



Lifestyles4Lawyers

It's all about the balance!

Media Pack

What is Lifestyles4Lawyers?

A 'lifestyle' portal for busy legal professionals directly targeted at the lucrative legal industry in Great Britain, comprising over 200,000 practitioners: solicitors, barristers, judges, legal executives, paralegals, as well as law students, law graduates, law firm management and their equally affluent client base.

The portal will showcase only top quality brand suppliers and service providers that the lawyers include in their daily lives e.g. cars, private schools, top end gadgets, tailoring, first class holidays etc.

Cash rich, but time poor, lawyers will find your products at their fingertips via our easily searchable directory.

Lawyers can register for free allowing them access to save their favourites, adding them to 'my lifestyle list' and rate your product and leave positive comments (a real endorsement from a well-respected source!).

The site promotes a healthy work-life balance, with articles on nutrition, well-being and fitness, as well as many other interactive features.

OUR CLIENTS



MARCUS WAREING
AT THE BERKELEY



LONDON
SHOOTING
CLUB



Benefits

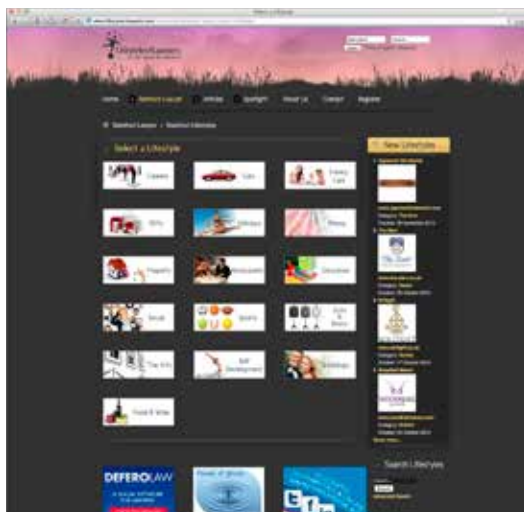
- Targeted promotion to niche wealthy market of over 200,000 legal professionals.
- Exclusivity, only maximum of 20 links per 'lifestyle', per region or county.
- Profile, link, logo, map, brochure and web address in the business region of your choice.
- Advertising in key publications; The Times, The Guardian, The Lawyer, The Law Society Gazette and The Global Legal Post.
- Direct Marketing – if you've got deals or offers, we will mention them in our monthly newsletter, LinkedIn and Facebook.
- Social Media - Twitter - we will retweet a selection of your tweets each week and further marketing of your business on Facebook, Pinterest and Google+.
- Reviews of your product by the lawyers themselves (a well-respected endorsement!)
- Enhanced SEO, indexed to Google, Bing and all other major search engines.
- Flexible content management throughout the campaign.
- Only top end, high quality brands will be promoted, therefore enhancing your reputation by association.
- Further enhancement of your product by association with our ambassadors Roger Black MBE and Steve Backley OBE of BackleyBlack, promoting Olympic performance in the workplace.
- National partner of the government Change4Life campaign, driving more potential customers to the site.

Rates

- 1 **LISTING** in any Region or County is £500 +VAT per annum.
- 2 **BANNERS** **A** £1500 +VAT **B** £1000 +VAT **C** £700 +VAT



1 **LISTING in Region or County**
£500 +VAT per annum



A **BANNER in Lifestyles**
£1500 +VAT per annum



B **BANNER in Barefoot Abroad**
£1000 +VAT per annum



C **BANNER in Articles**
£700 +VAT per annum

Regions and Counties

8 Major Business Regions

London
Midlands
North East
North West
South West
Scotland
Wales
Yorkshire

10 Major Counties

Berkshire
Buckinghamshire
Essex
Hampshire
Hertfordshire
Kent
Oxford
Surrey
Sussex
Suffolk

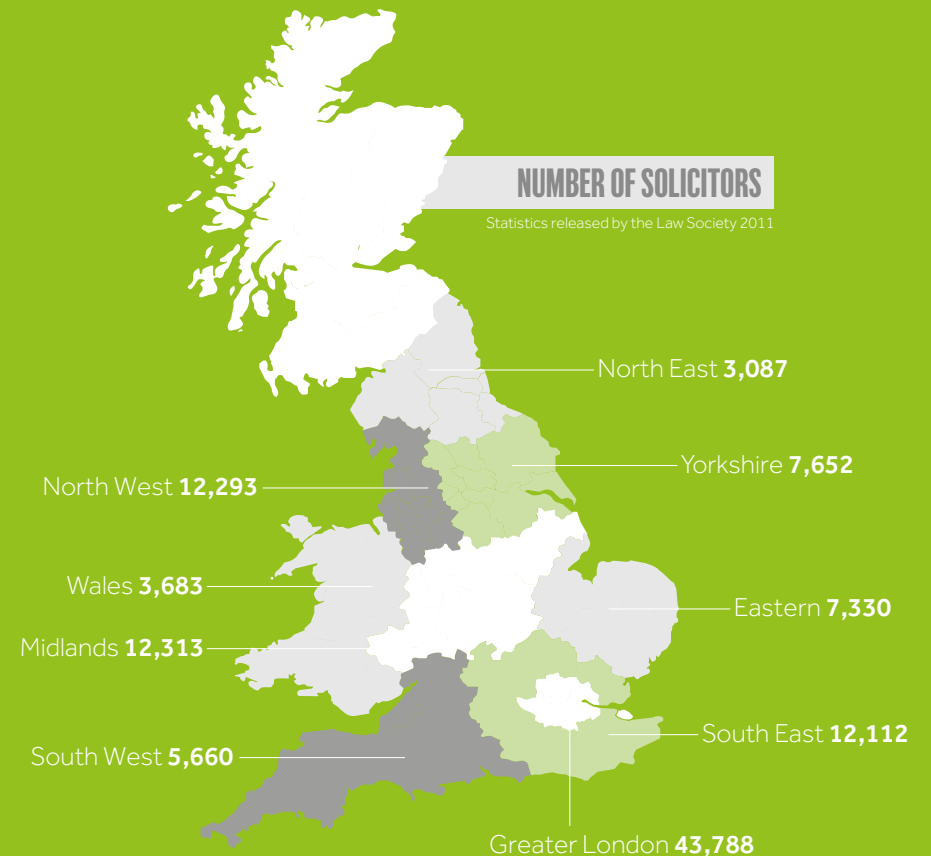
Lifestyle Categories

Careers
Cars
Family Care
Suits & Boots

The Arts
Food & Wine
Gifts
Holidays

Money
Property
Self Development
Restaurants

Education
Social
Sports
Weddings



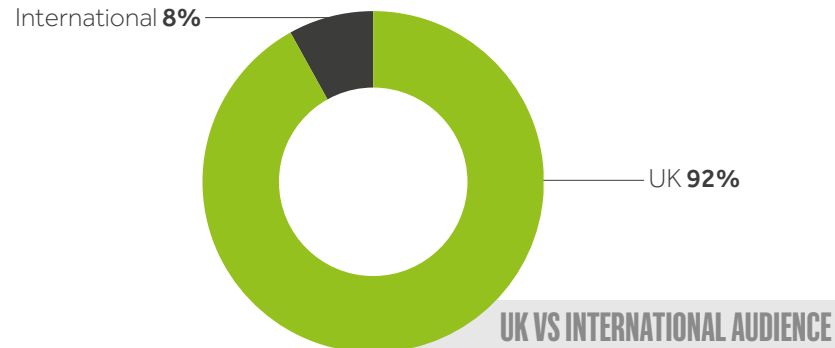
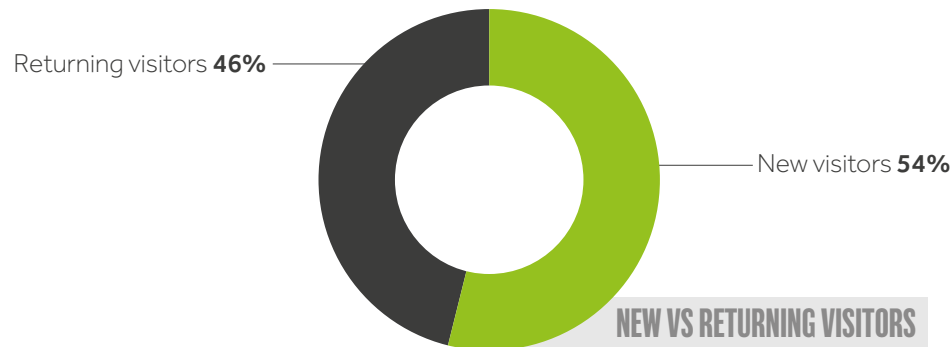
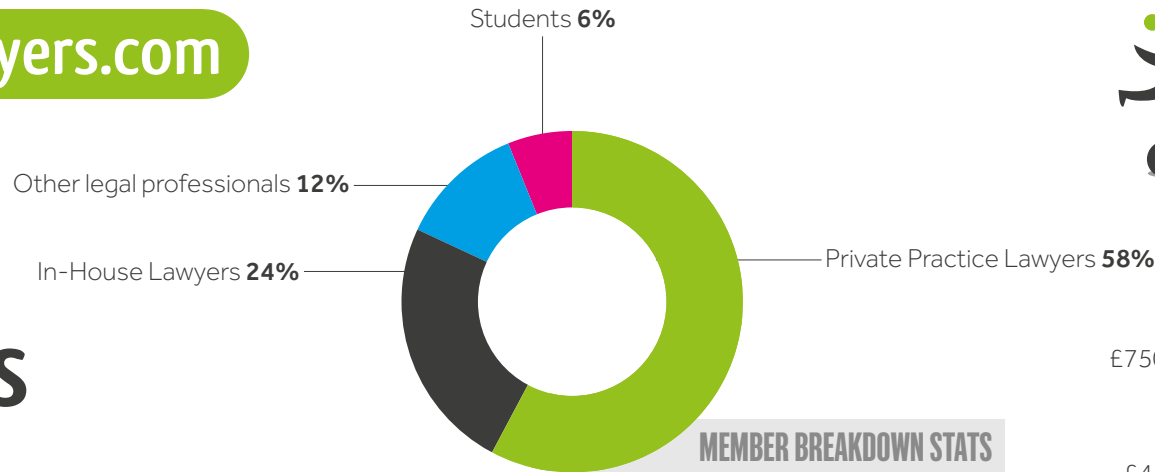
Statistics

We receive 80,000 page views a month and an average of 17,000 unique visitors.*

Because the site is a directory which contains links to other high quality sites, this pushes it up the rankings for SEO purposes. We also advertise on referral sites which currently generates 5% of traffic to the site. 48% is via search engines, and 47% is direct traffic.

We are the only legal site promoting lifestyle products and services to this niche wealthy market. That is our USP.

*Source: Google Analytics



The Lawyer
£750 to £1800 / week

Legal Week
£450 to £900 / week

Citywealth
£4,950 / annum

The Law Society Gazette
£3,600 / annum

DefroLaw
£2,400 / annum

Lifestyles4Lawyers
£500 / annum!

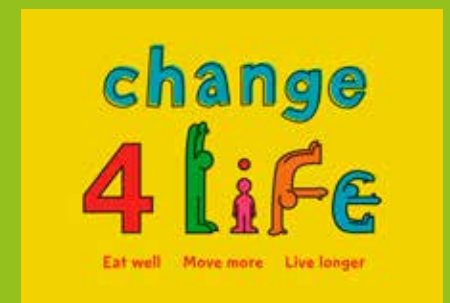
COST EFFECTIVE WHEN COMPARED TO OTHER LEGAL SITES

Partnerships

We are extremely proud of our Olympic Ambassadors, Roger Black MBE and Steve Backley OBE who can apply their formula for success into your firm or business. They are also inspirational speakers.

We are also delighted to be a National Partner of the government's Change4Life campaign, whose key messages we promote to our members through the website and newsletters.

Further partners include Rosetta Stone, Linkee and Marcus Wareing. If you have a proposition that can benefit both parties and would like to partner with us, please get in touch.



Contact

To book one of the limited slots please contact our advertising team:

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M 07942 897 349

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t [@Life4Law](https://twitter.com/Life4Law)

f facebook.com/Lifestyles4Lawyers