

Media Pack



Scottish Legal News, is the premier daily news source for Scotland's dynamic and fast changing legal profession.

The free daily email newsletter is sent directly to the inboxes of over 11,000 Scottish lawyers working in all sectors of the legal profession – Civil, Criminal, Commercial, Conveyancing and Crown.

Since its launch in June 2008, **Scottish Legal News** has grown to become the industry's leading source for news, events, jobs and tenders. It is a fast, free and focused service – keeping thousands of lawyers up to date with legal matters.

Subscribers include senior solicitors in public, private and corporate practice, judges, advocates, sheriffs, fiscals, lecturers and civil servants in a remarkable number of quangos and public bodies.

With over 30,000 unique visitors to our website and the widespread forwarding of our newsletter means we are already reaching the majority of Scotland's lawyers on a daily basis – and our readership continues to grow.

With over 6,500 Twitter followers our social media presence has also added a further dimension to the

service – giving fans and followers live updates of the latest news, jobs and events as and when they occur.

As such, **Scottish Legal News** offers real value to advertisers – reflected in our large number of repeat advertisers – who realise the benefits of featuring on our daily, focussed news service.

Display advertisers appreciate the flexibility we offer, with boxes and banners carrying flashing messages capable of linking adverts to their websites, email addresses or downloadable pdf documents.

ScottishLegal.com is Scotland's leading portal, keeping readers posted on the latest news, events, jobs and tenders.

The website also features sections on CPD, IT and the Universities, as well as a bookshop service.

ScottishLegal.com is owned by Scottish Legal News Ltd, a joint venture between the Scottish Legal Action Group (SCOLAG) and E-News Now Ltd.

**To advertise on Scottish Legal News please contact Jeff Anderson
T: 01292 479443, M: 07772875161 or Email jeff@scottishnews.com**

How can Scottish Legal News deliver for you?

- Reach – audience of 32,000 readers in Scotland’s dynamic legal sector and growing quickly (10% per annum).
- Service is daily, free and delivered direct to the readers’ inbox for maximum impact.
- Meets the dynamic tempo of modern business life.
- Display advertisers benefit from box/banner linking to their websites or carrying an e-mail address.
- Flashing messages/images that can be changed regularly.
- Job and tender advertisers benefit from inclusion of e-mail and web addresses making responses more likely and faster.
- Display advertisers benefit from ‘long trail’ i.e. readers forward adverts and newsletters to friends and colleagues leaving a ‘long trail’ online.
- Price competitive.

We have found recruitment advertising in Scottish Legal News to be both cost-efficient and highly effective. I would have no hesitation in recommending it.

Stuart Allan,
Standards Commissioner for Scotland

We would like to say that the response to the SLN advert was very good indeed, such that we recorded the highest number of delegates we have ever had on the course.

Paul Motion,
Secretary of the Society of Solicitor Advocates

Scottish Legal News is the only national daily legal news service of its type and provides a valuable resource for keeping up to date with current events. Its market reach provides a great platform for publicising events and reaching as wide and relevant an audience as possible.

Andrew Sutherland,
Advocates Clerk, Arnot Manderson

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SCOTTISH LEGAL NEWS

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£305 + VAT per 12+ months

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Job £278 + VAT

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