

HENNEPIN LAWYER

2019-2020 Advertising Rates





Circulation and Readership Profile

The [Hennepin Lawyer](#) is the official publication of the [Hennepin County Bar Association](#) and is designed to inform metro-area lawyers about current issues and topics relating to their legal practice. With more than half of Minnesota's attorney population living or working in Hennepin County, the HCBA is the largest district bar in the state.

Since 1933, the [Hennepin Lawyer](#) has been a respected resource for up-to-date articles about the legal profession and developments in the law, particularly as they relate to practice in Hennepin County. The publication reaches attorneys, judges, law office personnel, legal administrators, and Minnesota law students. It is a perfect advertising vehicle to reach Minnesota's active, metropolitan lawyers. From the newest practitioners to the most experienced attorneys in the state, the [Hennepin Lawyer](#) is the go-to read for legal professionals.

Each issue of the 40-page bimonthly magazine is sent to approximately 8,000 bar association members and subscribers. Issues are also placed online as PDF flipbooks.

The majority of HCBA members work in law firms, while the rest work in business, government, nonprofit, and other settings. Readers are active—both professionally and personally—and many are the decision-makers for law firm purchases as well as for other organizations they serve. Of the membership, 60 percent are male and 40 percent are female, and their average age is 47.

The legal community is actively engaged with the [Hennepin Lawyer](#) magazine, both as readers and content providers. A 2018 readership survey of bar members shows the high value that attorneys place on HCBA's member communications, specifically the [Hennepin Lawyer](#), and the high level of engagement with the publication. Conducted by Readex Research, a nationally recognized independent research company, the survey showed that:

- Virtually all members (95%) look at a typical issue.
- 75% of members look through the publication within the week it arrives, including 23% who read it the day it arrives.
- The average member spends 35 minutes with a typical issue, including all of the times they pick it up.
- 25% of members save their copies for future reference.
- 20% share their copies with at least one other person, expanding its reach.
- 66% of members took an action as a result of reading the publication. Actions included: Visiting a product/service company's website; purchasing/ordering a product or service; contacting a product/service company; discussing an item with others; seeking out further information, using or modifying an idea; and/or contacting a contributor or featured individual.
- Members hold favorable opinions of the publication, noting that the publication has a layout that is easy to read/navigate (98%); has an attractive design (96%); covers a diverse range of topics of interest to lawyers (93%); keeps them connected to the local legal community (90%); and is directly relevant to their work (85%).

Advertising in the [Hennepin Lawyer](#) brings your message to the individuals that you want to reach, allowing you to cost-effectively invest your marketing dollars.

Display Advertising Deadlines

Space reservations: Accepted up until 45 days prior to the issue date; that is the 15th day, 2 months prior to the issue month.

Materials: Due on the 1st of the month prior to the issue month (e.g. advertisement space for the November issue must be reserved by September 15, and all materials are due by October 1).

Editorial Calendar

	Theme	Reserve Space by	Materials Due
September 2019	Association Focus	July 15	August 1
November 2019	Profiles in Practice	September 15	October 1
January 2020	Emerging Markets	November 15	December 1
March 2020	Gender and the Law	January 15	February 1
May 2020	Elder Law	March 15	April 1
July 2020	Courtroom Issues	May 15	June 1
September 2020	Association Focus	July 15	August 1



Professional Announcement

1/3 page color display ads reserved for HCBA members to highlight honors/awards/certifications or practice changes.

Ads are available for \$295 and appear once in the publication.

Classifieds

For Classified advertising online or in the publication, please visit www.hcba.org for current pricing and options.

Miscellaneous

- Publisher reserves the right to reject any advertisement.
- For contract advertising, publisher will repeat last previous copy published when change of copy is not received before closing date. Preferred position contracts are not cancellable.
- Discounts are available to nonprofits and law-related nonprofit agencies. Please call for pricing and restrictions.
- The *Hennepin Lawyer* design staff can assist with production of display advertising, if requested.

Display Advertising Rates for Internal Pages (in color)

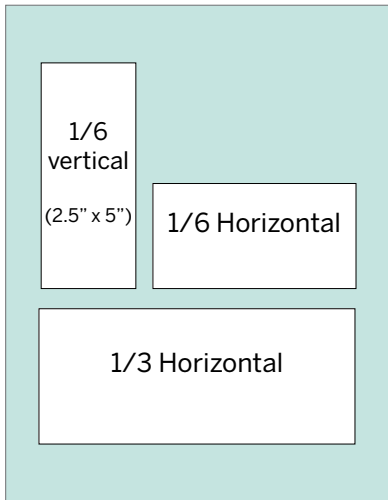
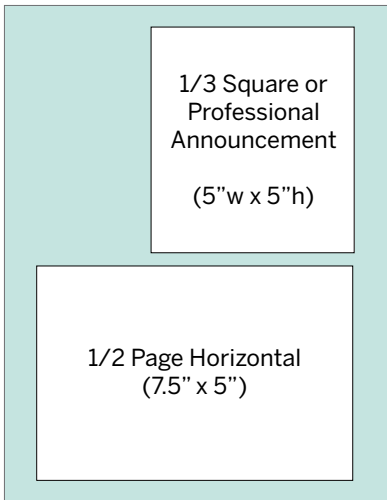
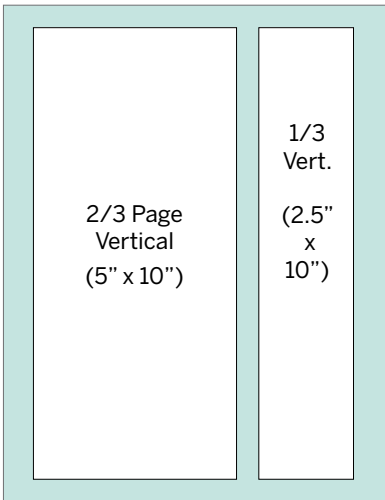
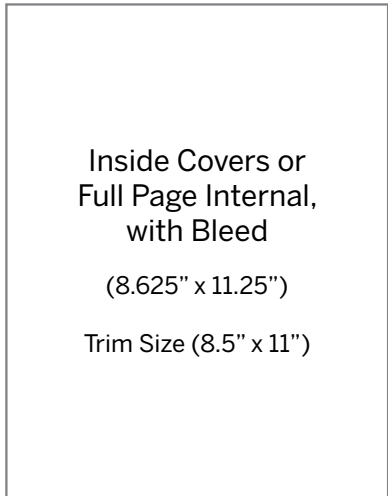
	6 Placements	3 Placements	1 Placement
Full Page:	\$625 per placement	\$675 per placement	\$750 per placement
2/3 Page:	\$475 per placement	\$525 per placement	\$595 per placement
1/2 Page:	\$425 per placement	\$475 per placement	\$525 per placement
1/3 Page:	\$300 per placement	\$350 per placement	\$395 per placement
1/6 Page:	\$200 per placement	\$250 per placement	\$295 per placement

Display Advertising Rates for Covers (in color)

	6 Placements	3 Placements	1 Placement
Inside Front:	\$800 per placement	\$875 per placement	\$950 per placement
Inside Back:	\$700 per placement	\$775 per placement	\$850 per placement
Outside Back:	\$800 per placement	\$875 per placement	\$950 per placement



Ad Dimensions



Mechanical & Policy Information

Printing: sheetfed offset lithography

Inks: standard process and PMS

Binding: saddle-stitched

Trim size: 8.5" x 11"

Green Printing: The *Hennepin Lawyer* meets the high environmental standards of the Forest Stewardship Council (fsc.org).



Materials Accepted

Preferred format for Display Advertising: Press-Quality PDF.

Graphics, Images, and Text Resolution: 300 DPI Minimum.