

THE POWER OF PRINT

A look at reader behavior trends with print advertising across city/regional magazines and *Super Lawyers Magazine*.

STAYING POWER

Magazines have a longer shelf life than other media.

- An average magazine ad is viewed **2.5 times**.
- Magazines remain in houses and offices for months to years.
- Magazine readership grows by **75%** within 10 weeks and **60%** within 10 months.

77%

of *Super Lawyers Magazine* readers keep the magazine for future reference.*

AUDIENCE ENGAGEMENT

Magazines engage readers through a tactile experience.

- 64%** of readers pay more attention to advertising when reading magazines in print.
- Consumers are more engaged when reading printed materials, unlike websites, which are often skimmed in as little as **15 seconds**.

30-60

Super Lawyers Magazine readers spend an average of 30-60 minutes reading each issue.*

BRAND AWARENESS

Magazines rank #1 in commanding consumer attention and advertising acceptance.

- 88%** of readers understand and retain information better in print.
- 95%** of your competition does not have the opportunity to advertise with *Super Lawyers*, which provides third-party validation of your excellence in the practice of law.*

57%

of *Super Lawyers Magazine* readers pass the magazine on to three or more people.*

TARGET AUDIENCE

Print advertising is targeted by audience, location and editorial content.

- Super Lawyers Magazine* reaches attorneys in the State Bar, allowing you to get in front of a large audience of referring attorneys.
- Super Lawyers'* special advertising sections in city and regional magazines, like *The Washington Post Magazine* and *The New York Times Magazine*, reach specific consumer and business audiences.
- Super Lawyers'* special advertising inserts in *The New York Times* newspaper and *Crain's Business* publications reach niche audiences with topical content.

MAXIMIZE YOUR REACH AND IMPACT WITH PRINT + ONLINE MARKETING

An integrated marketing strategy allows you to reach consumers and referring attorneys several times through a multi-channel approach, in whichever way they prefer to consume content. Magazine advertising is an important component of your firm's integrated marketing plan that will help build brand awareness and engage your audience.

- 67%** of online searches are driven by printed marketing.
- 64%** of readers take action after seeing a print magazine ad, including visiting an advertiser's website.

MAGAZINE ADVERTISERS > 3x PROFILE VIEWS

Across all 2017 *Super Lawyers* and Rising Stars selectees, a magazine advertiser averages 3x more page views to their *Super Lawyers* online profile compared to those without magazine advertisements.**

Contact your Associate Publisher to learn more about *Super Lawyers* advertising solutions.

*Data for *Super Lawyers Magazine* only; gathered from the 2015 and 2016 *Super Lawyers* Reader Survey

**Data gathered from a 2017 profile analysis of print vs. non-print advertisers

Sources: The Association of Magazine Media 2015 Factbook; The Association of Magazine Media 2017/18 Factbook; Two Sides U.S. Survey; iProspect; Forbes "Print is Dead? Not so Fast"; GfK MRI Starch Advertising Research, Jul 2013-Jun 2014;

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