

# 23 Great Reasons to Advertise

---

## 1. The ultimate referral audience

Nobody refers more new business than the readers of *Law & Politics*. 60% of our audience refers business to lawyers.

## 2. No magazine reaches a more powerful audience

We reach everyone in power from the governor on down. U.S. Senators, members of Congress, state law makers, Supreme Court Justices, trial judges lawyers agency heads, corporate CEOs and presidents, member of the media, accountants, bankers, in house general counsel – they all read *Law & Politics*.

## 3. Our audience has a high disposable income

On average, our readers make \$150,000 per year.

## 4. Our readers act like they're in charge

40% are owners, partners or shareholders. Over 60% influence hiring or spending decision in their company or firm.

## 5. We guarantee your ad will be seen

We have a circulation of 16,000 and a total readership of 40,000 per issue. An independently conducted survey by Bert Russick, Inc. Edina, MN shows that 95% of our readers read “all or most,” “quite a bit,” or “some” of the magazine.

## 6. Your ad will be in an award-winning magazine

*Law & Politics* has won numerous awards for journalistic excellence. We've consistently won for best feature stories, best regular columnists and best covers.

## 7. We're a great buy

We're the only qualified controlled circulation magazine serving the legal community in the state of Minnesota. Sent free of charge to attorneys in public and private practice, plus business, financial and political communities.

## 8. We're the best way to reach lawyers

*Law & Politics* is the ONLY magazine in Minnesota that reaches virtually every lawyer in Minneapolis, St. Paul and the surrounding suburbs.

## 9. It's fun to take money from lawyers

Lawyers are our core audience (about 80% of our readers) and they have a lot of money.

## 10. Lawyers don't just love to spend money; they have to

Law firms are not like other businesses. Unlike other business owners, lawyers can't reinvest profits back into their law firms. At the end of the year, profits have to be paid out to members of the firm. That means lawyers need to find places to spend and invest their cash.

## 11. We have great covers

Go ahead. Judge us by our covers. Our award-winning, and sometimes controversial, covers get people to open the magazine and see your ad.

## 12. Magazines are a fabulous vehicle

Readers choose to spend time with magazines. Magazines don't intrude in people's lives the way other media often does. Readers are in a receptive mode. That's one reason print is such a great environment in which to advertise.

## 13. Magazine advertising is a necessity

Where would Absolute Vodka be without magazine advertising? Or Apple Computer? Or Marlboro? Magazine advertising, when it's done right, can be the most cost-effective way to raise awareness and position your product in the marketplace.

CONTINUED...

## 23 Great Reasons to Advertise (cont....)

---

### **14. Buried alive? Not in Law & Politics!**

In some magazines, you can invest thousands of dollars on an ad that gets lost in the middle of a 200 page magazine buried under hundreds of other ads. Not so with *Law & Politics*. Our average magazine runs fewer than 50 pages.

### **15. Special section hell? Not in Law & Politics!**

Some magazines seem like they carry nothing but special advertising sections. That's fine for increasing ad revenues, but it's hardly a way of keeping or building loyal readership. We carry special sections, but we keep it in check. We make sure each issue carries great, compelling editorial throughout the magazine so that no matter where your ad is placed, there will be REAL edit nearby, and a real audience to see your ad.

### **16. Advertising gives you leverage**

You can only call on so many customers throughout the year. With print advertising, you can make sure your message reaches more people than you could call on in a lifetime.

### **17. Print advertising makes you look good**

A consistent print campaign says your company is solid, committed and here to stay.

### **18. Print advertising is targeted**

With print advertising, you know your audience. You know where they live, work, how much they earn, what they do for a living and what purchases they make both at home and work.

### **19. Print has advantages over direct mail and it's less expensive**

*Law & Politics* reaches 40,000 readers each issue. Imagine trying to do a direct mail campaign to that many people. Besides the enormous cost of list acquisition, printing, design, postage and mailing preparation, think about the time it would take. With *Law & Politics*, you can reach this audience at a fraction of the cost of direct mail.

### **20. Print advertising makes life easier for your sales people**

If people have seen your ads and know who you are, it's a lot easier to get in the door. And, it's easier to get them to listen and ultimately, to sign on the dotted line.

### **21. Use print advertising to drive people to your web site**

If you've invested thousands in web site development, make sure people find you. Use print to drive people to your site.

### **22. You can't over-advertise**

Most companies suffer from under-exposure. In today's competitive marketplace, creating awareness is an absolute must.

### **23. They used to say we belonged in an institution; now we are one**

*Law & Politics* has been around since 1990. You'll be advertising in an established Minnesota institution that has a loyal audience.