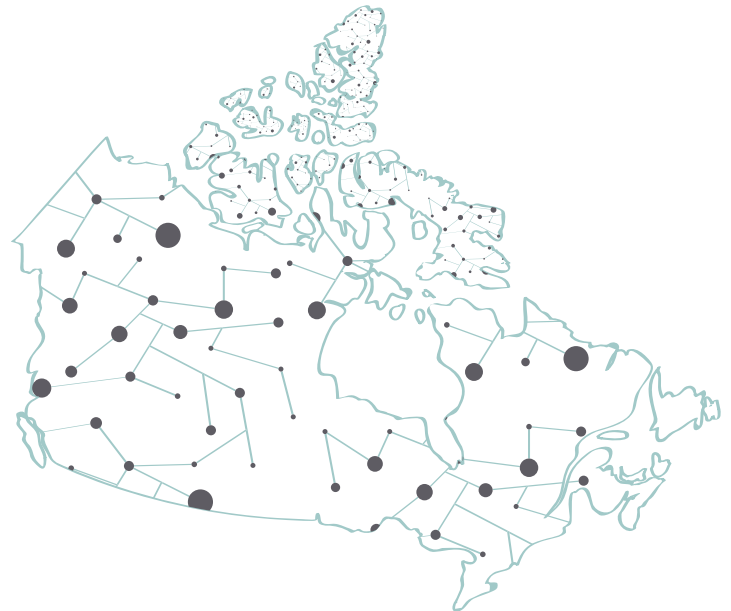


Movie lovers



Travel buffs

Our readers live in...



Vancouver 5%

Toronto 58%

Montréal 5%

Calgary 6%

Ottawa 5%

Halifax 2%

RATES & SIZES

Sizes	The Advocates' Journal Ad Rates	Digital Newsletter Bundle Rates*
Inside Front Cover With Bleed Trim Size: 8.5" W x 11" H Image Area: 8" W x 10.5" H Bleed Size: 9" W x 11.5	x1: \$3,955 x2: \$3,815 x4: \$3,510	x1: \$600* x2: \$550* x4: \$500*
Inside Back Cover With Bleed Trim Size: 8.5" W x 11" H Image Area: 8" W x 10.5" H Bleed Size: 9" W x 11.5	x1: \$3,650 x2: \$3,500 x4: \$3,240	x1: \$600* x2: \$550* x4: \$500*
Outside Back Cover With Bleed Trim Size: 8.5" W x 11" H Image Area: 8" W x 10.5" H Bleed Size: 9" W x 11.5	x1: \$4,180 x2: \$4,025 x4: \$3,720	x1: \$600* x2: \$550* x4: \$500*
Full Page Ad With Bleed Trim Size: 8.5" W x 11" H Image Area: 8" W x 10.5" H Bleed Size: 9" W x 11.5	x1: \$3,405 x2: \$3,290 x4: \$3,055	x1: \$600* x2: \$550* x4: \$500*
Half Page Horizontal Ad 7.5" W x 4.9167" H	x1: \$2,290 x2: \$2,210 x4: \$2,050	x1: \$400* x2: \$350* x4: \$300*
Quarter Page Ad 3.6667" W x 4.9167" H	x1: \$1,440 x2: \$1,380 x4: \$1,270	

*This rate is 50% off the regular rate for digital ads and is only available with the purchase of an ad in The Advocates' Journal.

For digital newsletter rates contact: Robin Black, Director, Marketing & Membership at robin@advocates.ca or (416) 597-0243 ext. 108

DEADLINES

	The Advocates' Journal	Keeping Tabs Digital Newsletter	Advocacy Matters Digital Newsletter
SPRING	Commitment & Material Deadline: January 8, 2024 Issue Landing Date: March 4 - 8, 2024**	Commitment & Material Deadline: April 12, 2024 Issue Landing Date: April 26, 2024**	Commitment & Material Deadline: May 10, 2024 Issue Landing Date: May 24, 2024**
SUMMER	Commitment & Material Deadline: April 2, 2024 Issue Landing Date: June 3 - 7, 2024**	Commitment & Material Deadline: July 12, 2024 Issue Landing Date: July 26, 2024**	Commitment & Material Deadline: August 9, 2024 Issue Landing Date: August 23, 2024**
FALL	Commitment & Material Deadline: July 8, 2024 Issue Landing Date: September 9 - 13, 2024**	Commitment & Material Deadline: October 11, 2024 Issue Landing Date: October 25, 2024**	Commitment & Material Deadline: November 8, 2024 Issue Landing Date: November 22, 2024**
WINTER	Commitment & Material Deadline: September 30, 2024 Issue Landing Date: December 2 - 6, 2024**	Commitment & Material Deadline: January 10, 2025 Issue Landing Date: January 24, 2025**	Commitment & Material Deadline: February 7, 2025 Issue Landing Date: February 21, 2025**

**Issue landing dates are approximate

FILE REQUIREMENTS

What does advertising in The Advocates' Society's publications offer?

Brand Building: Benefit from enhanced credibility and brand recognition through your relationship with The Advocates' Society.

Legendary Longevity: The Journal is more than a magazine – it's a periodical our members keep in their libraries for future use. The Advocates' Journal features commentaries from Canada's leading legal professionals, addressing substantive law and practice issues, comments on reform, book reviews, case reports, and advice on trial advocacy techniques.

An Exclusive Target Market: Whether your company services the litigation community or you are a lawyer looking for referral work, our publications showcase your name in front of nearly 6,000 Canadian advocates, as well as courts and law libraries.

Print Requirements

All print files for The Advocates' Journal must meet the following criteria:

- A press-quality, high-resolution PDF file.
- Print ads will only be accepted in full colour (CMYK) with no spot colours.
- Files must be created and saved at 300 dpi quality or higher.
- Add 0.25" bleed allowance on each side for ads with bleed.

Digital Requirements

All online files for The Advocates' Journal must meet the following criteria:

- A press-quality, high-resolution PDF file.
- Digital ads will only be accepted in full colour (RGB).
- Files must be created and saved at 300 dpi quality or higher.
- Add 0.25" bleed allowance on each side for ads with bleed.
- A link to your website (optional).

Please note: we recommend that all files be created in Adobe Photoshop, Adobe InDesign, and/or Adobe Illustrator.

CONTACT US

The Advocates' Society

2700 – 250 Yonge St., P.O. Box 55

Toronto, ON, M5B 2L7

T: 416-597-0243

Toll-Free: 1-888-597-0243

www.advocates.ca



Interested in advertising in The Advocates' Journal and newsletters?

To reserve your advertising space or for subscription information, please contact:

Robin Black | (she/her)

Director, Marketing & Membership

T: 416-597-0243 or 1-888-597-0243 ext. 108

E: robin@advocates.ca

Miriam Reiken | (she/her)

Marketing & Communications Coordinator

T: 416-597-0243 or 1 888 597-0243 ext. 128

E: miriam@advocates.ca

For questions about ad specifications, please contact:

Jenny Meya | (she/her)

Graphic Designer

E: jenny@advocates.ca