



THE LAW SOCIETY
OF NEW SOUTH WALES

MEDIA PACK 2025

THE LAW SOCIETY OF NEW SOUTH WALES

LAW SOCIETY JOURNAL PRINT

LSJ ONLINE

LAW SOCIETY JOURNAL E-NEWSLETTERS

PODCASTS

EVENTS

2017

WINNER

Association or
Member Organisation
Magazine of the Year

2018

WINNER

Association or
Member Organisation
Magazine of the Year

2019

WINNER

Association or
Member Organisation
Magazine of the Year

2020

WINNER

Association or
Member Organisation
Magazine of the Year

2023

WINNER

Association or
Member Organisation
Magazine of the Year

2024

FINALIST

Association or
Member Organisation
Magazine of the Year

WINNER

Cover Design
of the Year

FINALIST

Cover Design
of the Year



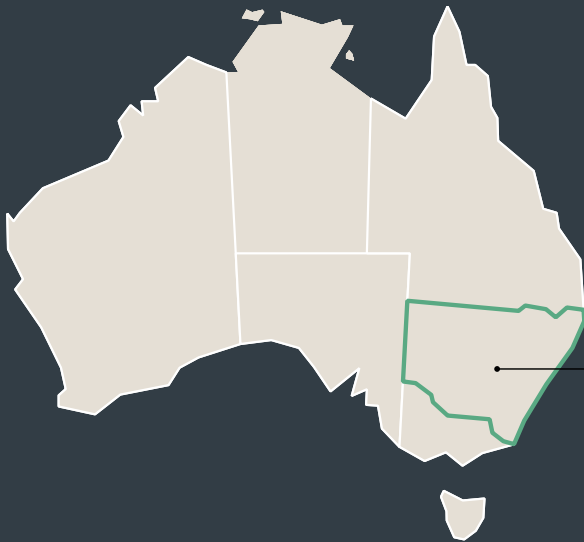
The Law Society of NSW has been recognised consistently at an industry level, both as finalist, highly commended and winners at the Mumbrella Publish Awards, an annual event showcasing the best of magazine publishing in Australia.

*Founded more than 180 years ago,
The Law Society of NSW is the largest
legal membership association in Australia,
representing the interests of over
37,500 members.*

Law Society members are valuable consumers and commanding business influencers, making our membership base one of the most highly sought-after in the country.

**The heart of the Law Society can be found in our motto,
Omnium Jura Defendimus – Defending the rights of all.**

We defend the rule of law by supporting the legal profession.



NSW SOLICITOR PROFESSION

43,000+

42% of all solicitors in Australia

THE LAW SOCIETY JOURNAL
MORE THAN A
MAGAZINE

Since 1963, The *Law Society Journal* has been more than just a publication: it has been a trusted companion to generations of solicitors, a source of knowledge and a space for ideas.

Today, that legacy continues across LSJ Online, our weekly newsletter and a suite of popular podcasts, together forming LSJ Media, one of the most frequently cited benefits of membership to the Law Society of NSW.

From print to podcast, with plenty of digital offerings in between, we are proud to set the legal news agenda in NSW. With a small and passionate team, we bring critical information about the law and trends within the legal profession to our members in an accessible and engaging way. Alongside that, we produce compelling human stories of those within the law and those who are affected and shaped by it.

By joining us as a partner, you are not simply placing an ad space. You are entering a conversation with the legal profession and aligning with a publication that readers value deeply. Our audience includes private practitioners, corporate counsel, government lawyers and in-house teams, people who turn to us for insight and connection.

With more than 30,000 readers in print and strong engagement online, the Journal and its digital channels reach professionals who are active, thoughtful and influential in their fields. LSJ Media embraces the old and the new, legacy and innovation, digital and print. At the centre of this is our iconic quarterly print magazine, the Law Society Journal. Alongside it are an array of weekly and monthly eNewsletters and our popular podcast series JustChat. Together, this suite of offerings is diverse, agile and comprehensive, allowing your message to reach the profession in ways that feel both natural and relevant.

Every placement sits alongside high-quality editorial content, ensuring that your presence feels part of the dialogue rather than an interruption.

When you choose to advertise with us, you are aligning with a trusted institution, positioning your brand as a thoughtful participant in the profession and gaining access to an audience with both influence and purchasing power. Most importantly, you are joining a conversation with a readership that values meaningful engagement.

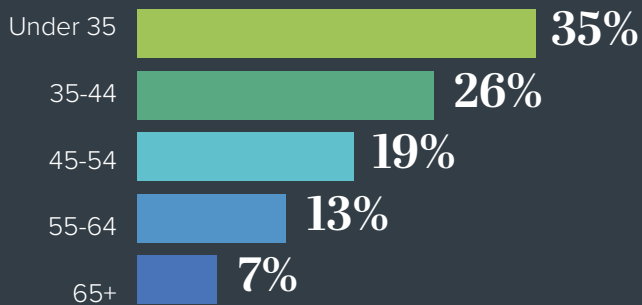
We would be delighted to explore how we can share your story with our readers.

- ABOUT OUR AUDIENCE -

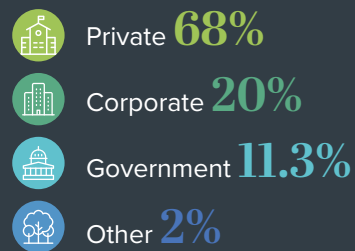
*Our members are educated
and influential professionals*



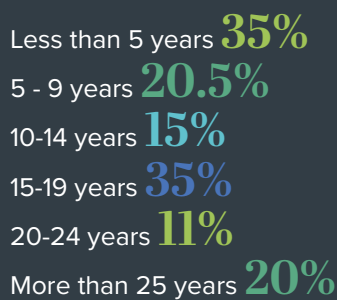
AGE



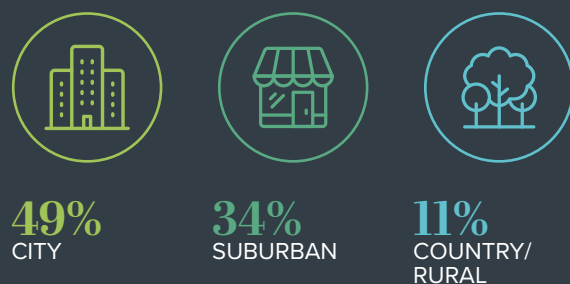
CATEGORY OF SOLICITOR



BY ADMISSION YEARS



LOCATION



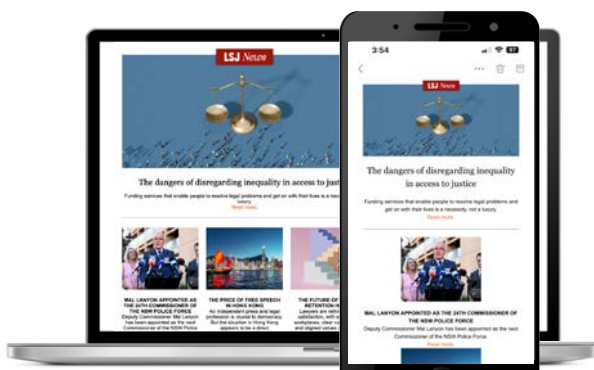
MULTI-CHANNEL OPPORTUNITIES



The Law Society Journal

The flagship quarterly print publication from the Law Society of New South Wales: featuring updates from the Law Society, thought-provoking essays and solicitor profiles, timely and relevant features, arts and culture reviews, and an in-depth regional report.

The Law Society Journal
Distribution 27,000+
144 pages
March, July, October and December editions
Published continuously since 1963



e-newsletter advertising

A suite of eNewsletters with up-to-the-minute and exclusive legal news and views delivered directly to our members' inbox. This includes the weekly LSJ News, and the monthly LSJ Legal Updates, which provides concise analysis of judgments and legislation and their impact on the profession.
Total list - 27,000
Open rate: 37.5%
Click to open rate - 9.7%

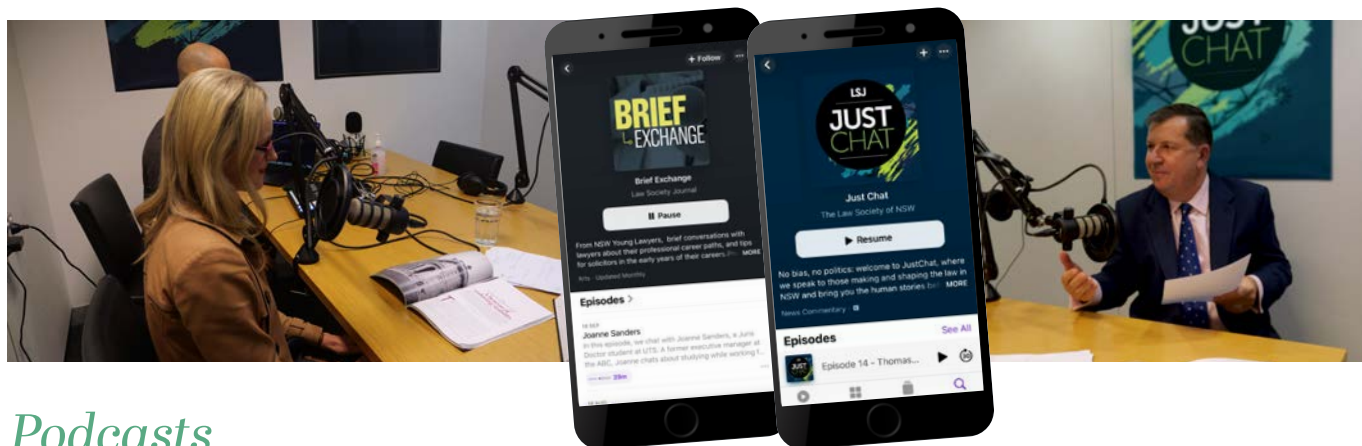


Online advertising

lsj.com.au, the online arm of the *Journal*, is updated daily, and as new breaks with the latest from the profession and information our members need to know. It also features subscriber-exclusive legal update content, and articles on arts, culture and lifestyle to help lawyers make the most of their down time.
85,000 visits per month
50,000 unique users

MULTI-CHANNEL OPPORTUNITIES

Please contact our Commercial Partnership team: advertising@lawsociety.com.au
to discuss our podcast and events sponsorship opportunities'



Podcasts

Australia's legal community comes from various backgrounds: from sole practitioners, barristers, to judges and other key decision-makers. Each month we sit down with key voices from the profession in NSW.

- **JustChat:** exploring the perspectives of those making and shaping the law
- **Brief Exchange:** conversations with lawyers about their professional career paths, and tips for solicitors in the early years of their careers
- **Frequency:** Monthly
- **Total downloads:** 30,000+

Recent guests include:

- Michael Kirby
- Justice Ingmar Taylor
- Baroness Helena Kennedy KC
- Justice Hament Dhanji
- Robert Bilott
- James Allsop
- Bill Browder
- Nicholas Cowdery
- Michael Coutts-Trotter



Event sponsorship

The Law Society of NSW (LSNSW) offers a portfolio of specialised events throughout the year, covering thought leadership, transformative law, innovation in the legal profession, professional development, young lawyers and graduate careers, including CDP programs and conferences.

2026 events sponsorship opportunities include:

Law Students Career Summit – 11 March
Annual Conference (CPD) – 12 March
Specialist Accreditation Conference (CPD) - August
Stand alone in-house, government and rural issues
Conferences – September to November
Regional Visits (CPD)– throughout the year
Annual Members Dinner – November

RATE CARD

THE LAW SOCIETY JOURNAL

DISPLAY ADVERTISING

	x1 edition	x2 editions	x3 editions	x4 editions
Flysheet	\$8,500.00	\$7,650.00	\$7,225.00	\$6,800.00
Gate Fold (3 Pages)	\$12,750.00	\$11,475.00	\$9,755.00	\$10,200.00
Inside Front Cover DPS	\$7,225.00	\$6,503.00	\$6,141.00	\$5,780.00
Inside Back Cover	\$5,250.00	\$4,725.00	\$4,463.00	\$4,200.00
Outside Back Cover	\$4,463.00	\$4,399.00	\$4,155.00	\$3,910.00
Double Page Spread (Premium positioning)	\$6,800.00	\$6,163.00	\$5,844.00	\$5,525.00
Full Page Spread (Premium positioning)	\$4,250.00	\$3,868.00	\$3,676.00	\$3,485.00
Double Page Spread (Standard positioning)	\$6,375.00	\$5,738.00	\$5,419.00	\$5,100.00
Full Page Spread (Standard positioning)	\$3,825.00	\$3,443.00	\$3,251.00	\$3,060.00

Issue	Booking Deadline*	Material Deadline
December 2025	3 November 2025	17 November 2025
March 2026	2 February 2026	16 February 2026
July 2026	3 June 2026	17 June 2026
October 2026	1 September 2026	14 September 2026
December 2026	2 November 2026	16 November 2026

ARTWORK SUPPLY

Press quality, high-resolution PDF's with fonts embedded, no spot colours, CMYK.

Allow 5mm bleed for full and double page advertisements and offset all printer's marks by 5mm

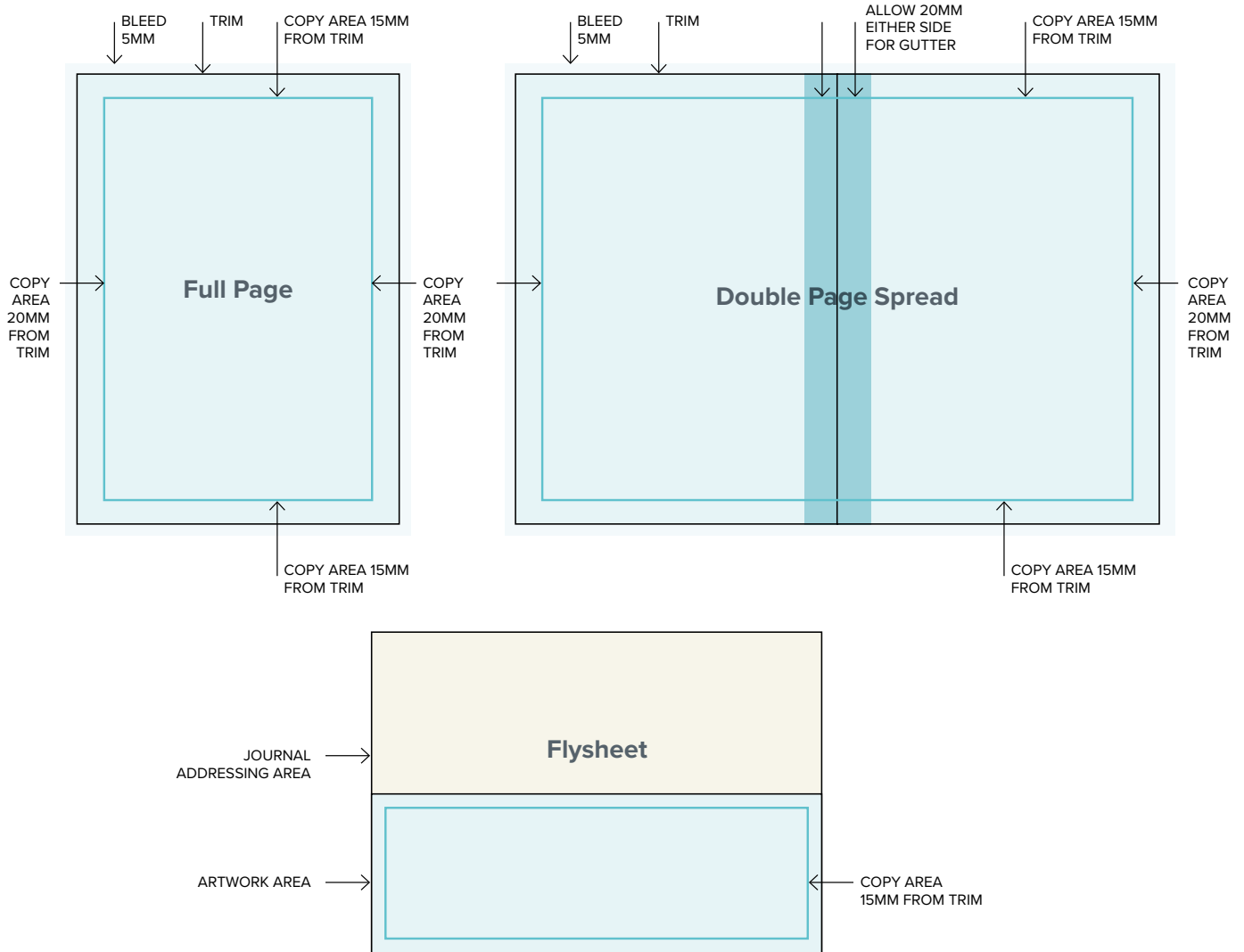
Inside front, outside back and inside back cover artwork may need to be supplied prior to listed material deadline.

Files should be sent by email to advertising@lawsociety.com.au

**Subject to ad placement availability.*

DISPLAY AD SPECIFICATIONS

THE LAW SOCIETY JOURNAL



	Copy Area	Trim	Bleed
Full Page	15mm in from top and bottom trim 20mm in from each side	210mm (w) x 276mm (h)	5mm
Double Page Spread	15mm in from top and bottom trim Allow 20mm in gutters	420mm (w) x 276mm (h)	5mm
Inside Front Cover	15mm in from top and bottom trim Allow 20mm in right hand gutter	210mm (w) x 276mm (h)	5mm
Back Cover	15mm in from trim	210mm (w) x 276mm (h)	5mm
Flysheet	10mm in from trim	276mm (w) x 105mm (h)	5mm

ADVERTORIAL RATES

THE LAW SOCIETY

JOURNAL

PRINT ADVERTORIAL

Per issue

Single Page Feature 2 lines headline plus 550 words body copy. Positioned after the first feature in the Journal, final position in the magazine is at the discretion of the Law Society Journal staff. Note that the opposite page may contain a display ad, editorial partner will give first right of refusal on that space*.	\$5,315.00
Double Page Feature 2 lines headline plus 950 words, including call to action sign off. Optional call out/side box: 230 words (example below shows 'case study'). Call out box is recommended for optimal reader engagement. Body text with NO call out box: 1200 words. Positioned after the first feature in the Journal, final position in the magazine is at the discretion of the Law Society Journal staff	\$8,000.00

DELIVERING PRACTICAL AI SOLUTIONS TO YOUR LAW FIRM

Want to understand the benefits of AI integration, but don't know where to start? LawTech AI may be able to help.

AN ET CONTEMPORARY BUSINESS LAW FIRM

...the benefits of AI integration, but don't know where to start? LawTech AI may be able to help.

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Single Page Feature

Double Page Feature

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RATE CARD

E-NEWSLETTERS

LAW SOCIETY JOURNAL E-NEWSLETTER RATES

	x1 week	x2 weeks	x3 weeks	x4 weeks
LSJ News and Legal Updates Horizontal Top Banner	\$1,232.00	\$1,109.00	\$1,047.00	\$986.00
LSJ News and Legal Updates Horizontal Low Banner	\$660.00	\$594.00	\$561.00	\$528.00

All rates are per ISSUE and ex GST

LAW SOCIETY JOURNAL E-NEWSLETTER SPONSORSHIP BUYOUT

Issue powered by your brand: including top banner, plus lower banner space for sponsor logo

	x1 week	x3 weeks	x6 weeks	x12 weeks
LSJ Legal Updates (monthly)	\$2,500.00	\$2,295.00	\$2,168.00	\$2,040.00
LSJ News (three issues a month)	\$2,500.00	\$2,295.00	\$2,168.00	\$2,040.00

Please note all listed buyout rates are per ISSUE either monthly for LSJ Legal Updates, or weekly for LSJ News.

E-NEWSLETTER BOOKING AND MATERIAL DEADLINES

Publication	Booking Deadline*	Material Deadline
LSJ News (Three Friday's per month)	COB one week before publication	COB one week before publication
LSJ Legal Updates (1st Friday of every month)	COB one week before publication	COB one week before publication

ARTWORK SUPPLY

- Files to be sent by email to advertising@lawsociety.com.au with 'New Booking' and your 'Company Name'
- Extended bookings, please advise which month(s)/time period the artwork should run
- Please ensure a working URL or tracking link is provided with your artwork

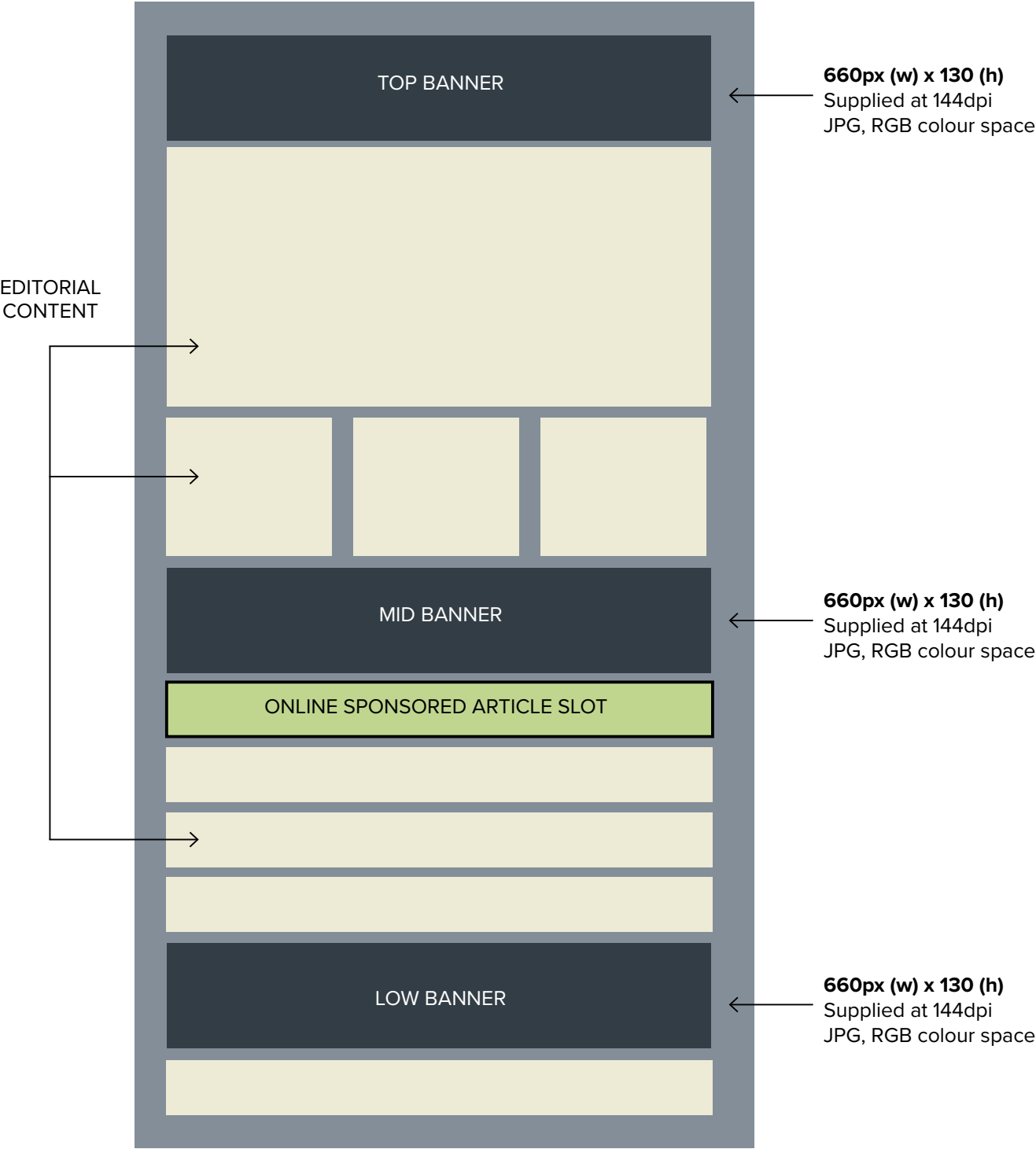
FREQUENCY

- LSJ News is published weekly, three Fridays a month except on public holidays
- LSJ Legal Updates is published monthly, first Friday of every month except on public holidays

*Subject to ad placement availability.

DISPLAY AD SPECIFICATIONS

E-NEWSLETTERS



RATE CARD

LSJ ONLINE

www.lsj.com.au

DISPLAY ADS ONLINE

		x1 month	x3 months	x6 months	x12 months
Leaderboard	Run of site	\$1,920.00	\$1,728.00	\$1,632.00	\$1,536.00
MREC	Run of site	\$1,152.00	\$1,037.00	\$980.00	\$920.00
Full banner	Homepage only	\$768.00	\$691.00	\$653.00	\$614.00

SPONSORED CONTENT/ONLINE BUY-OUT

	x1 month	x3 months
Sponsored content: up to 1300 word article linking from homepage, fully branded sponsored content page. Additional MREC run of site on lsj.com.au, top banner and amplification in the LSJ News eNewsletter.	\$5,590.00	N/A
Run of site buyout – including leaderboard site wide, MREC run of site, full banner	\$3,265.00	\$3,210.00

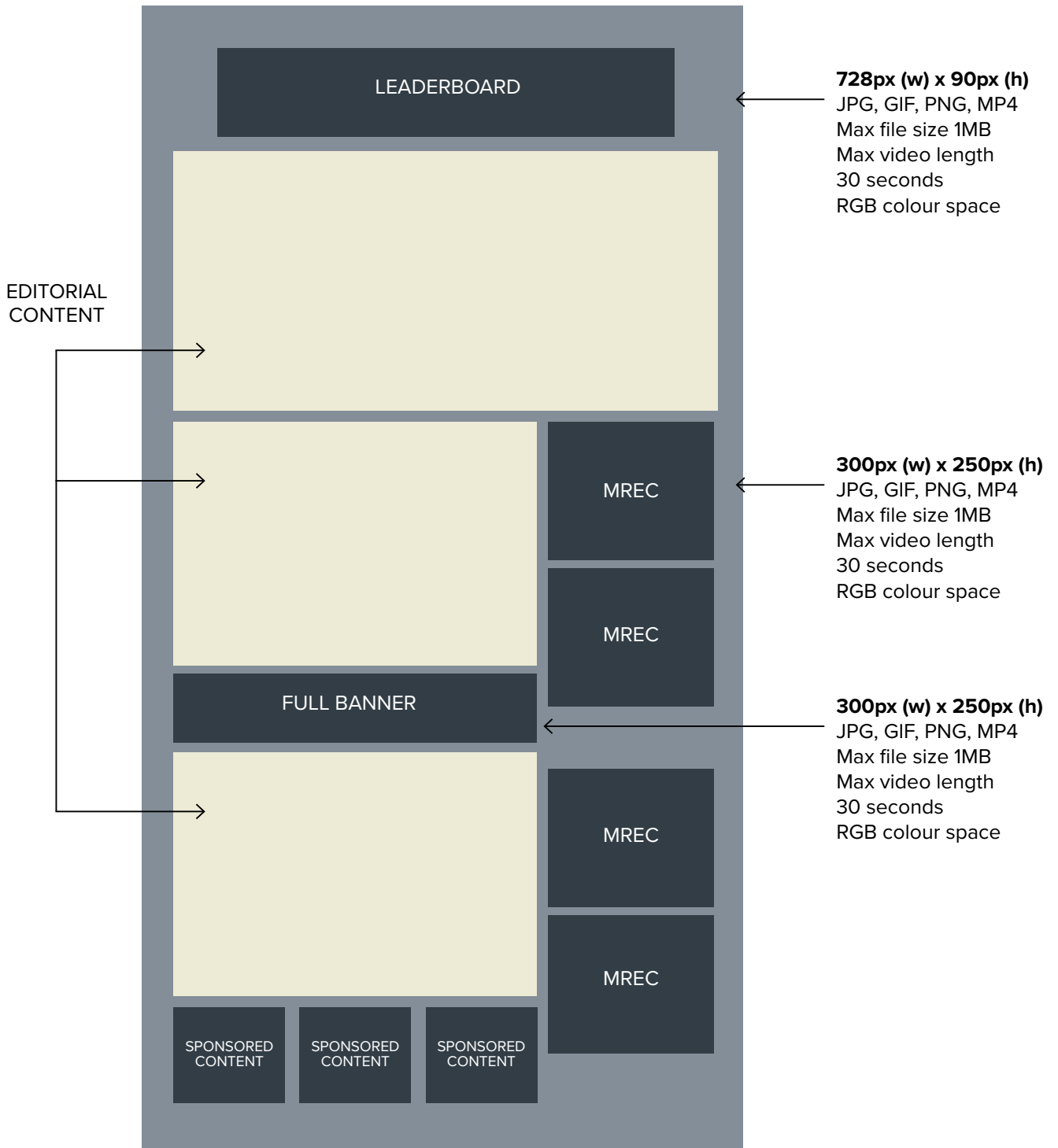
Rates are per MONTH and ex GST. Run of site includes homepage and all major category pages. All sponsored content is subject to editing and final approval by LSJ's managing editor and will be clearly marked and promoted as sponsored content

LSJ ONLINE BOOKING AND MATERIAL DEADLINES

	Booking Deadline*	Material Deadline
Sponsored content	20th of every month prior to activation date	Four weeks prior to activation date
Display advertising (Leaderboard, MREC, Horizontal homepage banner)	COB one week before publication	COB one week before publication

*Subject to ad placement availability.

DISPLAY AD SPECIFICATIONS
LSJ ONLINE
www.lsj.com.au



*The Commercial Partnerships team is
dedicated, agile and resourceful when
working with brands and companies
on bespoke tailored advertising
strategies and solutions*

Please contact us for any questions or to gain a customised quote:

General: advertising@lawsociety.com.au

Eleni Keppie, Senior Commercial Partnerships Specialist

Eleni.keppie@lawsociety.com.au



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