

MEDIA KIT

2010

BRISBANE LEGAL



A MAGAZINE ABOUT LAWYERS FOR LAWYERS

Brisbane Legal is a targeted magazine with a focus on the Legal Profession in Brisbane.

The sophisticated editorial content includes news, events, social functions and features relevant to this affluent audience, as well as lifestyle elements like technology, motoring and new publications that are of both professional and personal interest to the readers.

Advertisers in Brisbane Legal are guaranteed to reach the entire spectrum of the Legal community including solicitors, barristers, members of the judiciary, law schools and in-house council. The majority of readers have been identified as having significant disposable income and purchasing power.



DISTRIBUTION

WE GIVE YOU ACCESS TO THE HIGH INCOME EARNING LEGAL PROFESSION

Brisbane Legal is mailed to the entire spectrum of Brisbane's legal community including,

- Solicitors
- Barristers
- In-house counsel
- Members of the judiciary
- Law schools

LAWYERS EARN BIG

The average income of a Brisbane Solicitor is \$97,712. Brisbane Barristers on average earn \$271,100 per annum.

Source: 2001-02 Legal Services Survey Australian Bureau of Statistics & Queensland Law Society Annual Report.

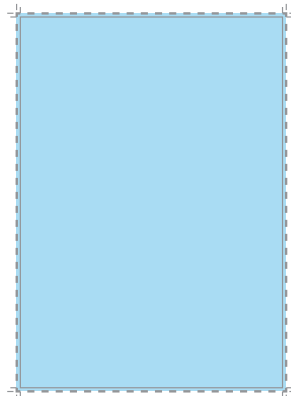
BRISBANE LEGAL ADVERTISING RATES

DESCRIPTION	SIZE (WIDTH x HEIGHT)	SINGLE ISSUE	3 ISSUES	6 ISSUES	12 ISSUES
FULL PAGE	220 x 310 (plus 3mm bleed)	\$2,250	\$2,000	\$1,900	\$1,750
HALF PAGE (H)	200 x 140	\$1,550	\$1,250	\$1,150	\$1,050
HALF PAGE (V)	98 x 280	\$1,550	\$1,250	\$1,150	\$1,050
THIRD PAGE (H)	200 x 90	\$950	\$900	\$850	\$800
THIRD PAGE (V)	280 x 65	\$950	\$900	\$850	\$800
QUARTER PAGE (H)	200 x 70	\$850	\$800	\$750	\$700
QUARTER PAGE (V)	98 x 140	\$850	\$800	\$750	\$700

All rates are exclusive of GST. LOADINGS: Back Page 30% Inside front & back page 25% Page 2-9 20% Right hand page 10%



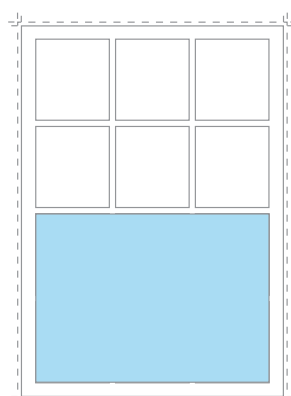
BRISBANE LEGAL MATERIAL SPECIFICATIONS



Full Page

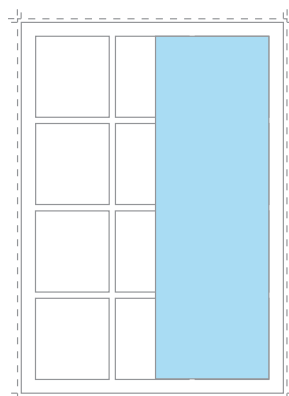
220mm(w) x 310mm(h)
+ 3mm bleed

ALSO Back Cover and Inside Cover



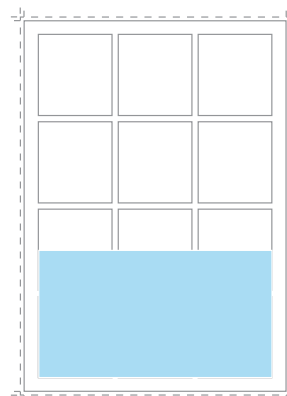
1/2 Page H

200mm(w) x 140mm(h)



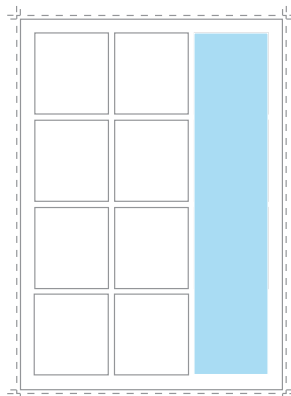
1/2 Page V

98mm(w) x 280mm(h)



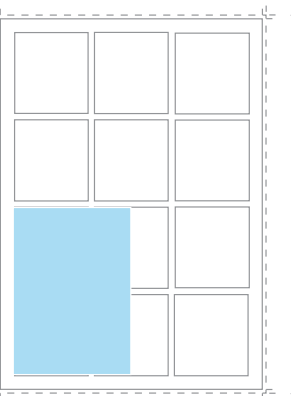
1/3 Page H

200mm(w) x 90mm(h)



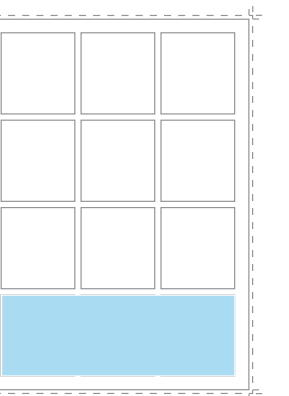
1/3 Page V

280mm(h) x 65mm(w)



1/4 Page B

140mm(h) x 98mm(w)



1/4 Page H

200mm(w) x 70mm(h)

ARTWORK SPECIFICATIONS:

Preferred Programs

PDF - Press format, Quark Xpress, Illustrator CS, Indesign CS, Photoshop CS Freehand MX

PDF Format:

Maximum file size: 6 megabytes

Compatibility: Acrobat 5.0

Fonts: All fonts must be embedded

Images: 300 dpi

Alterations will be made to ads received by electronic delivery, to suit magazine standards.

PDF generated from within an application (eg: Adobe Indesign, Illustrator) must comply with our specifications.

Post scripting the file to Acrobat Distiller is the preferred method.

The PDF viewing file is not colour managed so therefore colour variations will occur when printing.

Emailed / Posted artwork must be supplied via the following format

1. All fonts converted to 'curves' or 'outlines' or font inclusion must be selected in the creation of the eps. All links and imports supplied.
2. Images to be attached as TIF, EPS, JPG at 300dpi resolution at 100% placement (note most digital camera images are 72 resolution, so cropping in on a small portion of an image may render file unsuitable)
3. It is unacceptable to supply text, images or graphics as part of a Microsoft Office documents such as Word, Excel, Publisher or PowerPoint.
4. Colour images must be supplied in CMYK colour format, not RGB.
5. Photoshop (psd) file must be supplied with all working layers.
6. Colour proof and disk contents list must be supplied with all supplied artwork.
7. PDF supplied, must have font converted to paths, and saved as press format.

Ads not supplied in one of the above formats will incur an additional artwork charge.

SENDING ARTWORK:

BRISBANE LEGAL

art@brisbanelegal.com.au

(W): WIDTH (H): HEIGHT

2010 BOOKING & MATERIAL DEADLINES

BRISBANE LEGAL

PUBLICATION 8th OF EACH MONTH	BOOKING DEADLINE	MATERIAL DEADLINE
FEBRUARY	Friday 22 January	Wednesday 27 January
MARCH	Wednesday 17 February	Friday 19 February
APRIL	Wednesday 24 March	Friday 26 March
MAY	Wednesday 21 April	Friday 23 April
JUNE	Wednesday 19 May	Friday 22 May
JULY	Wednesday 23 June	Friday 25 June
AUGUST	Wednesday 21 July	Friday 23 July
SEPTEMBER	Wednesday 18 August	Friday 20 August
OCTOBER	Wednesday 22 September	Friday 24 September
NOVEMBER	Wednesday 20 October	Friday 22 October



THE DEFINITIVE SOURCE FOR LEGAL NEWS IN SOUTH EAST QUEENSLAND

ADVERTISING ENQUIRIES CALL
1300 764 664

sales@brisbanelegal.com.au

**BUSINESS
NEWS
PUBLICATIONS**

Brisbane Legal - GPO Box 2087, Brisbane QLD 4001