



# 2022 Media Kit



# The Advocates' Society's Publications



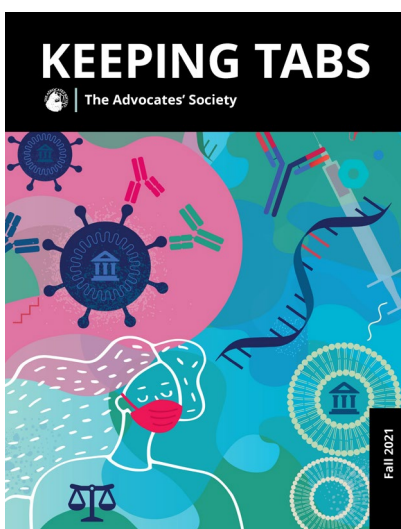
**The Advocates' Journal** is a quarterly print and digital publication distributed to members of The Advocates' Society, a professional association of 5,600+ litigators and judges, across Canada. Our readers practice in the courts, administrative tribunals, arbitrations, and other forums for dispute 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 55 year history.

[View A Sample of The Advocates' Journal](#)



**Advocacy Matters** is a quarterly digital newsletter distributed to 13,500+ 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 13,500+ 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](#)



# 13,500+

Email subscribers, including members and non-members

# 5,600+

Members of The Advocates' Society receive The Advocates' Journal

# 2,419

Members under 10 years of call

# 1,358

Members 10-19 years of call

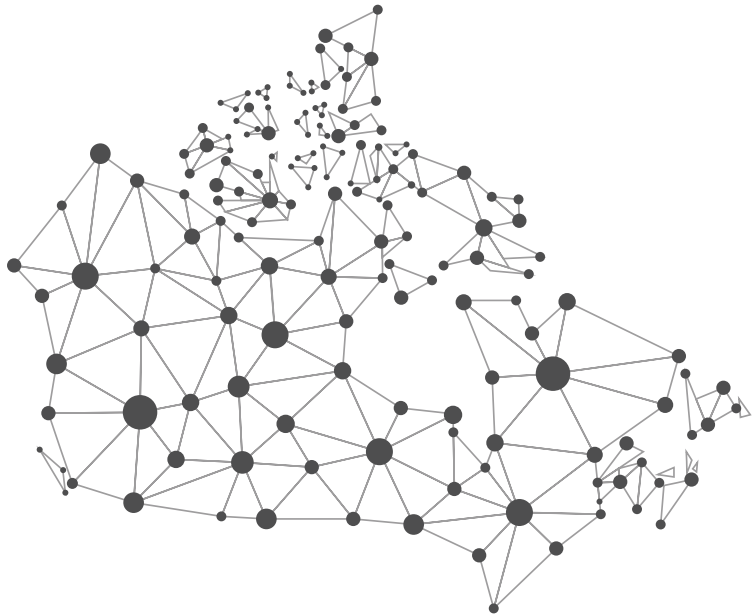
# 1,868

Members 20+ years of call

### Interest areas of our readers

- Art & theater aficionados
- Avid investors
- Health & fitness buffs
- Green living enthusiasts
- Political news junkies
- Book lovers
- Movie lovers
- Travel buffs





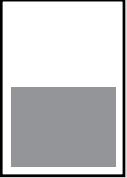
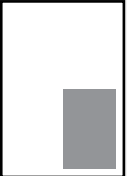
### Our readers live in...



Vancouver - 5%	Toronto - 57%	Montreal - 5%
Calgary - 6%	Ottawa - 5%	Halifax - 2%



# Rates & Sizes

Sizes	The Advocates' Journal Ad Rates	Digital Newsletter Bundle Rates*
 <p><b>Inside Front Cover With Bleed</b>            Trim Size: 8.5" W x 11" H            Image Area: 8" W x 10.5" H            Bleed Size: 9" W x 11.5" H</p>	x1: \$3,785 x2: \$3,650 x4: \$3,360	x1: \$800* x2: \$750* x3: \$700*
 <p><b>Inside Back Cover With Bleed</b>            Trim Size: 8.5" W x 11" H            Image Area: 8" W x 10.5" H            Bleed Size: 9" W x 11.5" H</p>	x1: \$3,495 x2: \$3,350 x4: \$3,100	
 <p><b>Outside Back Cover With Bleed</b>            Trim Size: 8.5" W x 11" H            Image Area: 8" W x 10.5" H            Bleed Size: 9" W x 11.5" H</p>	x1: \$4,000 x2: \$3,850 x4: \$3,560	
 <p><b>Full Page Ad With Bleed</b>            Trim Size: 8.5" W x 11" H            Image Area: 8" W x 10.5" H            Bleed Size: 9" W x 11.5" H</p>	x1: \$3,260 x2: \$3,150 x4: \$2,925	x1: \$600* x2: \$550* x3: \$500*
 <p><b>Half Page Horizontal Ad</b>            7.5" W x 4.9167" H</p>	x1: \$2,190 x2: \$2,115 x4: \$1,960	x1: \$300* x2: \$250* x4: \$200*
 <p><b>Quarter Page Ad</b>            3.6667" W x 4.9167" H</p>	x1: \$1,375 x2: \$1,320 x4: \$1,215	

\* This rate is only available with purchase of an ad in The Advocates' Journal. For digital newsletter rates contact: Robin Black, Director, Marketing & Membership at robin@advocates.ca or 1-888-597-0243 ext. 108.

# Deadlines



	<b>The Advocates' Journal</b>	<b>Keeping Tabs Digital Newsletter</b>	<b>Advocacy Matters Digital Newsletter</b>
<b>SPRING</b>	<p>Commitment &amp; Material Deadline: January 10, 2022</p> <p>Issue Landing Date: March 1 - 4, 2022**</p>	<p>Commitment &amp; Material Deadline: April 8, 2022</p> <p>Landing Date: April 22, 2022**</p>	<p>Commitment &amp; Material Deadline: May 6, 2022</p> <p>Landing Date: May 20, 2022**</p>
<b>SUMMER</b>	<p>Commitment &amp; Material Deadline: April 1, 2022</p> <p>Issue Landing Date: May 30 - June 3, 2022**</p>	<p>Commitment &amp; Material Deadline: July 8, 2022</p> <p>Landing Date: July 22, 2022**</p>	<p>Commitment &amp; Material Deadline: August 5, 2022</p> <p>Landing Date: August 19, 2022**</p>
<b>FALL</b>	<p>Commitment &amp; Material Deadline: July 11, 2022</p> <p>Issue Landing Date: September 6 - 9, 2022**</p>	<p>Commitment &amp; Material Deadline: October 7, 2022</p> <p>Landing Date: October 21, 2022**</p>	<p>Commitment &amp; Material Deadline: November 4, 2022</p> <p>Landing Date: November 18, 2022**</p>
<b>WINTER</b>	<p>Commitment &amp; Material Deadline: October 3, 2022</p> <p>Issue Landing Date: November 7 - 11, 2022**</p>	<p>Commitment &amp; Material Deadline: January 13, 2023</p> <p>Landing Date: January 27, 2023**</p>	<p>Commitment &amp; Material Deadline: February 3, 2023</p> <p>Landing Date: February 17, 2023**</p>

***\*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 and newsletters 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.**

# Advertising Request Form



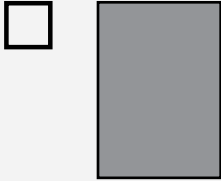
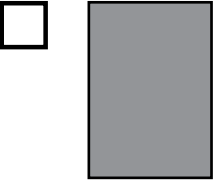
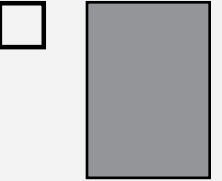
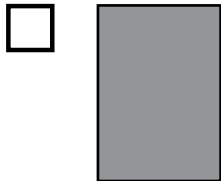
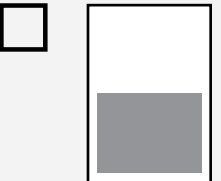
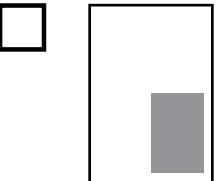
Name: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Company/ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_

<div style="text-align: center;"> <input type="checkbox"/>  </div> <p style="text-align: center;"><b>Inside Front Cover</b> 8.5"W x 11"H + 0.25" bleed</p> <table border="0"> <tr> <td><b>Journal Rates</b></td> <td><b>Newsletter Bundle</b></td> </tr> <tr> <td><input type="checkbox"/> x1: \$3,785</td> <td><input type="checkbox"/> x1: \$800</td> </tr> <tr> <td><input type="checkbox"/> x2: \$3,650</td> <td><input type="checkbox"/> x2: \$750</td> </tr> <tr> <td><input type="checkbox"/> x4: \$3,360</td> <td><input type="checkbox"/> x4: \$700</td> </tr> </table>	<b>Journal Rates</b>	<b>Newsletter Bundle</b>	<input type="checkbox"/> x1: \$3,785	<input type="checkbox"/> x1: \$800	<input type="checkbox"/> x2: \$3,650	<input type="checkbox"/> x2: \$750	<input type="checkbox"/> x4: \$3,360	<input type="checkbox"/> x4: \$700	<div style="text-align: center;"> <input type="checkbox"/>  </div> <p style="text-align: center;"><b>Inside Back Cover</b> 8.5"W x 11"H + 0.25" bleed</p> <table border="0"> <tr> <td><b>Journal Rates</b></td> </tr> <tr> <td><input type="checkbox"/> x1: \$3,495</td> </tr> <tr> <td><input type="checkbox"/> x2: \$3,350</td> </tr> <tr> <td><input type="checkbox"/> x4: \$3,100</td> </tr> </table>	<b>Journal Rates</b>	<input type="checkbox"/> x1: \$3,495	<input type="checkbox"/> x2: \$3,350	<input type="checkbox"/> x4: \$3,100	<div style="text-align: center;"> <input type="checkbox"/>  </div> <p style="text-align: center;"><b>Outside Back Cover</b> 8.5"W x 11"H + 0.25" bleed</p> <table border="0"> <tr> <td><b>Journal Rates</b></td> </tr> <tr> <td><input type="checkbox"/> x1: \$4,000</td> </tr> <tr> <td><input type="checkbox"/> x2: \$3,850</td> </tr> <tr> <td><input type="checkbox"/> x4: \$3,560</td> </tr> </table>	<b>Journal Rates</b>	<input type="checkbox"/> x1: \$4,000	<input type="checkbox"/> x2: \$3,850	<input type="checkbox"/> x4: \$3,560				
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**Promotional Inserts** - A limited number of spaces are available for promotional inserts (inserts to be supplied by advertiser). Promotional inserts will be placed ahead of any of The Advocates' Society program or events fliers.

**Front of the Pack (1 available)**  
\$1.25 per  
one page double sided (8 ½ x 11)

**In the middle (3 available)**  
\$.75 per  
one page double sided (8 ½ x 11)

**At the back (1 available)**  
\$.50 per  
one page double sided (8 ½ x 11)

**Advertising Time Request:**

Spring

Summer

Fall

Winter

Thank you for your interest in advertising with The Advocates' Journal. We will be in contact with you, regarding your request, within 1-2 business days. Please email or fax this form to Miriam Reiken, Marketing & Communications Coordinator, at miriam@advocates.ca.



## 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

F: 416-597-1588

[www.advocates.ca](http://www.advocates.ca)

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Interested in advertising in The Advocates' Journal and newsletters?  
To reserve your advertising space or for subscription information,  
please contact:

**Robin Black**

Director, Marketing & Membership

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

E: robin@advocates.ca

**Miriam Reiken**

Marketing & Communications Coordinator

T: 416-597-0243 or 1 888 597-0243 x128

miriam@advocates.ca

For questions about ad specifications, please contact:

**Jessica Lim**

Creative Director, Marketing & Communications

E: jessical@advocates.ca