

LawyersUSA

Readership Facts

Our
readers.

Your
market.



LawyersUSA

Readership Facts



Why Lawyers Read Lawyers USA

Focused on litigation news and trends as well as practice management, Lawyers USA is the only national newspaper for lawyers whose mission is to help them develop their practices.

We cover everything that comes out of the U.S. Supreme Court, and analyze the trend-setting cases, major verdicts and settlements from around the country that inspire lawyers to develop new practice areas.

Our articles on law office technology, marketing and other practice management topics give lawyers the tools they need to make their offices more profitable.

We offer tips on trial strategy and alert our readers to new litigation trends and hot practice niches in order to give them a strategic advantage.

The average Lawyers USA reader spends 30 minutes with each issue.*

Lawyers USA features:

- Digests of court opinions.
- Verdict and settlement reports and analysis.
- On Location: a look at the practice of lawn venues around the country.
- Sidebar: a rotating column on trial strategy, estate planning, marketing, practice management and technology.
- The Top Ten Verdicts of the year.
- Trade Secrets: a recurring feature that offers tips and tricks from well-known trial attorneys.
- The Internet Lawyer: a monthly special feature.
- Up and Coming Lawyers, highlighting rising stars, and Lawyers of the Year, profiling innovative attorneys and their accomplishments.
- Classified advertising: Experts, Legal Products and Services, Lawyer-to-Lawyer Referral, Careers, etc.
- A \$199 annual subscription rate that ensures bi-weekly readership.

Circulation

Lawyers USA maintains a full-time in-house circulation marketing department that solicits and maintains subscribers through regular direct mail and e-mail campaigns. We offer three free trial issues with accompanying website access for six weeks.

Print frequency: 26 bi-weekly issues per year.

Website access: daily; free with paid circulation.

Total print readership: 6,400.

69% of Lawyers USA readers read six of the last six issues they received.*

*Source: 2006 Profile Study, Readex Research.

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Buying Power

Lawyers USA readers initiate, approve or recommend the following purchasing or leasing decisions:

Computer hardware / software	64%
Office equipment	63%
Office supplies	58%
Advertising / public relations / media	57%
Accounting	56%
Office furniture and décor	55%
Banking	52%
Health insurance	52%
Risk management / casualty / other insurance	52%
Telecommunications systems / cellular & mobile phones	50%
Training / education / seminars / workforce development	48%
Employee benefits / pensions / 401(k)	47%
Travel	45%
Recruitment / employment / personnel services	44%
Research and consulting	42%
Printing	42%

Financial Services Used

Lawyers are key prospects for financial services and are trusted advisors. In the past year, Lawyers USA readers have used or recommended the following financial services:

- Trusts / wills / financial planning
- Title insurance
- 1031 Exchange services
- Bankruptcy filing
- Charitable gifts
- Reverse mortgages

Age

25 – 34:	3%
35 – 44:	12%
45 – 54:	30%
55 – 64:	38%
65 or over:	13%
Average age:	54.2

Gender

Male: 79%
Female: 21%

Job Title

Firm Partner / Principal	44%
Solo Practitioner	38%
Sr. Associate / Administrator / Paralegal / Judge / Other	14%
In-House / Corporate Counsel	3%

Personal Purchasing

In the next 12 months, Lawyers USA readers and members of their households plan on purchasing the following products and services:

Travel / trip / cruise	56%
Electronics	39%
Automobile	35%
Continuing education	30%
Computer software	29%
Computer hardware	27%
Cell phone / smart phone / PDA	25%



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Personal Profile

Average years in practice: **17**

Average primary residence value is **\$564,000**.

32% own a second / vacation home.

Average household net worth is **\$1,590,000**.

Average household income is **\$235,000**.

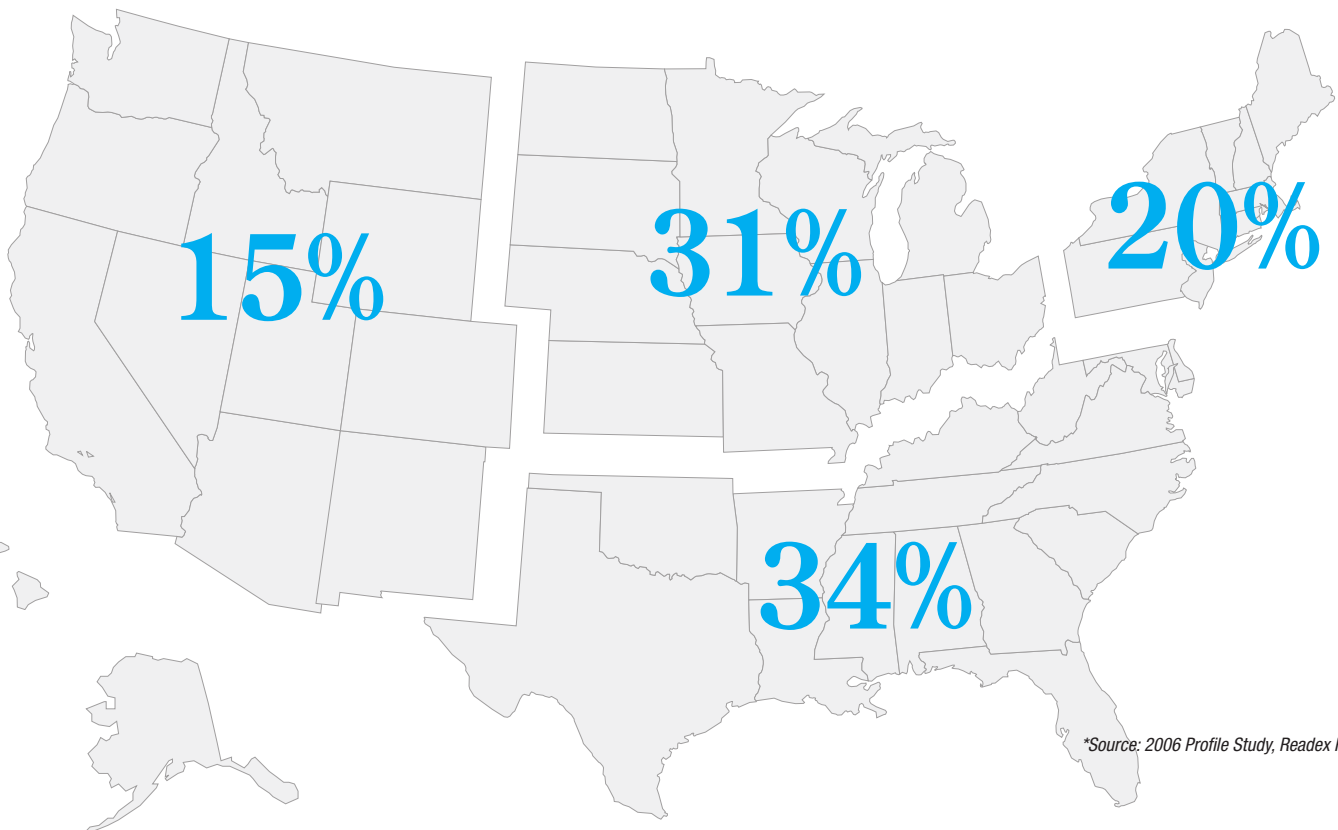
85% are planning to travel in the next year.

Activities

In the past year, Lawyers USA readers participated in the following activities.

Vacation / travel	78%
Art Show / theater	58%
Exercising at health club	44%
Golf	37%
Bicycling	33%
Boating / sailing	26%

Geographic Distribution*



*Source: 2006 Profile Study, Readex Research.