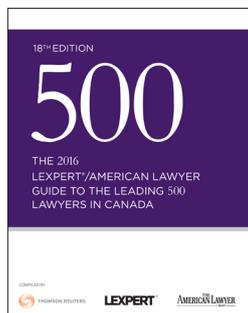


THE 2017

# LEXPERT®/American Lawyer Guide to the Leading 500 Lawyers in Canada

**KEY FACTS:** 13,500 print copies and 75,000+ digital notifications

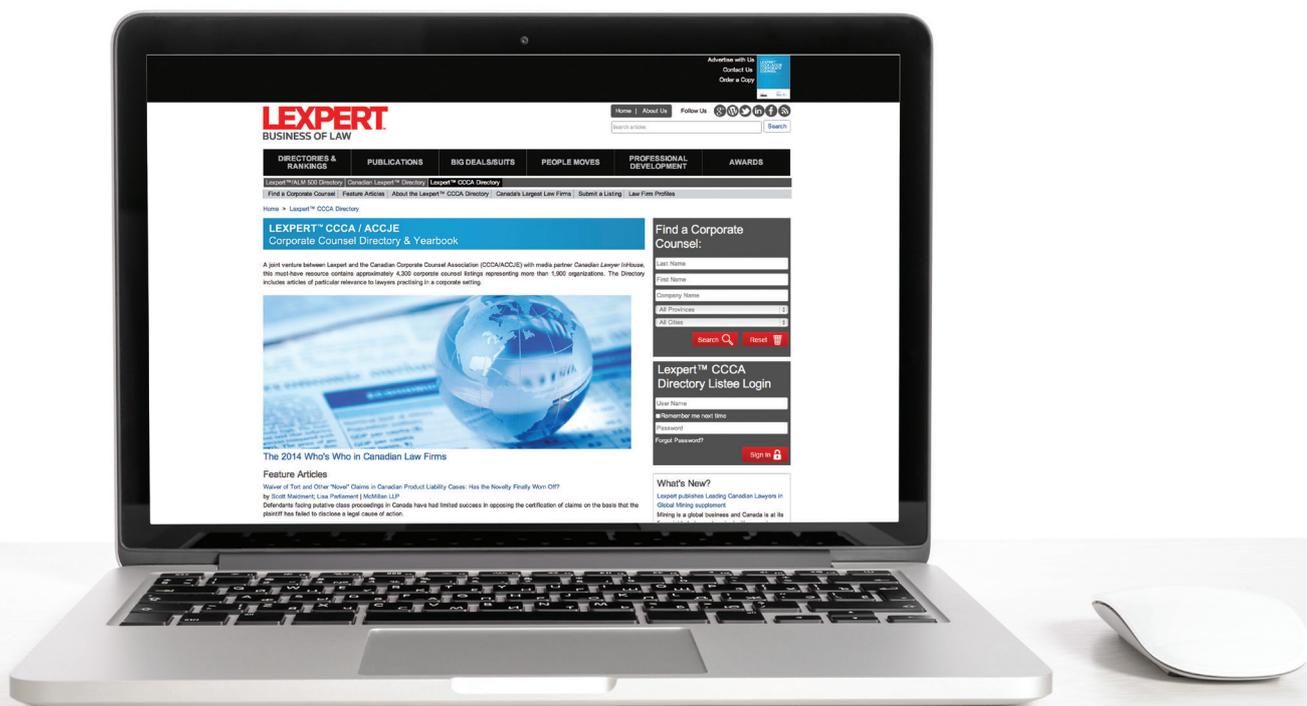


## ABOUT THE GUIDE

The *Lexpert®/American Lawyer Guide to the Leading 500 Lawyers in Canada* (the *Lexpert/ALM 500*) provides purchasers of legal services – U.S. – with a qualified resource for researching, vetting and selecting Canadian legal counsel.

The *Lexpert/ALM 500* is the most comprehensive annual guide to Canada's top legal talent, profiling the lawyers most recommended by their peers in

38 practice areas. In addition to extensive lawyer bios with photos, the directory also features contributions from leading practitioners across Canada, highlighting cross-border issues and recent developments in their practice areas. It presents you with an excellent opportunity to generate new business in the lucrative cross-border marketplace, and highlight your team and services to the decision makers who matter.



## PRINT DISTRIBUTION - 13,500 copies

We target a sophisticated audience of U.S. corporate counsel and top tier law firms via:

- **10,000 copies** to selected subscribers of *Corporate Counsel* magazine.
- **1,500 copies** to selected senior members of *The Am Law 100* and *Am Law 200* lists.
- **2,000 copies** to leading Canadian corporate counsel.

## DIGITAL DISTRIBUTION - 75,000 copies

The guide resides on the newly redesigned *Lexpert.ca*, which receives over **750,000 impressions** every year. Links to the directory are also distributed via:

- **Email to 25,000+ readers** of *Corporate Counsel* magazine and **50,000 readers** of *The American Lawyer* newsletter.
- **Several American Lawyer websites** including: *The American Lawyer*, *Corporate Counsel*, *Law.com* and the *National Law Journal* with a combined total of approximately **1.5 million page views per month**.

**Article/Bio/Ad booking deadline:** September 12, 2016 | **Article/Bio/Ad material deadline:** September 23, 2016

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THE 2017

# LEXPERT®/American Lawyer Guide to the Leading 500 Lawyers in Canada

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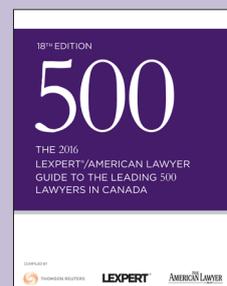
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