

legalexecutive

journal



Media Pack 2010

'Winner of Memcom 2009 – Best Professional Association Magazine'

www.ilexjournal.com

www.legal-executive-recruitment.com

Welcome to the *Legal Executive Journal*. Please find enclosed, with our compliments, a copy of the latest *Legal Executive*, the official Journal of The Institute of Legal Executives.

The *Legal Executive Journal* is the most cost-effective publication for effectively promoting your business to this highly regarded and influential audience. If your business is people – take a look at our clients both within the *Legal Executive Journal* and recruitment supplement and online at www.ilexjournal.com and www.legal-executive-recruitment.com.

They have one thing in common – success!

Opportunities exist within the well-read editorial or professional service pages, and of course, for recruitment agencies and employers, within the fortnightly recruitment supplements (from April 2010), which is directly mailed as a standalone publication to maximise both its impact and readership.

Recruitment and banner advertising opportunities are also available with our extremely successful online websites www.ilexjournal.com or www.legal-executive-recruitment.com. You can market single vacancies or activate a flat-fee account to upload an unlimited number of vacancies to your own branded micro-site pages. And if you have a high volume, for your convenience, you can do this via Broadbean.

Additional benefits to www.legal-executive-recruitment.com account holder clients include the ability to search candidates' profiles and match them to proactively fill your vacancies.

The *Legal Executive Journal* is the in-house publication of the Institute of Legal Executives (ILEX) and received the prestigious accolade of being the Memcom award winner 2009 for the best magazine – Professional Association

Publication. For over fifty years the Institute of Legal Executives has been offering unparalleled access to a flexible career in law. It works closely with government and the Ministry of Justice and is recognised in England and Wales as one of the three core regulators of the legal profession, alongside barristers and solicitors. ILEX provides a cost-effective route to obtaining law qualifications and a career in law which is open to all. Once training is complete and a five-year qualifying period has been undertaken, members become a Fellow of ILEX and use the designation 'Legal Executive'. Legal Executive lawyers may work in private practice or the legal department of a business or a local authority.

ILEX is a leading provider of comprehensive legal education and training. The status and standing of Legal Executive lawyers continues to grow, with Legal Executive lawyers already able to represent their clients in court (after they have completed the appropriate training) and are now eligible to become judges and partners in law firms. Legal Executive lawyers specialise in a particular area of law which means the everyday work of a Legal Executive lawyer is similar to that of a solicitor.

For an ambitious and mobile group, many seeking new career opportunities, the *Legal Executive Journal* is the definitive publication Legal Executive lawyers turn to when planning their next career move. Published monthly, the *Legal Executive Journal* is also mailed to the UK's top 600 Law Firms and all universities and colleges that offer the ILEX portfolio of award winning legal theory and practice courses.

ILEX Offline & Online

The *Legal Executive Journal* has one objective – to provide both experienced Legal Executive lawyers and trainees with the UK's most informed, incisive and relevant coverage of up-to-the minute legal developments and practice.

Many of our writers are experts in their field, while others are talented beginners providing a fresh approach. The result as you can see is a well written, topical and occasional controversial publication, which is accessible to all and relied upon to develop our members' legal knowledge and support them in their day-to-day work and careers.


www.ilexjournal.com is the most recent stage in the Journal's ongoing development and acts as an online showcase reflective of

the successes of an award winning Journal. With a comprehensive archive system www.ilexjournal.com has an expansive and informative library of past features and briefs for up to the minute access.

www.legal-executive-recruitment.com has two objectives: 1. to offer highly qualified Legal Executive lawyers, trainee Legal Executives and legal support personnel the most comprehensive selection of vacancies and career opportunities and 2. to offer clients the highest calibre Legal Executive lawyers, trainee Legal Executives, and legal support personnel.

This is why we constantly market the UK's most comprehensive and market-leading website for ILEX qualified employees.

Focus your business on *The Legal Executive Journal*, www.ilexjournal.com and www.legal-executive-recruitment.com by contacting Sharon Bruty or Amanda Brewitt to discuss how we can support you in a successful advertising campaign in 2010 and beyond



"Anakin Seal has advertised with the Legal Executive Journal for many years and has always found it attracts good quality candidates – the advertising team are also a pleasure to deal with".

Amy Penney, Anakin Seal

"Chadwick Nott have consistently used the Legal Executive Journal and the legal-executive-recruitment.com website as additional advertising tools to reach good quality ILEX candidates for some time. We are very pleased with the response from both mediums and consider these methods of resourcing candidates to be very successful. Our day to day dealings with the 'ILEX Team' have always been friendly and professional and we look forward to continuing this excellent business relationship".

Annemarie Jackson, Chadwick Nott



Advertising Deadlines 2010

	ROP deadline – 11am	Recruitment deadline – 11am	Publication date
January	30.11.09	10.12.09	16.12.09
February	11.01.10	21.01.10	27.01.10
March	08.02.10	18.02.10	24.02.10
April	15.03.10	25.03.10 08.04.10	31.03.10 13.04.10
May	12.04.10	22.04.10 06.05.10	28.04.10 11.05.10
June	10.05.10	20.05.10 10.06.10	26.05.10 15.06.10
July	14.06.10	24.06.10 08.07.10	30.06.10 13.07.10
August	12.07.10	22.07.10 05.08.10	28.07.10 10.08.10
September	09.08.10	19.08.10 09.09.10	25.08.10 14.09.10
October	13.09.10	23.09.10 07.10.10	29.09.10 12.10.10
November	11.10.10	21.10.10 04.11.10	27.10.10 09.11.10
December	08.11.10	18.11.10	24.11.10

Mechanical Data

Depth and Width (mm)	Type Area	Trim Size	Bleed Size
dps	255 x 399	297 x 420	303 x 426
page	255 x 185	297 x 210	303 x 216
half page horizontal	125 x 185		
half page vertical	255 x 90		
quarter page	125 x 90		
eighth page	60 x 90		
Recruitment set in 3 columns (mm)		Professional Services set in 4 columns (mm)	
1 column width	59	1 column width	42
2 column width	122	2 column width	90
3 column width	185	3 column width	137
		4 column width	185

Advertising Rates

effective from December 2009

Recruitment	£	Display (ROP)	£	Professional Services	£
dps	2080	dps	1456	dps	771
page	1138	page	796	page	460
half page	658	half page	460	half page	292
quarter page	417	quarter page	292	quarter page	172
eighth page	240	eighth page	167	eighth page	127
single column centimetre (scc)	31.50				
lineage – minimum 3 lines	45				
additional lines	13				

10% agency discount. Series discounts available on request

Special requirements	Inserts
full colour: £75 spot colour: £50	rates upon request
guaranteed position: +25%	
box number: £15	

Advertising Deadlines

Display (Journal Advertising)	Time	Published
the second Monday of the month	11am	last Wednesday of the month
Recruitment		
fortnightly on a Thursday	11am	twice monthly (from April 2010)

e-recruiting Rates

www.legal-executive-recruitment.com

For agencies (minimum contract three months)

To activate your online account, which will provide you with your own branded page and the opportunity to post an unlimited volume of vacancies £250 per month

For private practice

To activate your online account, which will provide you with your own branded page and the opportunity to post an unlimited volume of vacancies £275 per month

Individual vacancies

We will post your individual vacancies for you

up to 50 words	£60 per month (per vacancy)	Job of the Week	£90
50 to 100 words	£75 per month (per vacancy)	Job of the Week	£112.50

Banner advertising 234 x 64 pixels (20k file size)

Banner advertising	£	Set-up costs	£
Premier position	£200 per month	for us to create static banner	£75
Prime position	£125 per month	for us to create animated banner	£250
Standard position	£75 per month		

There are no deadlines

Online accounts and individual vacancies can be activated and posted online instantaneously

Please note agency commission is not payable against online bookings

Throughout this highly marketed online resource, sponsorship opportunities exist for you to promote your business

For further details of branding and hyperlinking opportunities, please contact us at

recruitment@legal-executive-journal.co.uk

www.illexjournal.com

Banner advertising	£	Set-up costs
258 x 120 pixels		as above
Landing page, premier position	£175 per month	

Strap line banners	£	Set-up costs
738 x 60 pixels		as above
Landing page, premier position	£160 per month	
Prime position	£120 per month	

All banners are able to link directly to your website

Set-up costs are one-off charges for single banners and all costs are subject to UK vat

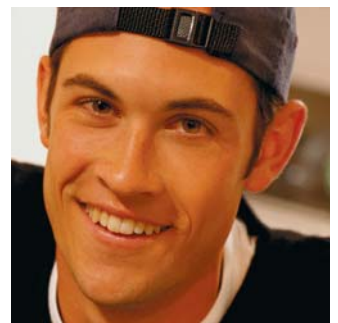
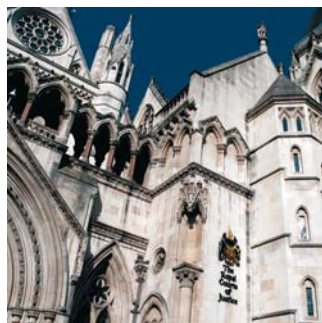
All prices are in UK pounds and subject to vat at the current rate

Please note that rates are subject to change

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