

2011

**LEXPERT**

Magazine

**Media Kit**



# mission

## A choice like no other.

Lexpert's publications and events are exciting and valuable. They comprise our magazine, directories, inserts in the *Globe and Mail's Report on Business* magazine, US guides, awards shows and courses. Taken altogether, we offer the legal community fine print and online journalism, celebration of excellence in legal practice and "value add" to lawyers and legal departments' business of law.

In *Lexpert* magazine, we continue to provide feature articles that converge on emerging practice areas and business of law opportunities, Cleantech and Transfer Pricing being two recent examples. We also cover issues of concern to the private Bar and in-house counsel: recruitment, diversity and accessibility, to name a few.

For the benefit of our Lexpert rankings-based publications, we are especially proud that our 2010 Lexpert surveys enjoy a 75 per cent participation rate by the lawyers who were invited to vote.

And how pleased we are to bring our awards shows to the legal—and business—community. Lexpert's Rising Stars: Leading Lawyers Under 40 has become a much-anticipated annual tradition. Meanwhile, on Lexpert's newer Zenith Awards, we pursue thought leadership in response to lawyers' feedback; this year we are celebrating the Pro Bono efforts of law firms and legal departments. Finally, Dealmakers is a very special awards show that brings together business people, financial providers and lawyers.

In all of our publications and events, we are mindful of the value that we offer to advertisers and sponsors. Because we draw from the legal community with thought and care, we trust that you will find the Lexpert brand of products to be a valuable tool to raise your profile.



Jean Cumming  
*Editor-in-Chief*

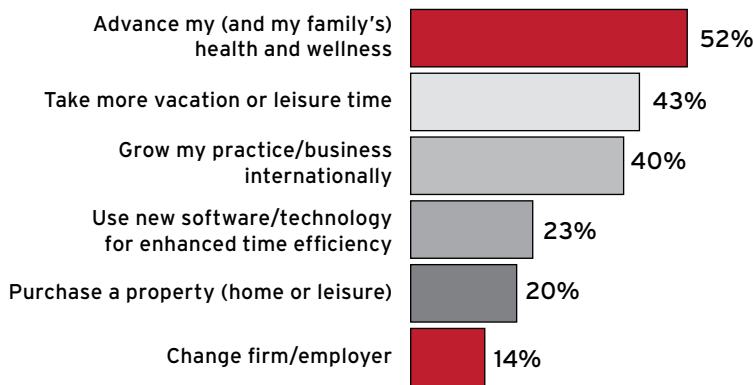
# mandate

## Reach an exclusive audience.

Dedicated to a committed readership of top corporate decision-makers, including lawyers, senior corporate executives and in-house corporate counsel, the Lexpert portfolio offers a unique opportunity for business and lifestyle advertisers.

**Lexpert is the authoritative source for the latest news and information on the business of law.**

### Over the next two years our readers have plans to:

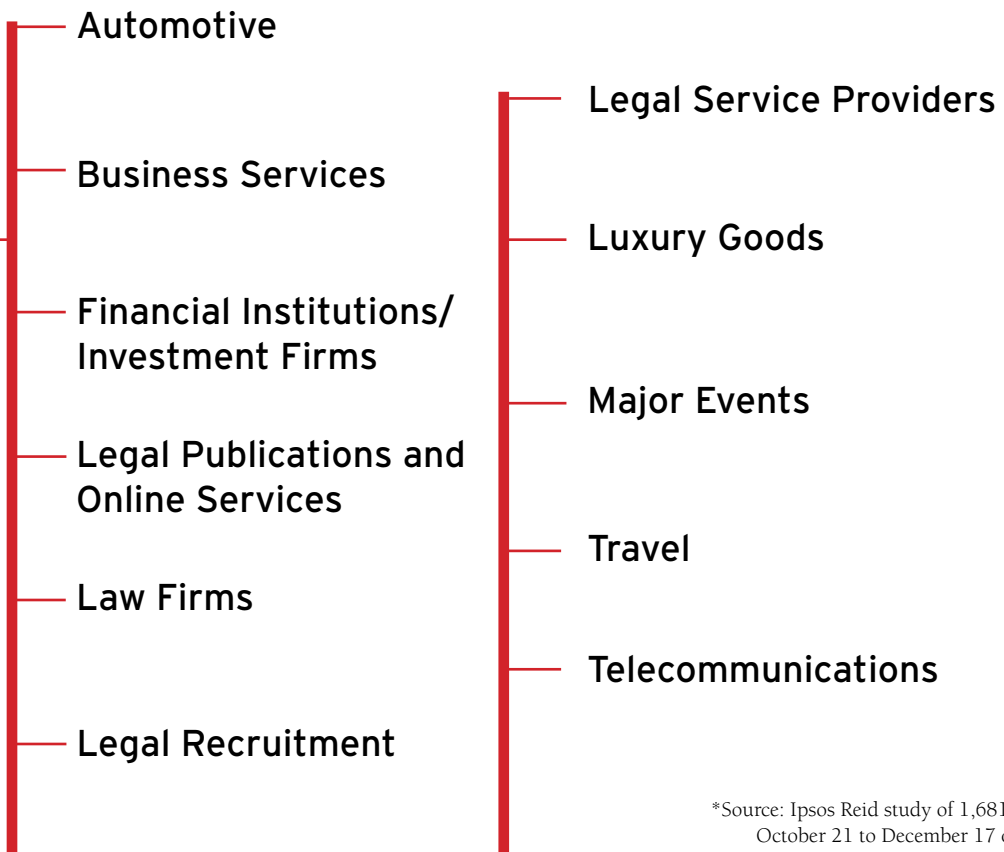


\*Source: Ipsos Reid study of 1,681 fielded from October 21 to December 17 of 2008.

## Increase your visibility.

Our partnership with the *Globe and Mail*, which includes exposure once a week in the *Globe and Mail* Law Page, provides a strong opportunity for audience expansion by continually driving business and legal readers through the Lexpert web site.

### Types of advertising our readers want to see in the future:



\*Source: Ipsos Reid study of 1,681 fielded from October 21 to December 17 of 2008.

# market profile

## Partner with quality.

Published 10 times per year, *Lexpert* magazine has earned a reputation for consistent quality and excellence among Canada's legal and corporate elite by publishing insightful, inspirational stories and addressing current issues faced by corporate and legal professionals.

Leverage the trusted voice of *Lexpert* to reach legal industry movers and shakers.

What readers have to say about *Lexpert* magazine:

"I think it is far and away the best Canadian legal news source going."

"Keep up the good work with interesting features in many different sectors!"

"I think you should be commended for producing such a high-quality, well-edited, interesting and informative publication. Keep up the great work!"

"I will always read it to keep up to date with the legal arena, the moves, the professional opportunities, etc. but adding a few fun articles adds warmth."

"Keep the glossy eye-catching graphics, text and photos. It is a pleasure to read."

"The editorial has caught my eye, and the articles have been thought provoking. Especially the one on enjoying what you are doing, before you die."

"A good magazine, and a must-read for a senior partner involved in law firm management."

"I really like the tech articles and the corporate organization, leadership and corporate governance issues presented."

Lexpert readers have disposable income. And they like to spend it.

### Top three sports activities:

Fitness Club 59%

Golf 46%

Skiing 32%

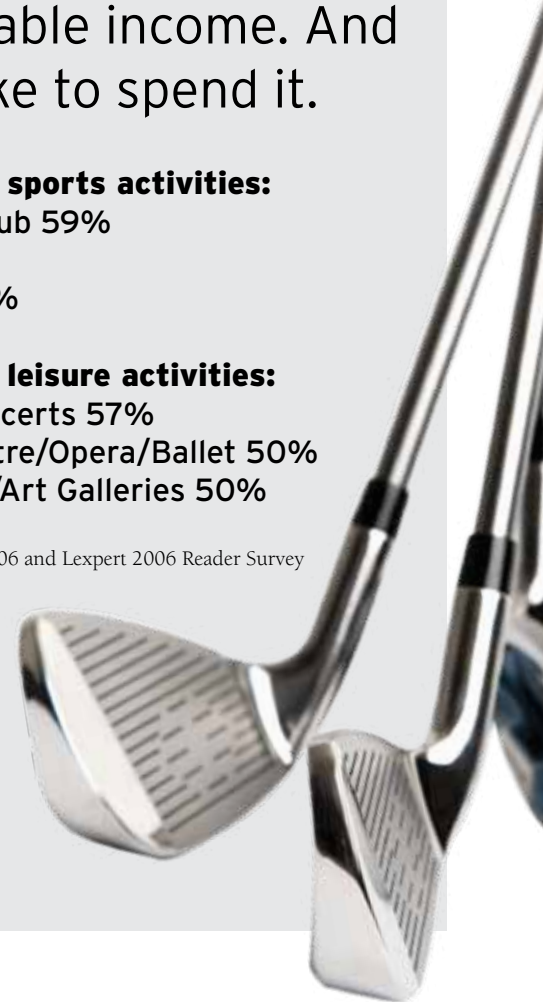
### Top three leisure activities:

Music Concerts 57%

Live Theatre/Opera/Ballet 50%

Museums/Art Galleries 50%

\*Source: PMB 2006 and Lexpert 2006 Reader Survey



## Lexpert readers can move your business.

51% spend more than \$2,000 on credit cards each month

22% have investments worth \$1 to \$8 million

96% have RRSPs, 55% have stocks, with 38% using a full-service Investment Broker

60% have a combined household income of more than \$200,000, with 20% having a high income of more than \$500,000

# market opportunity

## Influence the decision-makers.

*Lexpert's* regular columns and features appeal to an elite, high-profile readership composed of partners and associates at major law firms in Canada, C-level executives at Canada's top corporations, plus a large majority of Canada's in-house corporate counsel.

We strive to marry relevance and the highest editorial standards in order to create multiple audience touch points and meaningful return on investment.

*Lexpert's* editorial features offer focused access to your target audience:

**Corporate Governance** • **Law Firm Marketing** • **Law Department Management**

**Big Deals – Corporate** • An overview of recent corporate transactions of importance.

**Big Suits** • An overview of recent litigation of importance.

**Strategy Forum** • Tips that focus on leadership and developing organizational practice.

**Value Added** • Accounting firm experts follow quantitative trends.

**Words** • Expand your vocabulary and your water-cooler banter.

**Lexpert Tech** • An examination of emerging technologies in order to analyze their impacts on the legal field.

**Lexpert Sports** • A look at the real-world overlap between legal precedents and sports.

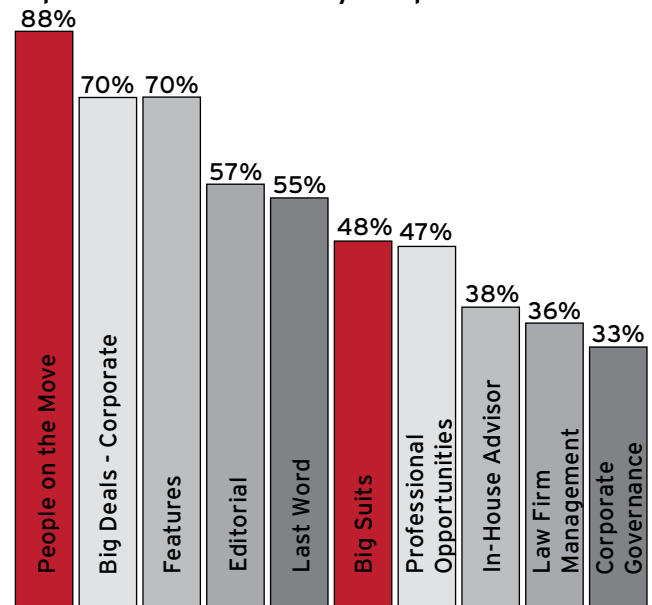
**Gastronomical Bliss** • A robust consideration of fine wines, from reviews to the latest trends. Interest in wine is high: 55% of *Lexpert* readers are wine consumers.

**Travel Trends** • Destination profiles for the refined traveller. *Lexpert* readers are proven travellers:

- 41% have taken five or more business trips in the past 12 months
- 25% travel business/executive class
- 82% are members of a Frequent Flyer Program
- 92% travelled on business within Canada in the past 12 months, 60% to the US
- 62% have spent five or more nights away on business travel in the past 12 months
- 51% have rented a car for business travel in the past 12 months
- 51% have taken five or more vacation trips in the past 12 months
- 83% have taken vacation in Canada, 78% to the US, 51% to Europe
- 51% have taken a cruise in the past three years, 27% eco-travel

**Last Word** • A look at current trends and issues in culture.

### Top 10 Articles Read by Lexpert Readers:



\*Source: Ipsos Reid study of 1,681 fielded from October 21 to December 17 of 2008.

# reader profile

## Put your words in other people's mouths.

Leverage the trusted voice of *Lexpert* magazine to appeal to decision-makers with power and authority. *Lexpert* provides relevant editorial to influential readers interested in getting the most out of their professional and personal lives.

### Reader Demographics

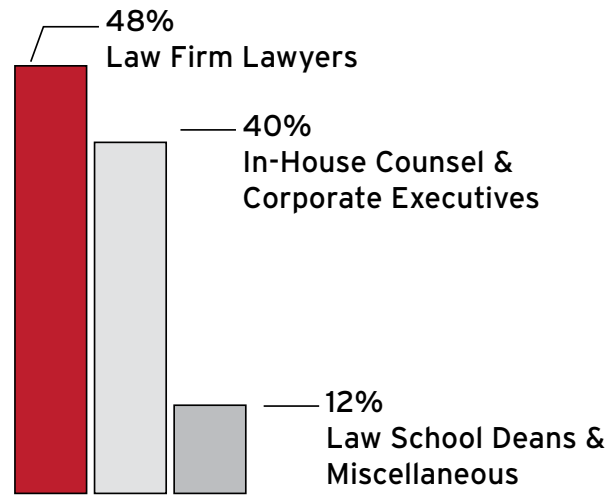
- 61% are male, 39% female
- 46% are 35 to 50 years old
- 63% are married

### Canadian Circulation

|   |        |
|---|--------|
| Total Qualified Circulation .....                     | 14,427 |
| Lawyers .....   | 7,405  |
| In-house Corporate Counsel & C-Level Executives ..... | 5,210  |
| Miscellaneous .....                                   | 107    |
| Law Schools & Deans .....                             | 1,705  |

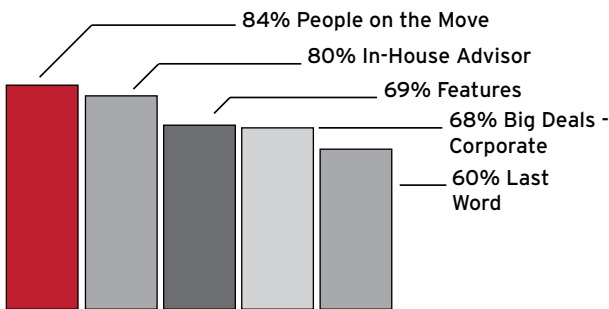
Source: November 2010 Publisher's Claim of Circulation

### Circulation Distribution\*

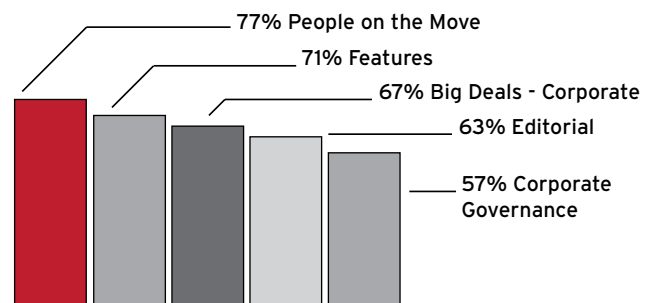


### Top 5 Most-Read Sections of *Lexpert* magazine:

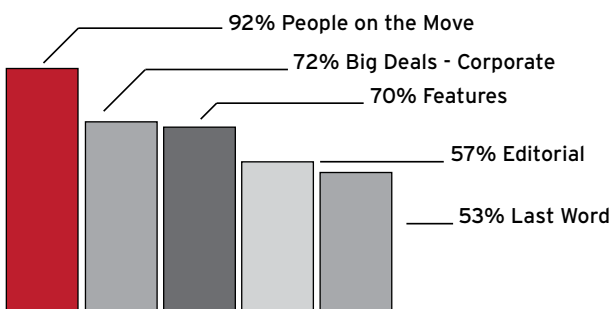
#### In-House Counsel\*



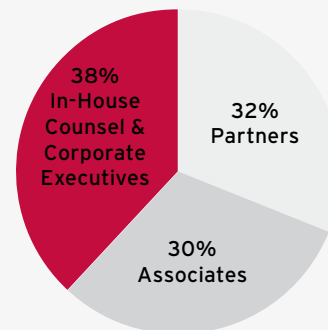
#### Corporate Executives & Other\*



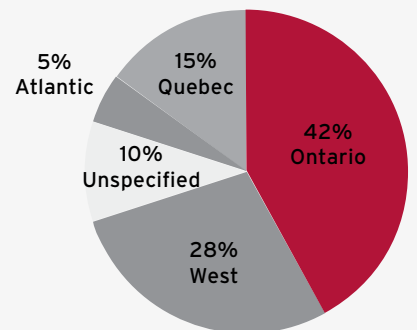
#### Law Firm Lawyers\*



#### Responses by Role\*

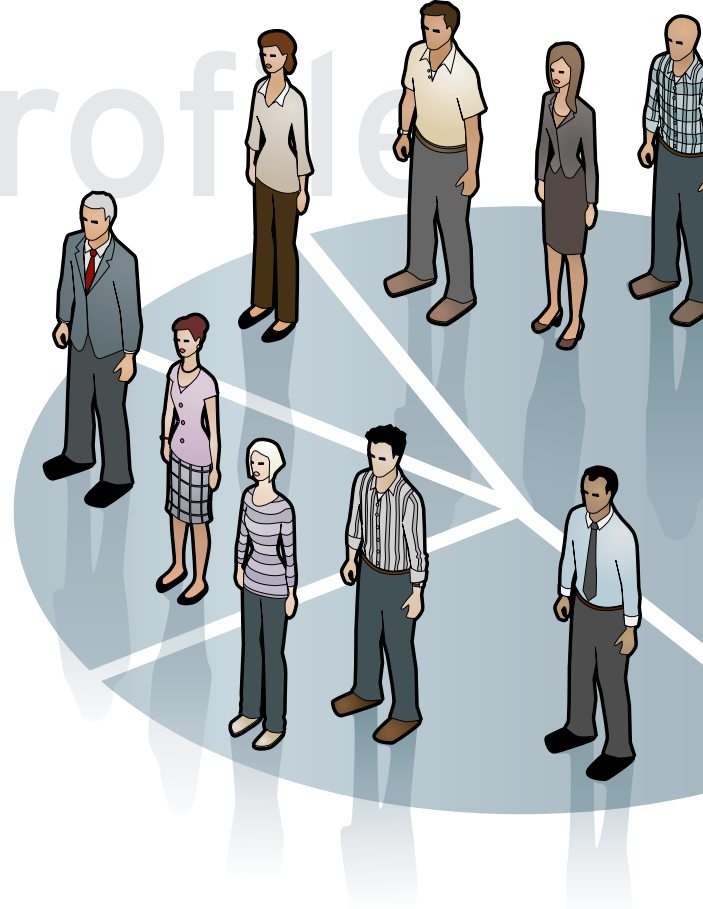


#### Responses by Region\*



\*Source: Ipsos Reid study of 1,681 fielded from October 21 to December 17 of 2008.

# reader profile

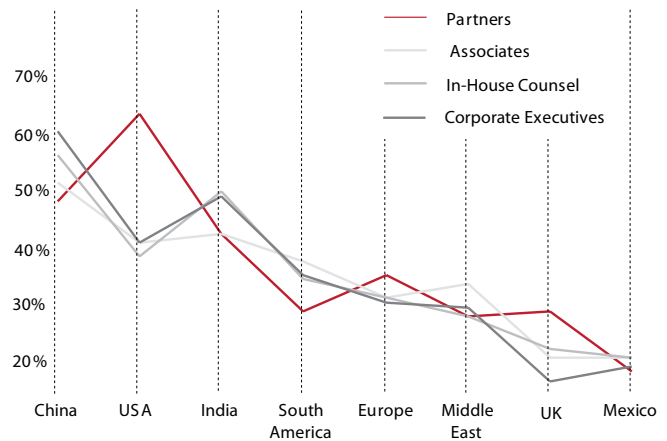


## Aim for the top.

*Lexpert* reaches a national audience of leading law firms and corporations. A sampling of subscription holders includes:

- Air Canada
- Husky Energy Inc.
- Alcan Inc.
- ING Real Estate Canada
- BC Hydro
- Bank of Nova Scotia Trust Company
- Japan Bank for International Cooperation
- Labatt Breweries of Canada
- Bell Canada
- Manulife Financial
- Bennett Jones LLP
- McCarthy Tétrault LLP
- Blake, Cassels & Graydon LLP
- McInnes Cooper
- BMO Financial Group
- McMillan LLP
- Bombardier Inc. – Aerospace
- National Bank of Canada
- Ogilvy Renault LLP
- Borden Ladner Gervais LLP
- Ontario Power Generation Inc.
- Cadillac Fairview Corporation Limited
- Canadian Natural Resources Ltd.
- Osler, Hoskin & Harcourt LLP
- Canadian Nurses Protective Society
- PricewaterhouseCoopers Inc.
- Royal & Sun Alliance Insurance Company
- Commonwealth Insurance Company
- Computershare Trust Company of Canada
- Fasken Martineau DuMoulin LLP
- Royal Bank of Canada - RBC Law Group
- Fraser Milner Casgrain LLP
- Siemens Canada Limited
- Sun Life Assurance Company of Canada Ltd.
- GE Canada Equipment Financing
- Goodmans LLP
- Suncor Energy Services Inc.
- Davies Ward Phillips & Vineberg LLP
- Stikeman Elliott LLP
- Heenan Blaikie LLP
- TELUS Corporation
- HSBC Bank Canada
- Torys LLP

### International Areas of Interest:\*



\*Source: Ipsos Reid study of 1,681 fielded from October 21 to December 17 of 2008.

# production

## 2011 MAGAZINE PRODUCTION SCHEDULE

| Issues 2011           | Features  | Editorial Closing | Display Ads       | A&A                | Mail Date         |                    |                     |
|-----------------------|---|-------------------|-------------------|--------------------|-------------------|--------------------|---------------------|
| January               | <ul style="list-style-type: none"> <li>• Top Deals of 2010</li> <li>• Top Cases of 2010</li> <li>• In-House Advisor: Workplace Privacy</li> </ul>                                   | November 8        | Space<br>Material | Nov. 12<br>Nov. 19 | Space<br>Material | Nov. 19<br>Nov. 26 | <i>January 4</i>    |
| February              | <ul style="list-style-type: none"> <li>• Corporate Social Responsibility</li> <li>• Law and Social Goals</li> <li>• Bermuda Tax Agreement</li> <li>• ACC Value Challenge</li> </ul> | December 10       | Space<br>Material | Dec. 10<br>Dec. 17 | Space<br>Material | Dec. 10<br>Dec. 17 | <i>February 2</i>   |
| March                 | <ul style="list-style-type: none"> <li>• Dealmakers</li> <li>• Roundtable on Women Managing Partners</li> <li>• Global Expansion of Canadian Banks</li> </ul>                       | January 10        | Space<br>Material | Jan. 14<br>Jan. 21 | Space<br>Material | Jan. 21<br>Jan. 28 | <i>March 4</i>      |
| April                 | <ul style="list-style-type: none"> <li>• Procurement</li> <li>• Mid-size Firm Strategy</li> <li>• Green IT and Communications</li> </ul>  | February 7        | Space<br>Material | Feb. 18<br>Feb. 25 | Space<br>Material | Feb. 25<br>Mar. 4  | <i>April 5</i>      |
| May                   | <ul style="list-style-type: none"> <li>• Canada's Changing Legal Landscape</li> <li>• Project Management</li> </ul>   | March 7           | Space<br>Material | Mar. 18<br>Mar. 25 | Space<br>Material | Mar. 25<br>Apr. 1  | <i>May 3</i>        |
| June                  | <ul style="list-style-type: none"> <li>• Financial System International Overhaul</li> <li>• Communities and the Deal</li> </ul>   | April 11          | Space<br>Material | Apr. 15<br>Apr. 22 | Space<br>Material | Apr. 22<br>Apr. 29 | <i>June 2</i>       |
| July/August           | <ul style="list-style-type: none"> <li>• Arbitration Records</li> <li>• Toxic Substances in Law</li> <li>• Tax in the Context of M&amp;A</li> </ul>                                 | May 9             | Space<br>Material | May 20<br>May 27   | Space<br>Material | May 27<br>Jun. 3   | <i>July 4</i>       |
| September             | <ul style="list-style-type: none"> <li>• Art of the Deal</li> <li>• Art of the Case</li> <li>• Experiential Legal Education</li> </ul>  | July 11           | Space<br>Material | Jul. 20<br>Jul. 22 | Space<br>Material | Jul. 22<br>Jul. 29 | <i>August 23</i>    |
| October               | <ul style="list-style-type: none"> <li>• Zenith Awards</li> <li>• Mining Law</li> <li>• Proxy Solicitation</li> </ul>   | August 2          | Space<br>Material | Aug. 24<br>Aug. 26 | Space<br>Material | Aug. 24<br>Aug. 26 | <i>September 21</i> |
| November/<br>December | <ul style="list-style-type: none"> <li>• Rising Stars</li> <li>• Restructuring</li> <li>• Calgary Market</li> </ul>   | September 26      | Space<br>Material | Oct. 14<br>Oct. 21 | Space<br>Material | Oct. 14<br>Oct. 21 | <i>November 30</i>  |

# production

## LEXPERT MAGAZINE AD RATES (NET RATES, CDN\$, AGENCIES ADD 15%)

| 4 COLOUR                        | 1x            | 3x           | 6x           | 10x     |
|---------------------------------|---------------|--------------|--------------|---------|
| 1/6 Page.....                   | \$1,815.....  | \$1,750..... | \$1,680..... | \$1,610 |
| 1/4 Page.....                   | \$3,340.....  | \$3,200..... | \$3,065..... | \$2,950 |
| 1/3 Page.....                   | \$3,935.....  | \$3,780..... | \$3,625..... | \$3,480 |
| 1/2 Page.....                   | \$4,550.....  | \$4,360..... | \$4,200..... | \$4,030 |
| 1/2 Page Island.....            | \$5,140.....  | \$4,940..... | \$4,750..... | \$4,550 |
| 2/3 Page.....                   | \$5,550.....  | \$5,230..... | \$5,025..... | \$4,830 |
| Full-Page.....                  | \$6,050.....  | \$5,810..... | \$5,575..... | \$5,360 |
| DPS.....                        | \$10,280..... | \$9,770..... | \$8,860..... | \$8,085 |
| Earlug.....                     | \$910.....    | \$855.....   | \$800.....   | \$750   |
| APPOINTMENTS &<br>ANNOUNCEMENTS |               |              |              |         |
| A&A 1/2 Page.....               | \$1,580.....  | \$1,495..... | \$1,400..... | \$1,330 |
| A&A Full Page.....              | \$2,260.....  | \$2,120..... | \$2,000..... | \$1,875 |
| COVERS                          |               |              |              |         |
| IFC/IFC.....                    | \$7,260.....  | \$6,975..... | \$6,695..... | \$6,415 |
| OBC.....                        | \$7,375.....  | \$7,085..... | \$6,800..... | \$6,530 |

## PRODUCTION/MECHANICALS

### Dimensions

|                          | Live (allow 1/2" gutter) | Trim                | Bleed          |
|--------------------------|--------------------------|---------------------|----------------|
| Page.....                | 6.85 x 9.5.....          | 8.125 x 10.875..... | 8.375 x 11.125 |
| 2/3 Page vertical.....   | 4.5 x 9.5                |                     |                |
| 1/2 Page island.....     | 4.5 x 7.25               |                     |                |
| 1/2 Page vertical.....   | 3.3 x 9.5                |                     |                |
| 1/2 Page horizontal..... | 6.85 x 4.75              |                     |                |
| 1/3 Page square.....     | 4.5 x 4.75               |                     |                |
| 1/3 Page vertical.....   | 2.125 x 9.5              |                     |                |
| 1/3 Page horizontal..... | 6.85 x 3.25              |                     |                |
| 1/4 Page square.....     | 3.3 x 4.75               |                     |                |
| 1/4 Page horizontal..... | 6.85 x 2                 |                     |                |
| 1/6 Page vertical.....   | 2.25 x 4                 |                     |                |
| DPS.....                 | 15 x 9.5.....            | 16.25 x 10.875..... | 16.5 x 11.125  |

Please place all crop and registration marks outside of Trim Area.

All type and critical illustration matter (including keylines) should be kept within the "Live Area" as noted above – NOT the Trim Area

# production

## Mechanical Requirements

Printing Method: Heat set web

Binding: Perfect bound

Screen: 133-150 line screen

Electronic Material: Digital files only. PDF/X-1a files are preferred. High resolution images of 300dpi or higher in CMYK format only. Please place all crop lines outside of the bleed area. To ensure the accuracy of all advertisements, a full-size colour proof must be provided. Publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email.

Smaller files can be e-mailed up to a maximum file size of 10MB. Send to ads@lexpert.ca.

FTP Site: Please email ads@lexpert.ca for password and login information.

Label files using the following format: YourCompanyName\_MonthOfPub\_Magazine.pdf.

## Terms & Conditions

Goods & Services Tax: Our published rates do not include the HST. 13% will be added to invoices and clearly identified.

Agency Commission: 15% of gross to recognized agencies.

Terms: Net 30 days. 2% per month interest on overdue accounts.

Publisher Conditions: Advertising material is subject to approval by the publisher. Cancellations and space changes not accepted after the closing date. If “new” artwork is not received by the materials deadline, a repeat of your most recent creative will be used.

## CONTACT INFORMATION

### Advertising Inquiries

**Grace So**

Client Development Manager

Tel: (416) 609-5838

Email: grace.so@thomsonreuters.com

### Production Inquiries

**Lynda Krasevec**

Sales Coordinator

Tel: (416) 609-5836

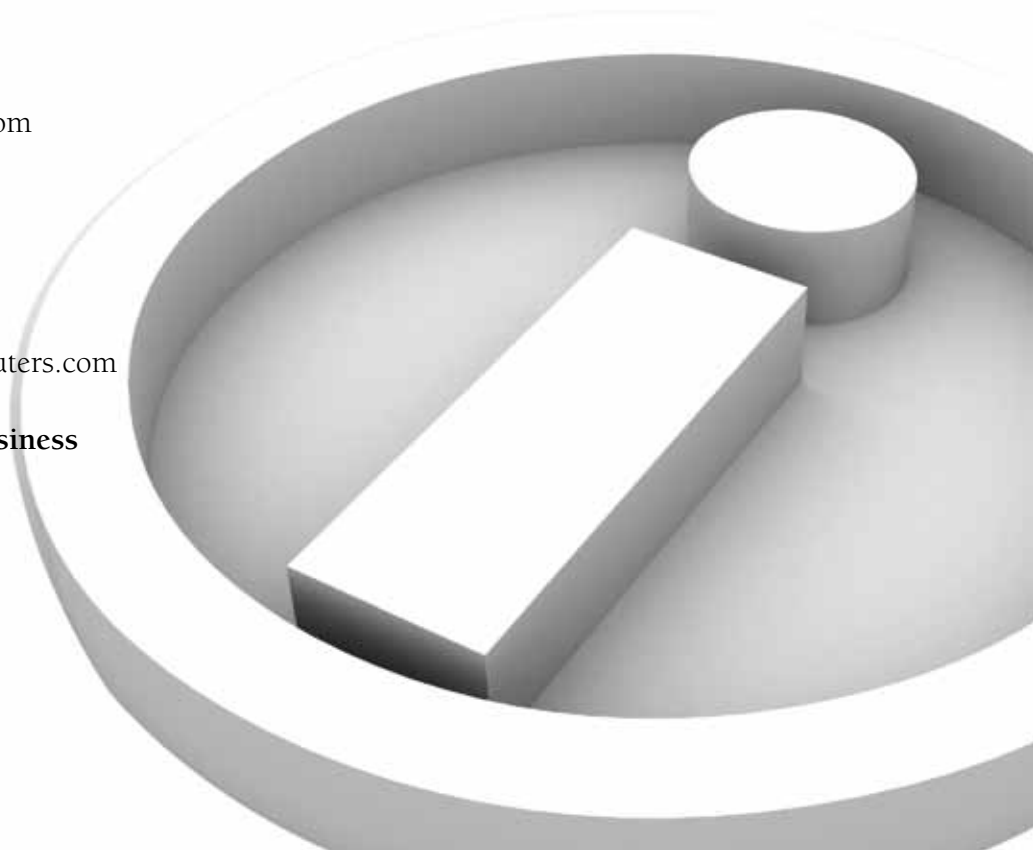
Email: lynda.krasevec@thomsonreuters.com

**Carswell, a Thomson Reuters business**

One Corporate Plaza

2075 Kennedy Road, 11th Floor

Toronto, Ontario M1T 3V4



# beyond the page

## Extend your reach.

Leverage the power of *Lexpert's* alternate media platforms in print and online, or through custom events and sponsorship to tailor your message to law and business professionals.

### Publications

#### **Lexpert Law Student and Associate Recruitment Guide**

This is the first publication of its kind in Canada, offering an inside view of Canadian law firms through the eyes of associates within each firm. Available for associates, law students & junior partners online at [www.lexpertstudent.ca](http://www.lexpertstudent.ca).

### Web Banners (Net Rates, CDN\$, agencies add 15%)

Top Banner (675x82 pixels)..... **\$5,520**  
(on rotation for 1 year) – 1 spot available

Right Hand Banner (140x90 pixels)..... **\$4,320**  
(on rotation) – 10 spots available

### Firm Cards (Net Rates, CDN\$, agencies add 15%)

1 page firm card (to be supplied in PDF format) ..... **\$2,870**

2 page firm card (to be supplied in PDF format) ..... **\$4,932**

*Sales End: May 2, 2011*

*Material Deadline: June 29, 2011*

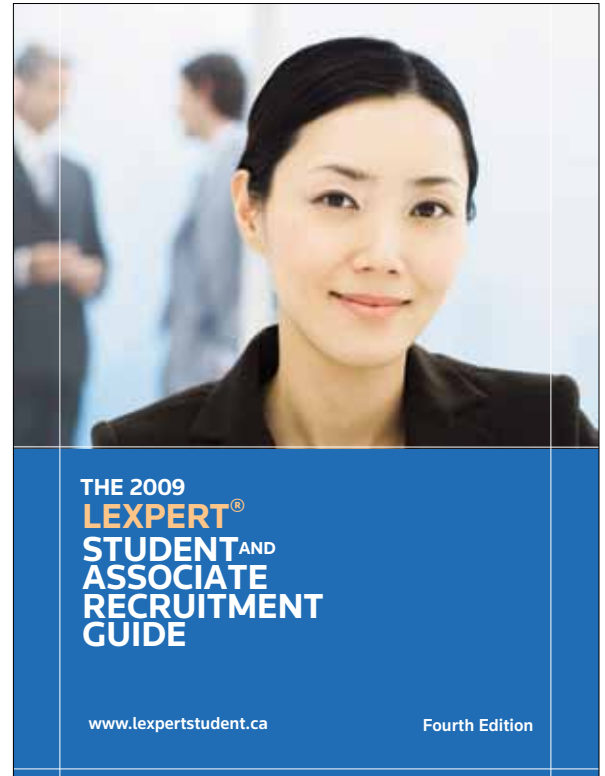
*For Mechanical Specifications see page 15*

For all advertising inquiries, please contact:

**Grace So**, Client Development Manager  
Tel: (416) 609-5838 Fax: (416) 609-5840  
E-mail: [grace.so@thomsonreuters.com](mailto:grace.so@thomsonreuters.com)

For all production inquiries, please contact:

**Alina Leigh**, Production Editor  
Tel: (416) 298-5141 x2244  
E-mail: [alina.leigh@thomsonreuters.com](mailto:alina.leigh@thomsonreuters.com)



# beyond the page

**Lexpert's Special Law Inserts appearing in the *Globe and Mail's Report on Business* magazine**

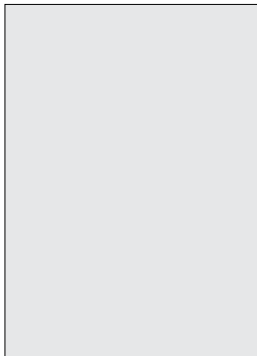
An exciting opportunity to reach Canada's top executives, thought leaders and opinion leaders, *Lexpert's* Special Law Inserts appear twice yearly in Canada's award-winning business magazine, *Report on Business*. These inserts feature journalist-written articles, as well as listings on leading lawyers from prestigious *Lexpert* guides. [www.lexpert.ca/rob](http://www.lexpert.ca/rob)

There are four Lexpert ROB Inserts printed in 2011. Keeping up with current trends, in 2010 the topics were Corporate, Pensions and Benefits, Insolvency and Restructuring, and Litigation. The 2011 ROB topics will include Corporate and Litigation and others to be determined.

**ROB AD RATES** (Net Rates, CDN\$, agencies add 15%)

Bio..... \$985  
 Full-Page ..... \$16,500

**AD SPECIFICATIONS:**  
**Material Requirements (Digital Only)**



**Full Page**  
 Live Area:  
 6.85" x 9.5"  
 Trim Area:  
 8.125" x 10.875"  
 Bleed:  
 8.375" x 11.125"

For Mechanical Requirements see page 10



For all advertising inquiries, please contact:  
**Grace So**, Client Development Manager  
 Tel: (416) 609-5838 Fax: (416) 609-5840  
 E-mail: [grace.so@thomsonreuters.com](mailto:grace.so@thomsonreuters.com)

For all production inquiries, please contact:  
**Gina Fusco**, Project Editor  
 Tel: (416) 298-5141 x2673  
 E-mail: [gina.fusco@thomsonreuters.com](mailto:gina.fusco@thomsonreuters.com)

# beyond the page

## LEXPERT CCCA/ACCJE Corporate Counsel Directory and Yearbook

### Follow the leaders.

The current (2010/2011) ninth edition of the *Corporate Counsel Directory* contains company information, business listings and short biographies of approximately 4,600 Canadian corporate counsel and business executives.

### Leverage their power.

*Corporate Counsel Directory* readers are an influential group. The directory is distributed to leading legal decision-makers across Canada, representing 1,500 corporations. This provides your firm with virtually 100 per cent access to Canadian companies that employ legal counsel as well as senior executives who make critical decisions on outsourcing legal services.

The directory is a valuable networking tool used by members: it is both a reference directory for members of the Canadian Corporate Counsel Association and an informative resource for articles of particular interest to lawyers in a corporate setting. *Lexpert's* staff spends several months contacting individual counsel to update their listings and encourage new submissions of contact and biographical information. There is no cost to individual counsel or their companies for a listing.

Given the high degree of movement within the industry, *Lexpert's* annual directory provides advertisers with one of the most current, accurate and comprehensive listings of corporate counsel. The print version of the directory offers opportunities for display advertising. Please see the rate card below and specifications sheet.

The current 2010/2011 directory may be purchased for \$1,087.80, plus shipping and applicable taxes. Please contact richard.rinyai@thomsonreuters.com or fax a request to *Lexpert* at (416) 609-5840. Orders may also be submitted online at [www.lexpert.ca/ccca/](http://www.lexpert.ca/ccca/).

### CCCA AD RATES

(Net Rates, CDN\$, agencies add 15%)

|                           |         |
|---------------------------|---------|
| DPS .....                 | \$8,875 |
| Banner .....              | \$4,440 |
| 1/2 Page Ad .....         | \$3,760 |
| Full-Page Ad .....        | \$5,810 |
| Earlug .....              | \$5,040 |
| Feature Article .....     | \$3,420 |
| 1/2 Page Firm Card .....  | \$3,560 |
| Full-Page Firm Card ..... | \$5,900 |
| Practice Area .....       | \$3,420 |

Sales End: June 24, 2011

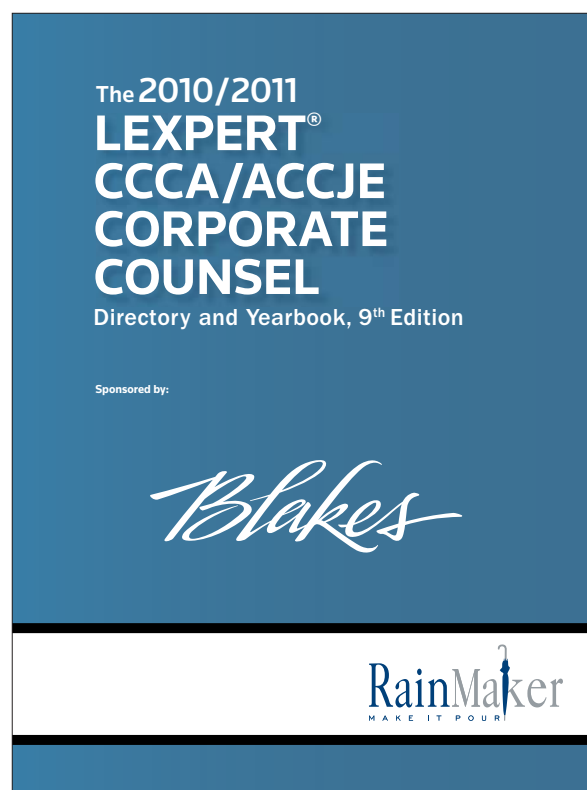
Material Deadline: July 8, 2011

For all advertising inquiries, please contact:

**Grace So**, Client Development Manager  
Tel: (416) 609-5838 Fax: (416) 609-5840  
E-mail: [grace.so@thomsonreuters.com](mailto:grace.so@thomsonreuters.com)

For all production inquiries, please contact:

**Alina Leigh**, Production Editor  
Tel: (416) 298-5141 x2244  
E-mail: [alina.leigh@thomsonreuters.com](mailto:alina.leigh@thomsonreuters.com)

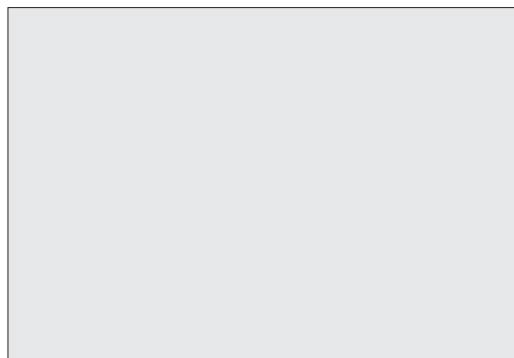


# beyond the page

LEXPert CCCA/ACCJE Corporate Counsel Directory and Yearbook

## AD SPECIFICATIONS:

### Material Requirements (Digital Only)



#### Double Page Spread

Live Area:

14.5" x 9.75"

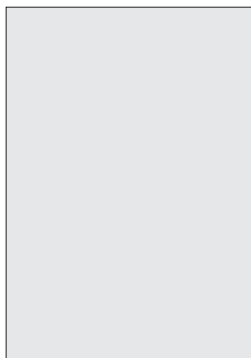
Please allow 1/2" gutter allowance

Trim Area:

16" x 10.75"

Bleed:

16.5" x 11.25"



#### Full Page

Live Area:

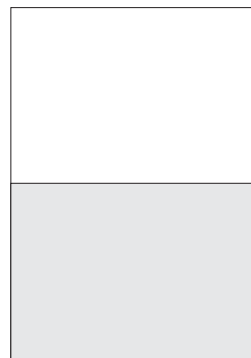
7" x 9.75"

Trim Area:

8" x 10.75"

Bleed:

8.5" x 11.25"



#### Half Page Horiz.

Live Area:

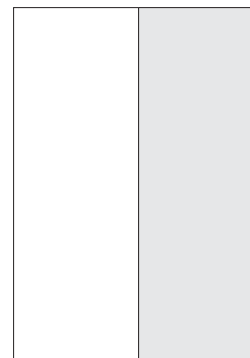
7" x 4.875"

Trim Area:

8" x 5.375"

Bleed:

8.5" x 5.75"



#### Half Page Vert.

Live Area:

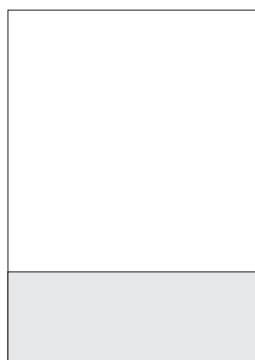
3.5" x 9.75"

Trim Area:

4" x 10.75"

Bleed:

4.5" x 11.25"



#### 1/4 Page Horiz.

Live Area:

6.875" x 2.857"

Trim Area:

8" x 2.857"

Bleed:

8.5" x 3.633"

## Advertising Terms:

1. All advertising rates shown are net rates, in Canadian dollars.
2. HST (tax) will be added to all invoices.
3. All materials are to be sent to the attention of the product supervisor by closing date specified.
4. No cancellations will be accepted.
5. Rates quoted are for space only and assume advertiser supplies the material. Any conversion costs or additional work may be subject to production charges and will be billed to the advertiser.
6. Advertisers will be held responsible for any non-payment.
7. All artwork and other materials will be destroyed if not requested within three months.
8. Late receipt of ad material, or changes, are subject to additional charges.
9. Lexpert will not be responsible for errors in ad materials provided by advertisers.

Sales End: June 24, 2011

Material Deadline: July 8, 2011

For all advertising inquiries, please contact:

**Grace So**, Client Development Manager

Tel: (416) 609-5838 Fax: (416) 609-5840

E-mail: [grace.so@thomsonreuters.com](mailto:grace.so@thomsonreuters.com)

For all production inquiries, please contact:

**Alina Leigh**, Production Editor

Tel: (416) 298-5141 x2244

E-mail: [alina.leigh@thomsonreuters.com](mailto:alina.leigh@thomsonreuters.com)

For Material Specifications see page 15

# beyond the page

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

### Be a team player.

Since 1999, *Lexpert* and *The American Lawyer* have published an annual guide to the leading 500 lawyers in Canada for the US in-house corporate counsel market. Leverage the influence of the leading 500 lawyers in Canada for direct access to influential counsel both north and south of the border.

The *Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada* identifies the leading practitioners in approximately 40 practice areas. An extension of the same survey work undertaken for the *Canadian Legal Lexpert Directory*, the selection process results in the premiere guide to the most frequently recommended lawyers in Canada. Each profiled lawyer is invited to subscribe with a 1,050-character biography and photo, while leading practitioners across Canada contribute feature articles and texts outlining recent developments of importance in each practice area, from Advertising & Marketing to Corporate Commercial Law to Mergers & Acquisitions to Securities Litigation.

### Move your business.

Distribution of the 2011 *Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada* has international exposure and will include the managing partners of the largest 250 US law firms, the top 50 Canadian law firms, 1,000 Canadian general counsel and 9,000 corporate counsel in the US. This full-colour 500-page soft bound volume will be sent out as a supplement to the January 2011 issue of American Lawyer Media's *Corporate Counsel* magazine, which targets a sophisticated audience of Law Firm Executives, Business Executives, General Counsel and Corporate Counsel at leading US corporations. Leading lawyers will also be featured online at [www.lexpert.ca/500/](http://www.lexpert.ca/500/).

For even greater exposure and new for 2011, the *Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada Directory* will be included in all of the navigation on [www.law.com](http://www.law.com) for the global market and will take its place next to the Amlaw 100 and 200. This will provide for a more seamless user experience for US and International visitors to the law.com family of website who are looking for Canadian referrals. The law.com family of websites includes *American Lawyer Magazine* and *Corporate Counsel Magazine*.

Among US distribution, subscriber companies spend an average of US\$6.0 million a year on the services of outside law firms.\*

Approximate annual gross revenue of subscribers' companies among US distribution is US\$3.22 billion.\*

*Sales End: September 23, 2011*

*Articles Deadline: September 30, 2011*

*Bios Deadline: September 30, 2011*

*Ad Material Deadline: October 21, 2011*



## beyond the page

## Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada Rate Card

### FEATURE ARTICLE/REGULAR COLUMN ADVERTISING

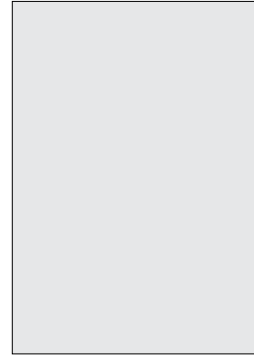
(Net Rates, CDN\$, agencies add 15%)

|   |          |
|---|----------|
| 1 page, 4-colour, interior pages.....       | \$8,850  |
| Articles .....                              | \$6,200  |
| 1/2 page, 4-colour, interior pages.....     | \$5,830  |
| 1/4 page, 4-colour, interior pages.....     | \$4,960  |
| 1 page, 4-colour, priority positions .....  | \$9,995  |
| 1. Inside Front Cover                       |          |
| 2. Opposite Inside Front Cover              |          |
| 3. Page Opposite Masthead                   |          |
| 4. Page Opposite Introduction               |          |
| 5. Page Opposite Table of Contents, Page 1  |          |
| 6. Page Opposite Table of Contents, Page 2  |          |
| 7. Inside Back Cover                        |          |
| 8. Outside Back Cover                       |          |
| Double Page Spread (elsewhere in Guide).... | \$12,155 |
| Biography space (1,050 character) .....     | \$985    |

Firm display ad space is booked on a first-come, first-served basis.

Retail price: \$89.20

### AD SPECIFICATIONS: Material Requirements (Digital Only)



#### Interior Pages

Live Area:

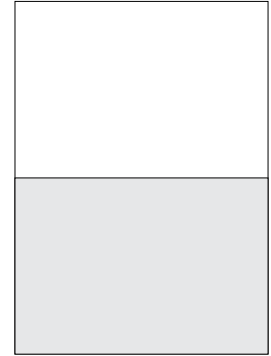
7" x 9.75"

Trim Area:

8" x 10.75"

Bleed:

8.25" x 11"



#### 1/2 page Horizontal

Live Area:

7" x 4.625"

Trim Area:

8" x 5.375"

Bleed:

8.25" x 5.625"

### MECHANICAL SPECIFICATIONS: Advertisement Requirements

- Digital files only. PDF/X-1a files are preferred. Acceptable formats include: InDesign CS2, Adobe Illustrator CS or earlier, Adobe Photoshop. Please note that we are unable to accept files created in office software packages (i.e. word processor, spread sheet or presentation packages). We do not have Quark on our computers, so we would not be able to open files sent using Quark format.
- Proper preparation of colour is required (spot pantone colour must be converted to CMYK).
- All scanned logos or graphics must have a minimum resolution of 300 dpi (dots per inch) and must be saved as TIFF or EPS files.
- All ads must be prepared to the correct size. Should reformatting of a disk submission be required (i.e. additional typesetting or scanning, or other technical corrections) production charges will be applied.
- All critical type matter or illustration not intended to bleed must be kept within the "Live Area" dimension.

# beyond the page

## Lexpert/American Lawyer Guide to the Leading 500 Lawyers in Canada Rate Card

### ADVERTISING TERMS

1. All advertising rates shown are net rates, in Canadian dollars.
2. HST (tax) will be added to all invoices.
3. All materials are to be sent to the attention of the product supervisor by closing date specified.
4. No cancellations will be accepted.
5. Rates quoted are for space only and assume advertiser supplies the material. Any conversion costs or additional work may be subject to production charges and will be billed to the advertiser.
6. Advertisers will be held responsible for any non-payment.
7. All artwork and other materials will be destroyed if not requested within three months.
8. Late receipt of ad material, or changes, are subject to additional charges.
9. Lexpert will not be responsible for errors in ad materials provided by advertisers.

**For all advertising inquiries,  
please contact:**

**Grace So**

Client Development Manager

Tel: (416) 609-5838 • Fax: (416) 609-5840

E-mail: [grace.so@thomsonreuters.com](mailto:grace.so@thomsonreuters.com)

**David Bienstock**

Director, Strategic Partnerships & Development

Tel: (416) 609-5891 • Fax: (416) 609-5840

E-mail: [david.bienstock@thomsonreuters.com](mailto:david.bienstock@thomsonreuters.com)

PLEASE SEND ALL MATERIALS AND ALL PRODUCTION  
INQUIRIES DIRECTLY TO:

**Carswell, a Thomson Reuters business**

One Corporate Plaza

2075 Kennedy Road, 11th Floor

Toronto, Ontario M1T 3V4

**Alina Leigh**, Production Editor

Tel: (416) 298-5141 x2244

E-mail: [alina.leigh@thomsonreuters.com](mailto:alina.leigh@thomsonreuters.com)

## beyond the page

## The Canadian Legal Lexpert Directory

**Learn who's who.**

First published in 1997, the annual *Canadian Legal Lexpert Directory* is the most comprehensive guide to legal talent in Canada, identifying leading lawyers across Canada in 65 practice areas. The directory has earned a reputation for its consistent quality, making it the resource of choice for Canadian corporate counsel and Canadian law firms, and for US corporate counsel and law firms in need of Canadian legal expertise.

**Surround yourself with the heavyweights.**

Listings in *The Canadian Legal Lexpert Directory* cannot be purchased, as they are the result of an intensive survey process, a combination of peer review and input from knowledgeable users of legal services. By the end of 2010, Lexpert had received, in total, more than 103,000 completed questionnaires, or close to 739,000 law firm and individual practitioner recommendations. In 2010 alone more than 9,900 questionnaires were sent out. Approximately 7,570 completed responses were received for an overall response rate of almost 76 per cent. This is an exceptional response ratio among busy professionals, and represents an increase of 7 per cent from *The Canadian Legal Lexpert Directory* 2009 results.

Any firm with at least one listed lawyer may subscribe for both a profile in the law firm section and a 1,300-character biography (including spaces) for any of its leading lawyers in the relevant practice area section. Subscription fees vary according to the length of the firm profile and the number of lawyer biographies. Must-read articles written by well-known lawyers outline recent developments of importance in many of the 65 practice areas, while feature articles, also contributed by major law firms, keep readers up-to-date on key issues.

*The Canadian Legal Lexpert Directory* is a 1,100-page case-bound volume found in the libraries of virtually every major Canadian law firm, and its reach extends to more than 500 Canadian companies. The complete interactive electronic directory, available at [www.lexpert.ca](http://www.lexpert.ca), averages more than 164,600 visitors per month.

A limited number of advertising opportunities are available to companies that provide services to the legal profession, with a few prime positions available for display advertising. Advertiser logos and website links are also prominently displayed on the directory homepage at [Lexpert.ca](http://Lexpert.ca).

*Sales End: February 14, 2011*

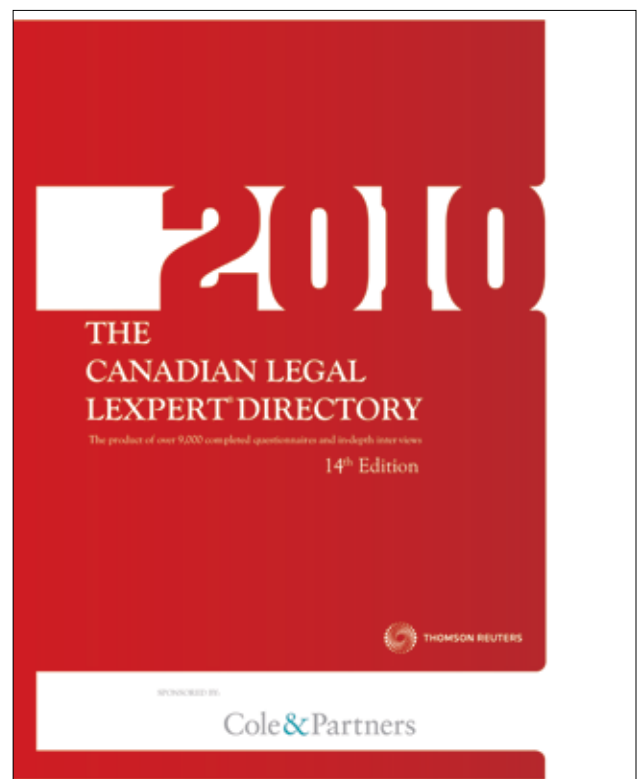
*Material Deadline: February 28, 2011*

For all advertising inquiries, please contact:

**Grace So**, Client Development Manager  
Tel: (416) 609-5838 Fax: (416) 609-5840  
E-mail: [grace.so@thomsonreuters.com](mailto:grace.so@thomsonreuters.com)

For all production inquiries, please contact:

**Alina Leigh**, Production Editor  
Tel: (416) 298-5141 x2244  
E-mail: [alina.leigh@thomsonreuters.com](mailto:alina.leigh@thomsonreuters.com)



# beyond the page

## The Canadian Legal Lexpert Directory

### LEXPERT DIRECTORY AD RATES

(Net Rates, CDN\$, agencies add 15%)

|   |          |
|---|----------|
| Full-Page ad .....                          | \$5,170  |
| Article .....                               | \$4,780  |
| Back of Dir OBC.....                        | \$11,610 |
| Back of Dir IBC .....                       | \$5,420  |
| Back of Dir LHP opp IBC .....               | \$5,420  |
| Back of Dir RHP .....                       | \$5,420  |
| Bio.....                                    | \$985    |
| .20 Firm Card.....                          | \$2,120  |
| .50 Firm Card.....                          | \$3,750  |
| .70 Firm Card.....                          | \$4,560  |
| 1-Page Firm Card .....                      | \$5,775  |
| 1.20 Firm Card.....                         | \$7,665  |
| 1.50 Firm Card.....                         | \$8,460  |
| 1.70 Firm Card.....                         | \$8,610  |
| 2-Page Firm Card .....                      | \$8,820  |
| 3.50 Page Firm Card .....                   | \$10,850 |
| 4-Page Firm card .....                      | \$11,865 |
| Front of Dir Bookmark.....                  | \$15,490 |
| Front of Dir Logo RH .....                  | \$4,120  |
| Front of Dir IFC .....                      | \$15,490 |
| Front of Dir LH opp Editor.....             | \$7,750  |
| Front of Dir LH opp Title page .....        | \$11,620 |
| Front of Dir opp front cover display .....  | \$15,490 |
| Front of Dir outside front cover logo ..... | \$11,620 |
| Front of Dir Pg 1 .....                     | \$7,750  |
| Front of Dir Pg 2 .....                     | \$7,750  |
| Front of Dir RH opp Masthead .....          | \$7,750  |
| Front of Dir following TOC.....             | \$5,170  |
| Interior Dir Position ½ page .....          | \$2,730  |
| Interior Dir Position Practice Area .....   | \$4,780  |
| Logo on Lexpert Portal.....                 | \$4,440  |

For all advertising inquiries, please contact:

**Grace So**, Client Development Manager  
 Tel: (416) 609-5838 Fax: (416) 609-5840  
 E-mail: grace.so@thomsonreuters.com

For all production inquiries, please contact:

**Alina Leigh**, Production Editor  
 Tel: (416) 298-5141 x2244  
 E-mail: alina.leigh@thomsonreuters.com

### AD SPECIFICATIONS:

#### Material Requirements (Digital Only)



#### Double Page Spread

Live Area:

13.5" x 9.5"

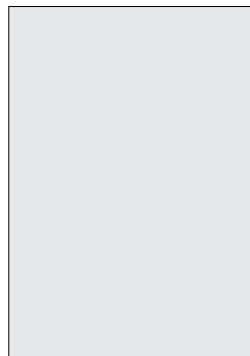
Please allow 1/2" gutter allowance

Trim Area:

16.75" x 10.875"

Bleed:

17.5" x 11.125"



#### Full Page

Live Area:

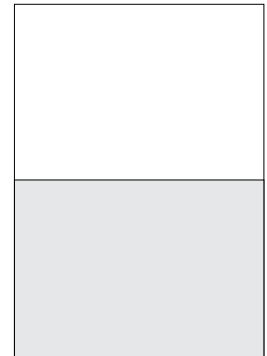
6.75" x 9.5"

Trim Area:

8.375" x 10.875"

Bleed:

8.625" x 11.125"



#### Half Page

Live Area:

6.75" x 4.75"

Trim Area:

8.375" x 5.43"

Bleed:

8.625" x 5.56"

For Material Specifications see page 15

# beyond the page

## Lexpert Guides to the Leading US/Canada Cross-Border Lawyers in Canada

(two issues annually)

### Head for the border.

Understanding matters on both sides of the border allows you to provide your clients with superior legal services anywhere, anytime. *Lexpert's* comprehensive guides to the leading cross-border lawyers in Canada offer business and practice benefits that know no bounds:

- Referral business from US lawyers
- Exposure to US corporate counsel
- Brand reinforcement to US clients

Set a precedent: get the maximum exposure you deserve. Visit [www.lexpert.ca/usguide](http://www.lexpert.ca/usguide) to learn how you can deliver your message to more than 25,000 US senior in-house counsel and major law firms. *Lexpert's* journalistic approach makes it a must-read for legal professionals. Timely feature articles and finger-on-the-pulse columns keep US and Canadian lawyers and in-house counsel up to date on key issues across practice areas:

- Mergers & Acquisitions
- Corporate Finance
- Tax
- Competition/Antitrust
- Securities Litigation
- Technology
- Other cross-border topics

Past editorial content has featured Canada's Top Cross-Border Corporate Lawyers and Canada's Top Cross-Border Litigators and Expert Witnesses.

### Our biggest audience. Ever.

The US Guide has *Lexpert's* largest distribution, 15,000 in-house counsel and 10,000 senior corporate partners in major markets per issue! The Corporate Guide is released in July and the Litigation Guide in December.

US Guides are distributed in the following prominent regions:

- New York, Boston, Washington Corridor, Philadelphia
- Chicago Region
- Dallas, Houston Corridor
- Los Angeles, Silicon Valley, San Francisco Corridor, San Diego
- Miami, Atlanta, Raleigh-Durham

Think outside the border and expand your network today.



# beyond the page

## Lexpert Guides to the Leading US/Canada Cross-Border Lawyers in Canada

(two issues annually)

### US GUIDE AD RATES

(Net Rates, CDN\$, agencies add 15%)

|  |          |
|--|----------|
| Full Page Non Participating .....            | \$8,305  |
| Full Page Participating.....                 | \$5,135  |
| Article .....                                | \$5,995  |
| Back Cover Participating .....               | \$6,425  |
| Back Cover Non Participating.....            | \$10,050 |
| DPS Priority Position Participating .....    | \$9,950  |
| DPS Priority Position Non Participating..... | \$12,220 |
| OBC Participating.....                       | \$9,995  |
| Bio.....                                     | \$985    |
| TOC Page Non Participation .....             | \$9,480  |
| TOC Page Participation .....                 | \$5,910  |

For all advertising inquiries, please contact:

**Grace So**, Client Development Manager  
 Tel: (416) 609-5838 Fax: (416) 609-5840  
 E-mail: grace.so@thomsonreuters.com

For all production inquiries, please contact:

**Gina Fusco**, Project Editor  
 Tel: (416) 298-5141 x2673  
 E-mail: gina.fusco@thomsonreuters.com

### AD SPECIFICATIONS:

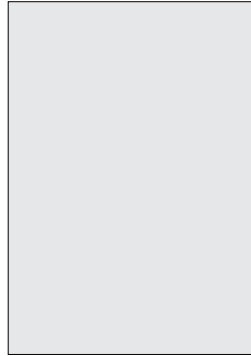
#### Material Requirements (Digital Only)

For Material Specifications see page 10



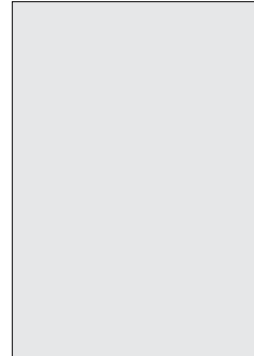
#### Double Page Spread

Live Area:  
 14.75" x 9.5"  
 Please allow 1/2" gutter allowance  
 Trim Area:  
 16.25" x 10.7"  
 Bleed:  
 16.75" x 11.25"



#### Back Cover

Live Area:  
 6.75" x 9.5"  
 Trim Area:  
 8.125" x 10.875"  
 Bleed:  
 8.5" x 11.25"



#### Front cover

Live Area:  
 7" x 9.75"  
 Trim Area:  
 8.0" x 10.75"  
 Bleed:  
 8.5" x 11.25"

# events



## Canadian Dealmakers

*Lexpert*, with Deloitte, *The Globe and Mail* and Thomson Reuters, celebrates the art of the deal at a gala dinner and awards presentation, held annually. The event recognizes the accomplishments of league table leaders in legal advisory and underwriting roles in M&A, IPOs, stock and bond offerings and other categories. It is a rare opportunity to reach top Canadian lawyers, members of the investment banking community and their business colleagues in one place at one time. (March)  
[www.lexpert.ca/dealmakers](http://www.lexpert.ca/dealmakers)

## Lexpert Zenith Awards

*Lexpert's* Zenith Awards honour progress in the legal profession. The 2010 Zenith Awards honour leading Canadian law firms, in-house departments and law students who are committing their time, skills and mentorship to a diverse and valuable range of pro bono activities. It is also a wonderful opportunity for your firm to make a statement to all in attendance of your firm's support for all pro bono activities within the legal profession and within your local communities.  
[www.lexpertzenithawards.ca](http://www.lexpertzenithawards.ca)

## Lexpert Rising Stars Awards

The *Lexpert* Rising Stars Awards honour the leading lawyers under 40 in both private and in-house practice at an annual gala event. More than 500 guests from the top law firms and largest corporations in Canada attend this event. This is the perfect opportunity to showcase your company, network, promote business and recruit within the legal and corporate elite. (November)  
[www.lexpert.ca/risingstars](http://www.lexpert.ca/risingstars)

## Sponsorship Opportunities

### Lexpert Courses

*Lexpert* is a leading provider of cutting-edge and interactive continuing education courses for senior executives, corporate counsel and lawyers throughout Canada. The courses focus on top-of-mind legal, regulatory and business issues, keeping participants up to date on industry trends, legal developments and the regulatory landscape. Each course given is offered to one sponsor only and can be customized to your needs!  
[www.lexpert.ca/events](http://www.lexpert.ca/events)

# online

## Let Lexpert.ca work for you.

Online advertising is one of the most efficient and easiest ways to increase exposure to your brand or messaging. Lexpert.ca delivers to your target demographic: an influential, affluent and engaged audience.

The home page for the Business of Law, a division of Carswell, a Thomson Reuters business, Lexpert.ca communicates to successful practising lawyers, senior corporate executives, in-house counsel, students, and CFOs—viewers who rely on *Lexpert* to ensure essential content is at their fingertips.

With more than 395,183 page views and 1,432,018 hits\* per month, Lexpert.ca is a diverse and dynamic resource for the entire legal profession.

### Lexpert.ca Landing Page

(Net Rates, CDN\$, agencies add 15%)

#### Leaderboard Top Banner (675 x 82 pixels)

|                  |                |               |               |           |
|------------------|----------------|---------------|---------------|-----------|
| 1 Month.....     | 3 Months ..... | 6 Months..... | 9 Months..... | 12 Months |
| \$1,100.....     | \$990 .....    | \$890 .....   | \$790 .....   | \$690     |
| (cost per month) |                |               |               |           |

#### Tile Ad (140 x 90 pixels)

|                  |                |               |               |           |
|------------------|----------------|---------------|---------------|-----------|
| 1 Month.....     | 3 Months ..... | 6 Months..... | 9 Months..... | 12 Months |
| \$850.....       | \$765 .....    | \$685 .....   | \$615 .....   | \$550     |
| (cost per month) |                |               |               |           |

### Lexpert.ca Subsites (ALM, CCA, Lexpert Magazine, Lexpert Directory)

(Net Rates, CDN\$, agencies add 15%)

#### Leaderboard Top Banner (675 x 82 pixels)

|                  |                |               |               |           |
|------------------|----------------|---------------|---------------|-----------|
| 1 Month.....     | 3 Months ..... | 6 Months..... | 9 Months..... | 12 Months |
| \$715.....       | \$640 .....    | \$575 .....   | \$515 .....   | \$460     |
| (cost per month) |                |               |               |           |

#### Tile Ad (140 x 90 pixels)

|                  |                |               |               |           |
|------------------|----------------|---------------|---------------|-----------|
| 1 Month.....     | 3 Months ..... | 6 Months..... | 9 Months..... | 12 Months |
| \$550.....       | \$495 .....    | \$445 .....   | \$400 .....   | \$360     |
| (cost per month) |                |               |               |           |

Lexpert.ca offers four online ad options at a variety of price points to suit every budget:

\*Source: SmarterStats Enterprise



# online

## Maximize your visibility. And your ad dollars.

Target engaged viewers with a multi-platform campaign that spans print and online media: 23% of *Lexpert* readers indicate that they want to use new software/technology for enhanced time efficiency.\*

Lexpert.ca offers one-stop shopping for informative articles from multiple publications, valuable research tools such as the Canadian Legal Lexpert Directory search function for lawyers and law firms and a Big Suits/Big Deals search function for high-profile deals and cases, and information and enrolment forms for *Lexpert* courses and events.

Save time and money. Capture your target audience at Lexpert.ca.

\*Source: Ipsos Reid study of 1,681 fielded from October 21 to December 17 of 2008.

Internet advertising is also available. Contact **Grace So** for further details.

**All materials are due two weeks prior to the first of the month of launch. Please send in file format of GIF or JPEG. No flash please.**

For all advertising inquiries, please contact:

**Grace So**, Client Development Manager  
Tel: (416) 609-5838 Fax: (416) 609-5840  
E-mail: [grace.so@thomsonreuters.com](mailto:grace.so@thomsonreuters.com)

Please send all ad material and all production inquiries directly to:

**Lynda Krasevec**, Sales Coordinator  
Tel: (416) 609-5836 Fax: (416) 609-5840  
E-mail: [lynda.krasevec@thomsonreuters.com](mailto:lynda.krasevec@thomsonreuters.com)

**Carswell, a Thomson Reuters business**  
One Corporate Plaza  
2075 Kennedy Road, 11th Floor  
Toronto, Ontario M1T 3V4

#### Terms and Conditions

Harmonized Sales Tax: Our published rates do not include HST. 13% will be added to invoices and clearly identified.

#### Publisher Conditions

Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the material deadline, a repeat of your most recent creative submission will be used.