

Briefing

SMARTER LEGAL BUSINESS MANAGEMENT

MEDIA PACK





CONNECTING YOU WITH LAW FIRM DECISION-MAKERS

Briefing magazine gets your brand and message in front of decision-makers in legal business management, and it influences their decisions. **Briefing** readers use your content to build buying shortlists and business cases, and in training and conversation

15%

of Briefing readers have contacted a company as a result of seeing them in the magazine

42%

of Briefing readers have used the magazine's content to create or back up a business case

80%

of readers say they've raised a topic or subject they've read about in Briefing later in a meeting with peers or the firm's board

25%

of Briefing readers have added a company to a research or buying shortlist after reading about them in the magazine

39%

Briefing readers have used the magazine's content when researching a product or service their firm is considering buying, or in assembling a buying shortlist

53%

of readers have used the content in Briefing to explain something to someone in their firm or provide training





BRIEFING IN NUMBERS – CIRCULATION, READERSHIP, REACH AND ROLES



Print
readership
(incl pass on)

>3,200



Print
circulation

>1,900

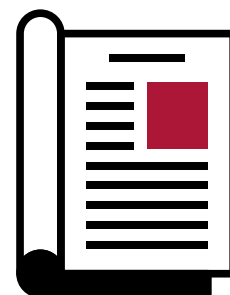


Digital
subscribers

>4,200

34%

of readers 'often' or
'always' read some
sponsored editorial



30%

of readers 'always'
or 'often' read all
sponsored editorial

WHO READS BRIEFING?

70%

of readers are
director or C-level

100%

of top-100 law firms
reached in print

ADMINISTRATION AND
OPERATIONS 18%

OTHER 7%

KNOWLEDGE 6%

RISK 6%

BUSINESS
DEVELOPMENT 6%

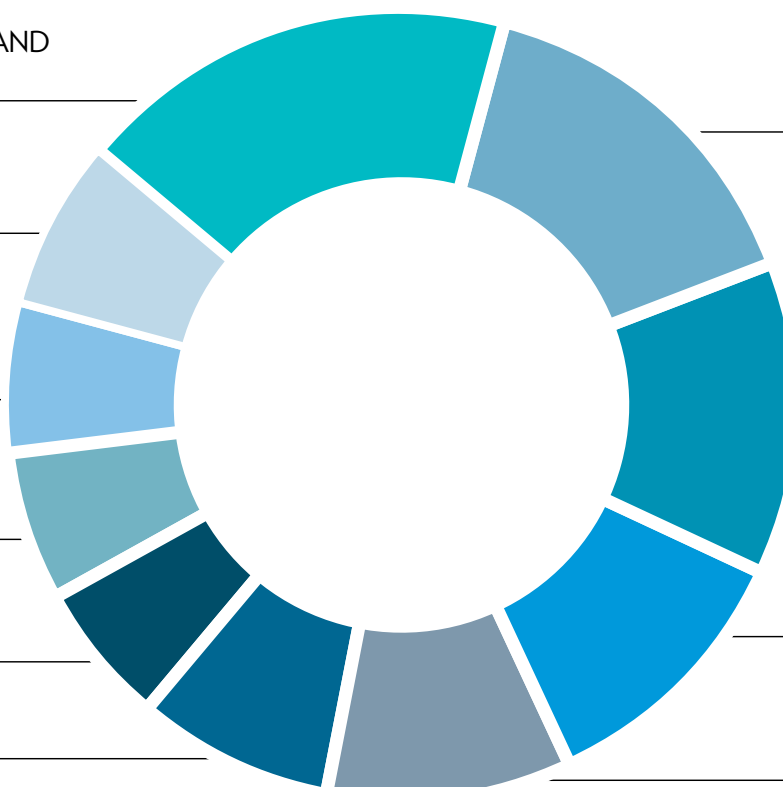
MANAGEMENT 8%

FINANCE 15%

IT 13%

HR 11%

MARKETING 10%

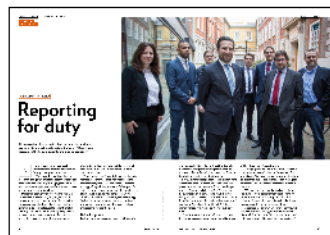


COMMERCIAL PARTNERSHIPS WITH BRIEFING

ISSUE LEADERSHIP

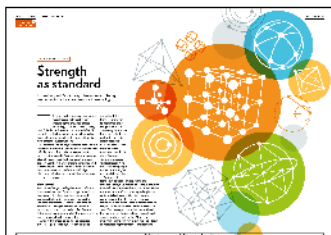
GOLD ISSUE SPONSOR

- Four-page 'Interview with' article
 - Photoshoot organised for the article by Briefing
 - Full-page display ad
 - Placed in front of other advertorial
- £5,250**



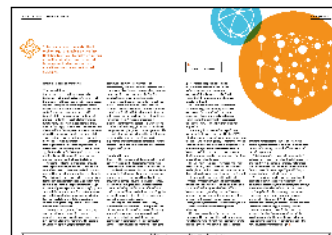
SILVER ISSUE SPONSOR

- Four-page case study article
 - Photoshoot organised for the article by Briefing
 - Full-page display ad
 - Placed in front of other advertorial
- £4,500**



BRONZE ISSUE SPONSOR

- Four-page industry analysis article
 - Full-page display ad
 - Placed in front of other advertorial
- £4,000**



DISCOUNTS

We don't go off rate card at **Briefing**, but we can knock something off the cost if you book multiple items at once. (Discounts can only be applied to 'like placements', by which we mean groups of ads, or groups of advertorial placements, not mixes of display ads and advertorial, for example).

- Three advance placements: **5% discount**
- Four advance placements: **10% discount**
- Five or more advance placements: **15% discount**

THOUGHT LEADERSHIP ARTICLES

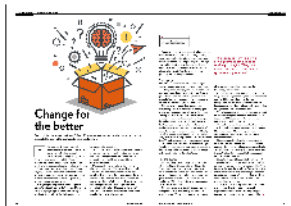
INTERVIEW WITH BRIEFING

- Showcase your people
 - Two-page placement
- £3,250**



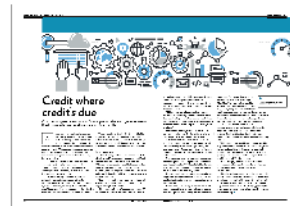
CASE STUDY

- Demonstrate your ability
 - Two-page placement
- £2,500**



INDUSTRY ANALYSIS

- Deliver your ideas
 - Two-page placement
- £2,250**



BRAND VISIBILITY AND MESSAGING

DISPLAY ADVERTISING

INSIDE FRONT COVER OR BACK COVER
£1,250

HALF-PAGE **£800** ROP

FULL-PAGE ROP
£1,000

STRIP **£500** ROP

ROP stands for 'run of paper' and for adverts it means your advert will appear wherever we choose, allowing for editorial decisions. If you'd like a particular placement, this is extra – please speak to our client services people.

BRIEFING SUPPLEMENTS

Supplements can be 'internal', like a pull-out, or a separate book. This is usually decided by the team based on pagination and revenue, unless pre-agreed.

PLATINUM SPONSOR

- Four-page case study or interview article
- Photoshoot by Briefing
- Full-page display ad
- Prominent cover and inside branding plus branding and mentions in all promotion

£6,500

GOLD SPONSOR

- Four-page industry analysis article
- Full-page display ad
- Prominent cover and inside branding plus branding and mentions in all promotion

£5,500

SILVER SPONSOR

- As Platinum but with two-page article
- Full-page display ad
- Branding in supplement and promotion

£5,000

BRONZE SPONSOR

- As Gold but with two-page industry analysis article
- Full-page display ad
- Branding in supplement and promotion

£4,000



BRIEFING MAGAZINE EDITORIAL CALENDAR 19/20/21

OCTOBER 2019: PROCUREMENT TO BE

We know the in-house procurement function is growing in power, but how are its specific cost-cutting tactics changing, and how are firms to respond?

NOVEMBER 2019: CEO INTO THE FUTURE

The big Briefing interview - TBC

DECEMBER 2019: THE LAW FIRM OF 2020

The much-anticipated law firm of 2020 is finally here! How does reality measure up to the many predictions?

FEBRUARY 2020: REWRITING THE ROLE

As innovation initiatives bed into firms alongside multiple other priorities, how are legal COOs themselves evolving to keep firms powerfully future-proofed?

MARCH 2020: CULTURE LAWS

Do law firms need a role dedicated to preserving, nurturing or fixing the concept of organisation 'culture'? Is it something anyone can really manage? If so, how do they – or others – go about that work, ensuring operations run smoothly in line with identified values?

APRIL 2020: ECOSYSTEM FRIENDLY?

Technology isn't the be-all-and-end-all. We know. Innovation isn't all about technology. For sure. But legal still relies on IT, right? Where's it working for them, and where does it drive them up the wall? From nurturing new software suppliers themselves, to the latest in big-system thinking, where's the legal IT ecosystem headed and what's at stake?

MAY 2020: GETTING WARMER

As momentum builds behind the idea of flexible-working options becoming the norm rather than an exception, would law firms really be ready for such a move?

JUNE 2020: COMPANY BENEFITS

Briefing turns 10 in the year marking five since the first UK law firm floating. Speculation about the next has rarely been far away – but how has legal business strategy changed as a result?

JULY/AUGUST 2020: KEY MARGINALS

Legal was late to convert to the world of continuous improvement. How do firms' legal process improvement (LPI) teams and initiatives tap into thinking around making the most of marginal gains?

SEPTEMBER 2020: LISTEN VERY CAREFULLY

'Client listening' isn't a new concept by any stretch, but the clients' needs are growing more complex – how are firms fighting to position themselves as the best listeners, and leveraging that for more business?

OCTOBER 2020: THE BIG INTERVIEW

In the Briefing spotlight – we press a leading legal business figure of the year (even harder than usual) to reveal the top pressures and pitfalls, with perhaps a few handy pointers, in their particular sphere of influence

NOVEMBER 2020: A CUNNING SCAN

Brexit? Who knows (at the time of writing)? Still, the work of horizon-scanning is certainly key to keeping on top of business risks as they keep on coming. How are technology and other management interventions helping to deal with the most unpredictable events that may impact client outcomes and profitability?

DECEMBER/JANUARY 2021: NEW LAW'S FOR OLD

Does the legal future look like lying in the worlds of 'old' and NewLaw joining forces to take on serving clients as one? What would this mean for the way everyone involved in the equation is managed?

BRIEFING SUPPLEMENTS

NOVEMBER 2019 – Advances in automation

DECEMBER 2019 – Legal IT landscapes 2020

MARCH 2020 – All the information: Finance and ML systems

APRIL 2020 – Resourceful thinking: Work allocation and human capital management

JULY 2020 – Systems of collaboration: Empowering project planning

SEPTEMBER 2020 – Intel tales: Insights from AI

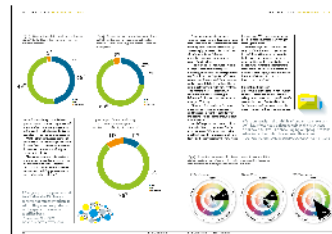
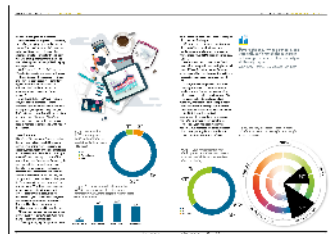
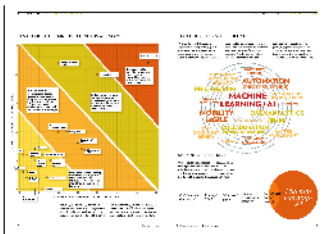
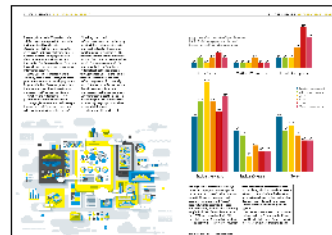
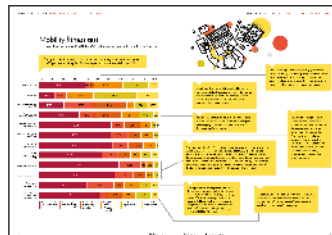
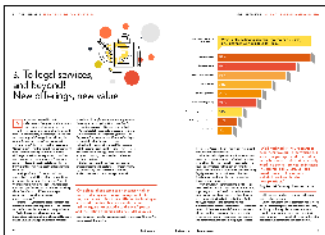
DECEMBER 2020 – Legal IT landscapes 2021: Briefing's flagship annual in-depth research for a full-length portrait of legal's technology priorities

MARCH 2021 – Contract risk: Elevating enterprise risk management



REAL THOUGHT LEADERSHIP

Briefing's research and reports work includes non-published, client-only market research, research and roundtable projects, advice and insight from research for your sales and marketing teams, publication-level reports big and small. All are bound to the Briefing brand to ensure your target market sees the results of your marketing spend. Plus the Briefing staff can bring our analysis to internal sessions with the client, as well as helping facilitate roundtable or similar sessions based on the research.



BESPOKE PROJECTS

- In-depth interviews plus online surveys to produce detailed insight
 - Data and transcripts for internal use
 - Explanation session from the Briefing team for your staff
 - Internal and publication reports
 - Facilitation at your events around the data by Briefing staff
 - Market-leading output
- POA**

RESEARCH REPORTS

- Online survey-based research with some interviews for narrative creation
- Internal and published reports distributed with Briefing
- Market research conducted and

results passed back to client
£12,000 – £20,000

RESEARCH PLUS CONTENT

- Market research conducted and results passed back to client
 - Four-page interview article in Briefing based on research results
 - Placed in front of all other advertorial, plus display advertising
- £7,000 – £10,000**

MARKET INSIGHT

- Ideal for new market entrants to understand the market, and new product launch market testing
- Market research carried out online or as a mix of online/interviews
- Internal report produced, including

transcripts where included, plus data
• Analysis session with client
£4,000 – £10,000

LEGAL IT LANDSCAPES

- Our annual IT research, published alongside Briefing in December
- Includes report sponsorship and analysis visit from Briefing, option to add on sponsorship of the Briefing Frontiers event after publication
- Featuring your commentary on the research plus display advertising
- Book early to influence the survey

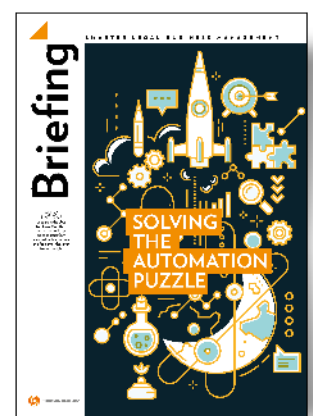
£5,000 (from £8,000 with event)



Our flagship annual research into the world of legal IT



Major client work with 40 interviews and online polling, for Aderant



Client projects, including our automation research for Thomson Reuters

Please contact the team if you want to be sent an example pack of our reports



Briefing Strategic Leaders is the only event designed to engage and inspire forward-thinking strategy and business-focused solutions for senior leaders in top-tier law firms.

BRIEFING STRATEGIC LEADERS CONFERENCE IN NUMBERS



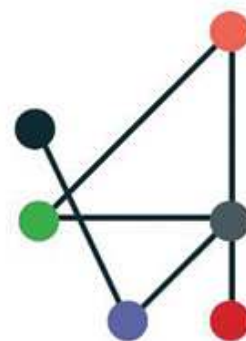
90+
senior-level
attendees



50+
law firms



**Briefing
strategic
leaders**



WHO ATTENDS BRIEFING STRATEGIC LEADERS?

- COOs
- CFOs/finance directors
- Directors of administration
- Managing partners
- Senior partners
- Global people leaders
- Practice area/sector COOs
- Heads of strategy, process improvement, legal project management



BRIEFING 5P IN NUMBERS



100+
senior-level
attendees



33+
top-tier law firms
represented in 2017

WHO ATTENDS BRIEFING 5P?

Business services leaders with unique titles, plus:

- BD experts
- Marketing specialists
- Finance and pricing experts
- Project managers
- Heads (ops, IT, finance, transformation)
- Directors (ops, IT, finance, transformation)
- HR experts

Briefing 5P focuses on how law firms can break down silos to improve business performance in a challenging market. It will explore how to get your people to understand and use the flow of data across the business to improve pricing, up your pitching game and meet client expectations, and how to make the most project management and process improvement by utilising new technology.

Hear from experts inside and outside of the legal sector about how to be at the cutting-edge and drive profitability.



Briefing^{TEI} 2019

Market pressures on law firms – from new entrants to legal businesses with completely reformed cost bases and structures and from client and cost pressure – have created a need to radically transform the way legal businesses go to market, carry out their work and even structure their businesses.

Briefing TEI delivers focused and thought-provoking topics that give delegates access to fresh and innovative ideas from high-calibre speakers both inside and outside the legal market.

WHO ATTENDS BRIEFING TRANSFORMATION?

Business services leaders with unique titles, plus: COOs / CFOs / CEOs / CIOs, directors (ops, IT, finance, transformation), heads of innovation and strategy, business transformation specialists, change management experts and HR professionals.

BRIEFING TEI IN NUMBERS



80+
senior-level
attendees



36+
top 100 law firms
represented in 2017



BRIEFING KNOWLEDGE LEADERS IN NUMBERS



52+
senior-level
attendees



30+
top 100 law firms
represented in 2018

Briefing Knowledge Leaders is an event designed to build a new community that will provide people in knowledge with the strategic information they need to navigate the increasingly significant role their function occupies in the world of legal business.

WHO ATTENDS BRIEFING KNOWLEDGE LEADERS?

This event is specifically designed for heads and above.

SOME OF OUR EVENT SPONSOR PARTNERS



Briefing
**strategic
leaders**



SPONSORSHIP OPPORTUNITIES

► CORE SPONSORSHIP OPPORTUNITIES **£10,000 + VAT**

- Two sponsor passes to attend the entire event
- Branding on exhibition stand (supplied by **Briefing**)
- Attendance at networking lunch
- Delegate pack profile with logo
- Sponsor mention in event welcome speech
- Access to delegate list for sales and marketing after the event

- Sponsor's logo/name to feature in all online (including event website and **Briefing**), print and email (including LSN.co.uk newsletter) event marketing/ad campaigns
- Sponsor's logo to feature on event materials, signage and presentation header slide (where possible/applicable)

► HEADLINE SPONSORSHIP

£15,000 + VAT

OPTION 1 – VIP SPEAKER

Opportunity to speak/put forward a case study client (subject to approval from **Briefing**) in the plenary session

OPTION 2 – EVENT REPORT SPONSOR

Branding throughout event, audience polling and on audience engagement technology on the day, and branding and advertising and comment in the post-event conference pull-out report supplement published to the whole **Briefing** magazine audience

OPTION 3 – EXECUTIVE LUNCH

Exclusivity of a private sit-down lunch for 8 – 10 hand-picked delegates

All headline sponsor packages include the following:

- Two additional sponsor passes to attend the entire event
- Premium placement full-page delegate pack display advert
- One pass for a law firm client of the sponsor to attend the entire event (must be a new booking and not a previously registered booking)
- Opportunity to distribute sponsor-branded pens or mints or similar (sponsor to supply) with delegate packs

► SPONSORSHIP ADD-ON OPTIONS

SEE BELOW PRICING

ADDITIONAL SPONSOR ATTENDEE PASS (Subject to availability)

£1,500+VAT

FULL-PAGE ADVERT IN THE DELEGATE PACK

£500+VAT

SPEAKING ON THE AGENDA

- Panel speaker – opportunity to join one of the panel discussions
- Stream session – put forward a client case study/workshop for a select group of the audience
- Table leader – opportunity to be one of the limited number of table/session facilitators in our interactive sessions

£2,000+VAT

CHAMPAGNE BREAKFAST

An exclusive breakfast before the conference begins for 8 – 10 delegates, hand-picked in advance by you

£6,000+VAT

PHONE CHARGING POINT AND WIFI PROVIDER

Includes a branded charging point in the main networking room for delegates to use, plus your company name as the WiFi password

£3,000+VAT

EXCLUSIVE LANYARD/BADGE SPONSOR

Have everyone in the room looking at you

£2,500+VAT

CHAMPAGNE RECEPTION

Celebrate the success of the day and cement relationships made during the conference over a glass of bubbles

£2,000+VAT

UPGRADED BRAND AWARENESS

Bring your own coffee station, sweet stall or food truck for a more exciting break experience

£1,500+VAT

SPONSORSHIP OPPORTUNITIES



Briefing
TEI 2019



► CORE SPONSORSHIP OPPORTUNITIES **£8,000 + VAT**

- Two sponsor passes to attend the entire event
- Branding on exhibition stand (supplied by **Briefing**)
- Attendance at networking lunch
- Delegate pack profile with logo
- Sponsor mention in event welcome speech
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BRIEFING SPECIALIST EVENTS

We're not just about conferences at Briefing. We revel in creating fascinating micro events, delivering content-led roundtables and helping clients by presenting at or facilitating client-delivered dinners, small events and training.



Briefing FRONTIERS

Our half-day micro event strand Briefing Frontiers deals in bleeding-edge technology thinking for legal business.

Frontiers unpacks and explores the technologies and innovations that legal businesses can exploit to become more capable and competitive. Events are free to attend for our law firm audience, but open only to senior decision-makers in top-tier firms.

Briefing ROUNDTABLES

We can leverage our engaged audience of senior management in legal business to produce intimate knowledge-sharing experiences for our audience and our clients.

We always prefer to put on roundtable events with a content 'hook', such as a piece of research, because we know that this legitimises the event and provides a reason for everyone to get involved. We also facilitate and engage in client-led roundtable events as industry experts and experienced conversation-wrangers.



Briefing[▲]

FRONTIERS



Our half-day micro events focus on key areas and topics, from artificial intelligence to automation, from information security to smart contracts.

Specific focus areas for Frontiers include:

- Analytical futures: Making data more available, more visible and more actionable
- Legal IT landscapes 2018
- Closer to clients: How innovation in IT can improve your communication with clients
- Information security, privacy and protection
- Modern workplace: people, places and technology



TIER 1

£8,000 + VAT

- Opportunity to speak (subject to collaboration with **Briefing** conference producers)
- Three sponsor passes to the whole event (including your speaker)
- Refreshment sponsor (breakfast and first break)
- Pop-up stand in main room
- Full-page company profile included as part of the delegate pack
- Access to delegate list for sales and marketing after the event
- Sponsor branded pens / promotional item for the delegate packs (provided by the sponsor)
- Sponsor's logo/name to feature in all digital marketing (including website, email, Twitter, LinkedIn)
- Sponsor's logo to feature on event materials, signage and presentation header slide (where possible/applicable)

TIER 2

£6,000 + VAT

- Two sponsor passes to the entire event
- Delegate badge sponsor (only available to the first sponsor who books on)
- Pop-up stand in refreshment room
- Full-page company profile included as part of the delegate pack
- Access to delegate list for sales and marketing after the event
- Sponsor's logo/name to feature in all digital marketing (including website, email, Twitter, LinkedIn)



SMARTER LEGAL BUSINESS MANAGEMENT

Briefing is the only legal business management magazine, focused exclusively on improving the work and worlds of law firm management leaders. Every issue is packed with relevant insight and lessons from our readers' peers and pros.



Richard Brent is the editor of **Briefing**. He likes to get out and meet as many of you as possible, so contact him at richardb@briefing.co.uk



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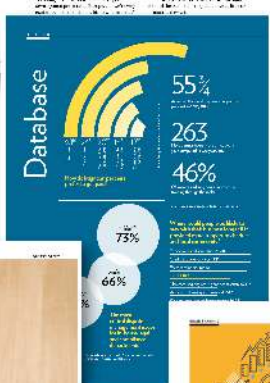
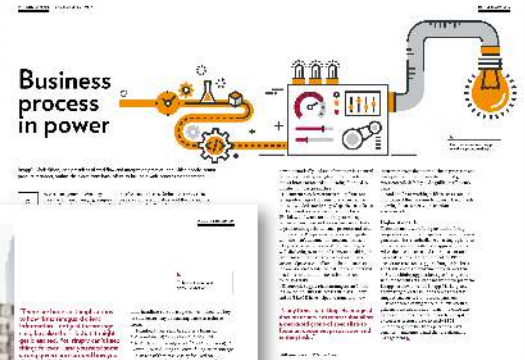
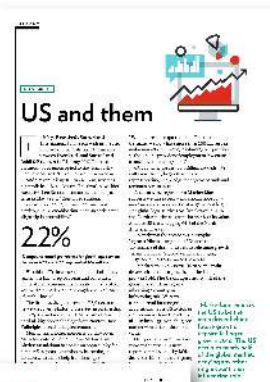
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BRIEFING BRAND ACTIVITY CALENDAR 2019



Month	Magazine	Supplement	Conference	Micro event
October 2019	Briefing October: Procurement to be		Briefing TEI 2019	
November 2019	Briefing November: CEO into the future	Advances in automation	Briefing Knowledge Leaders 2019	Briefing Frontiers: Smart working
Dec/Jan 2019	Briefing Dec/Jan: The law firm of 2020	Legal IT landscapes 2020 (Dec)	Risk leaders (Jan/Feb)	Briefing Frontiers: Modern workplace (Dec) Briefing Frontiers: Data and analytics (Jan)
February 2020	Briefing February: Rewriting the role			Briefing Frontiers: Legal IT landscapes
March 2020	Briefing March: Culture laws	All the information	Briefing Strategic Leaders 2020	
April 2020	Briefing April: Ecosystem friendly?	Resourceful thinking		Briefing Frontiers: Closer to clients
May 2020	Briefing May: Getting warmer			
June 2020	Briefing June: Company benefits			
July/August 2020	Briefing Jul/Aug: Key marginals	Systems of collaboration (Jul)	Briefing 5P 2020 (Jul)	
September 2020	Briefing September: Listen very carefully	Intel tales: Insights from AI	Briefing TEI 2020	
October 2020	Briefing December: The big interview			
November 2020	Briefing November: A cunning scan		Briefing Knowledge Leaders 2020	
Dec/Jan 2021	Briefing December: New law's for old	Legal IT landscapes 2021		

PUBLICATION SPECS

TRIM SIZE 210 X 297
BLEED SIZE 218 X 305
LIVE AREA 200 X 287

TRIM This is the final size of the issue after the 'bleed' has been cut off.

BLEED This is the portion of your design that will be trimmed off when the magazine is cut to the final size. Its purpose is to make sure your design or image reaches right to the very edge, leaving no unsightly white edges.

LIVE AREA This is an area inside the 'trim'. The safe area is kept well away from the blade and so this is where you should place your most important information or sections of your design. Anything outside of this area runs a risk of being cut off!



TECHNICAL GUIDELINES

Please supply ads as
CMYK high res PDFs

Images should be 300dpi
at 100%

No spot colours or
Pantones

Please apply 4mm bleed

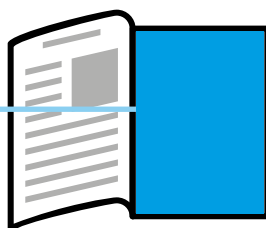
Supply with cropmarks

IMAGES

Should be supplied as
300dpi high res JPG/TIFF

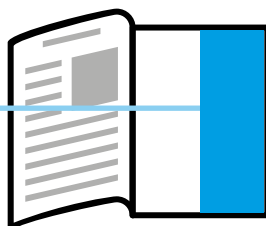
FULL PAGE

TRIM SIZE 210 X 297



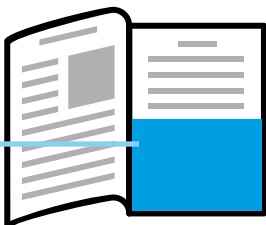
HALF PAGE

VERTICAL 105 X 297



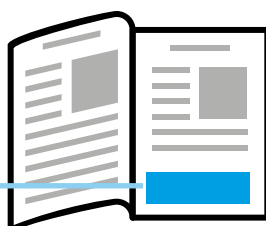
HALF PAGE

HORIZONTAL 210 X 148.5



STRIP

HORIZONTAL 187 X 50



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