





What do you need?

-  Brand building and awareness
-  Cutting edge design
-  Engaging content
-  Networking and new business

Experience a custom solution that delivers results

[The Proof]

Our Content Design Experience Audience



Canadian Lawyer. Lexpert. Canadian Occupational Safety. Canadian HR Reporter. Just a few of our trusted and respected titles driven by engaging **CONTENT**. Our journalists have a proven track record of delivering high-performing pieces, whether in print or digital mediums. Content creation does not stop with our own properties, and our clients rely upon us to translate their values and message into effective multi-platform content that allows them to achieve their objectives.



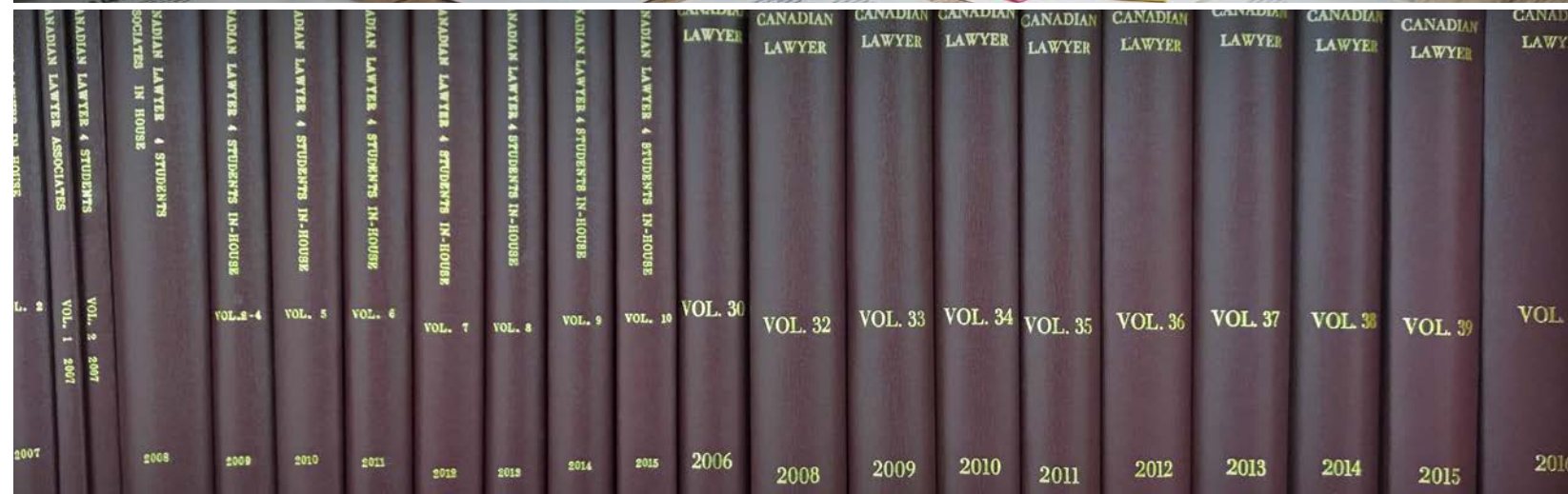
Experience award-winning **DESIGN AND PRODUCTION**. From responsive e-newsletters to the digital assets and websites that lawyers rely upon to drive business, our design team develops cutting-edge creative that gets noticed and resonates with an audience. Added to that, our extensive experience in all aspects of production allows us to deliver timely, cost-efficient and effective solutions for our clients – freeing them from some of the logistical challenges that can bog them down.



Leverage our **EXPERIENCE**. Our first platform launched over forty years ago, and our integration with the legal, HR and OH&S communities has given us a deep understanding of these audiences and their needs. We've broken the stories that people have talked about, hosted the events that brought them together and provided them with the information they needed to succeed in their jobs.



Connect with our engaged **AUDIENCES**. Our digital-first approach, augmented by print and events generates over 125 million impressions every year. What's more, by delivering content and advertising across multiple channels, we're ensuring that we reach people in the medium they are most likely to respond to.



125 Million Annual Impressions

88 Million Impressions to the Legal Community

37 Million Impressions to HR & Safety Professional

Global Firms
 Managing Partners
 InHouse Counsel
 Regional + Midsize Firms
 Safety Professionals
 Heads of HR
 Boutique Firms
 C-Suite
 Government

[Content]

We create the leading publications, websites and newswires for the Canadian legal, HR and OH&S segments, and represent the brands that readers turn to for trusted and current news and opinion. Our journalistic expertise is rooted in decades of experience that has fostered a deep understanding of our audience. You can use that knowledge to your advantage to connect with current and potential clients and showcase your organization and your professionals as thought leaders.

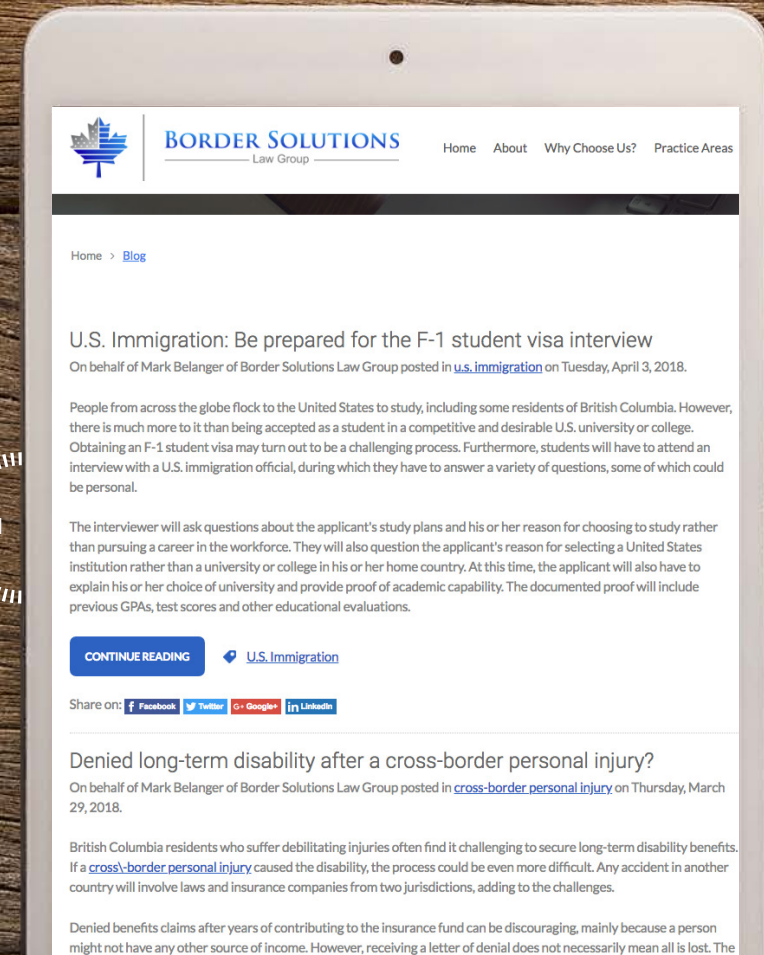
Our content team can develop ideas and material for you in a wide range of subjects, tailored to the platform that is most effective for your needs. We can also recommend ways you can leverage that content across all of your communications, and we can handle the minutiae of production so you don't have to.

Our experience includes, but is not limited to:

- Articles
- Videos
- Whitepapers
- Blogs
- Custom publications



I. Website blog content II. General Counsel Roundtable video III. Sponsored content spread



[Design]

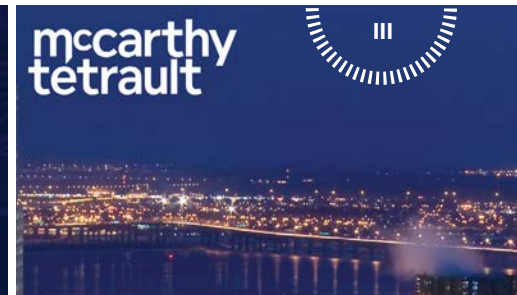
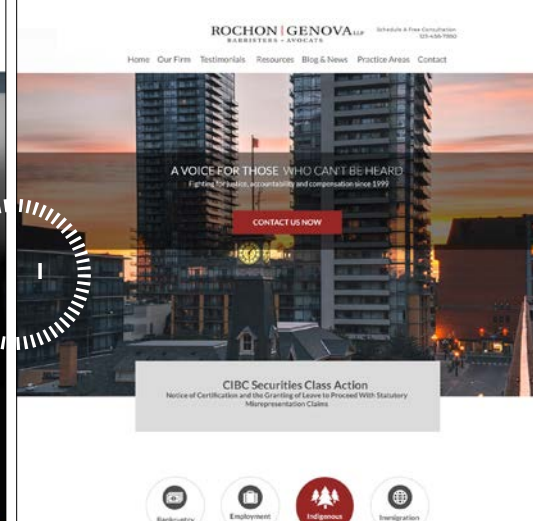
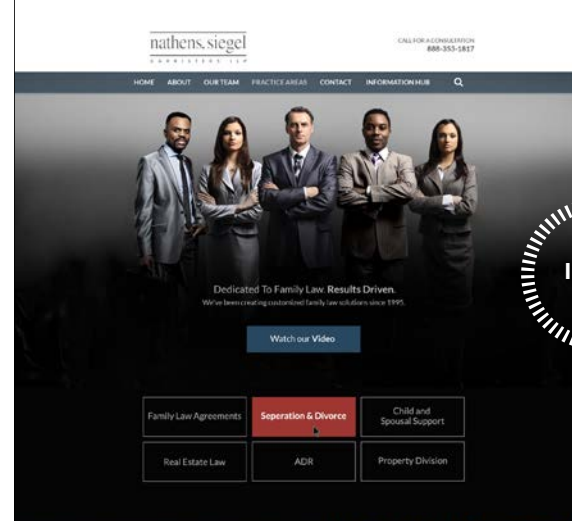
Award-winning design is our expectation, and we draw upon our expertise across all design mediums to develop creative that stands out. With experience in web design, branding, advertising and layout, our team can provide you with impactful campaigns, as well as pieces that stand the test of time.

Here's a sample of what we can do for you

- Develop customer-facing collateral and publications
- Create responsive emails and web designs
- Provide you with all the elements you need for a marketing campaign
- Produce advertising in a range of formats
- Film and edit videos



I. Website design II. Event collateral for Mondaq III. McCarthy Tetrault publication



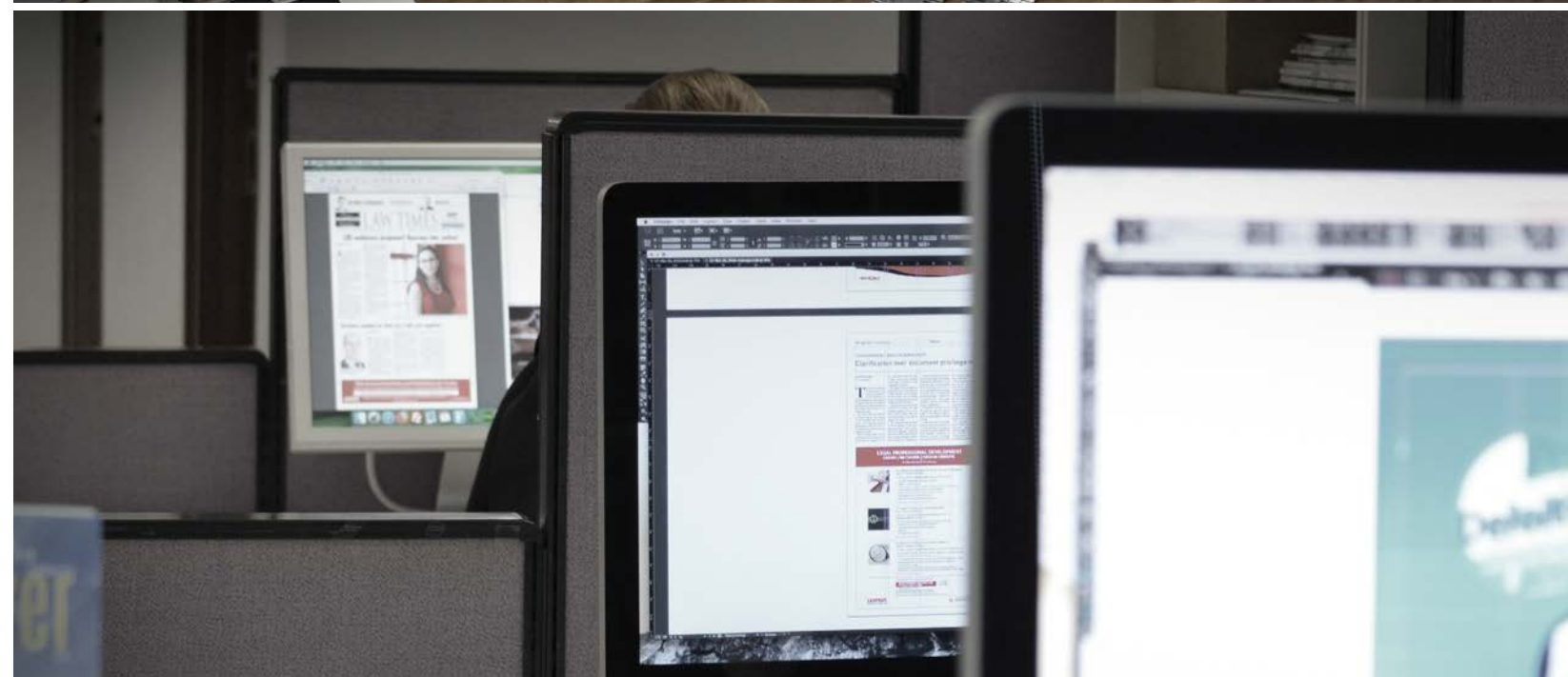
Doing Business in Canada
 Navigating Opportunities for Investment and Growth





[Production]

You may have an idea, but translating that into an end product can be a resource-intensive task, and one that is fraught with pitfalls if you lack experience in the field. Our team can make your dreams a reality, delivering an exceptional product in the medium of your choice, while handling all of the sourcing, project management and logistical elements. We have over four decades in production management, and have evolved with technology to develop cutting-edge digital products and platforms. Our experienced team can develop cost-effective solutions to your needs, and keep you informed while removing the headache of execution.



[Promoting]



We can create, but we can also amplify your message. In 2017, our platforms delivered over **125 million impressions** through our websites, newswires, social media, events and print publications. Our unparalleled coverage of the legal, HR and OH&S communities across multiple platforms allows you to be extremely targeted with your choice of channel, or to interweave several and receive amplification for your message. Whichever option works best, you'll receive a report that shows your campaign performance, and we can provide you with recommendations for future optimization.

Websites | E-newsletters | Social Media | Print Publications |
 Search Engine Marketing | Search Engine Optimization |
 Pay-Per-Click Advertising

125

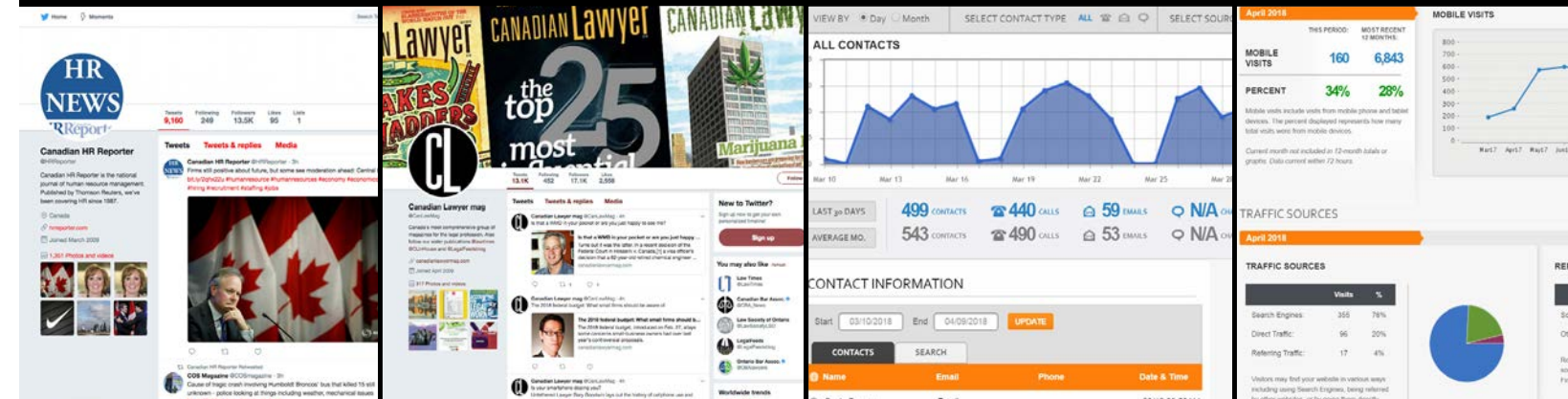
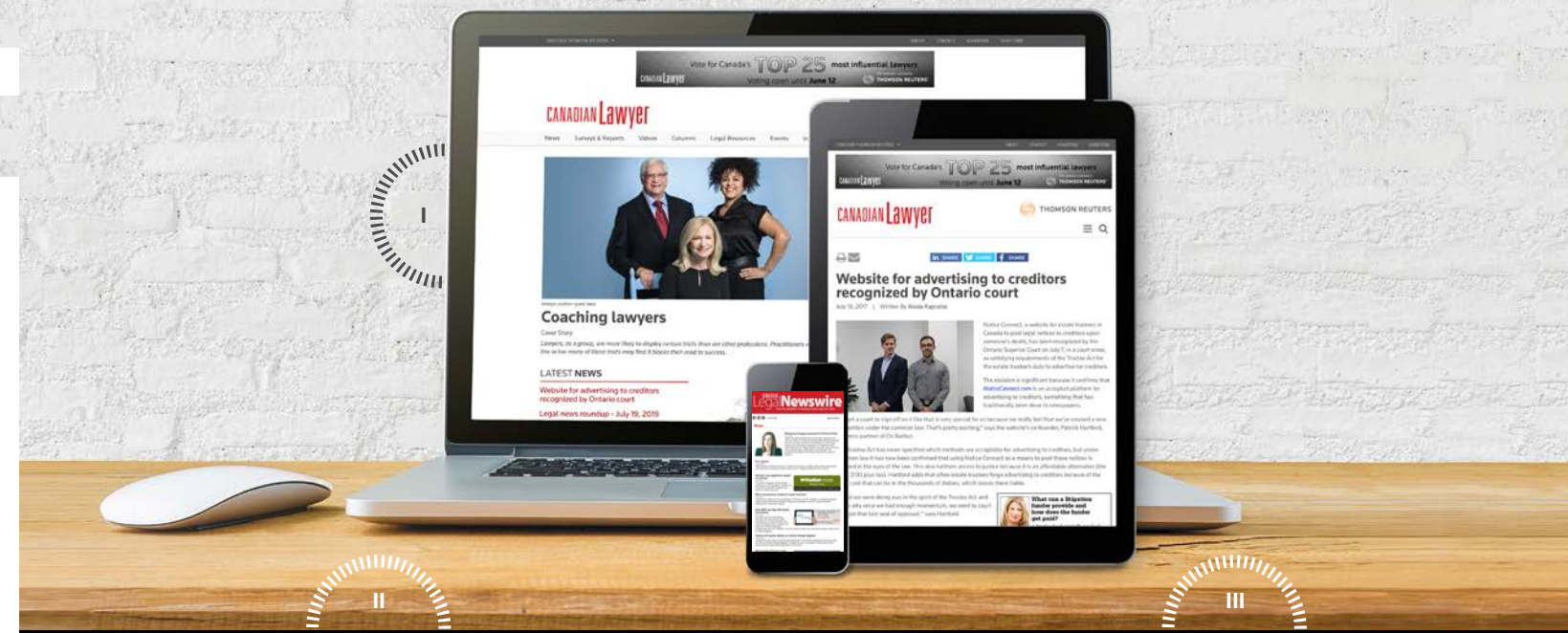
Million Annual Impressions

88

Million Impressions to the Legal Community

37

Million Impressions to HR & Safety Professionals



I. Website and E-newsletter platforms II. Large social media presence III. Digital marketing analytics

[Connecting]

Nothing is as valuable as facetime with potential or current clients, but obtaining it can be a difficult and resource-intensive process. If you're looking to develop networking opportunities, we can help. Our extensive experience in event management allows us to flawlessly execute events that may be held in small meeting rooms, through to galas held in majestic ballrooms. Meanwhile, our coverage of key markets allows us to generate interest and attendance through promotion and editorial content. By marrying the two, we can create a highly impactful result that allows you to focus on working the room.

Our reach in the legal, HR and OH&S markets is unparalleled

- Our legal media delivers over **88 million impressions** each year.
- Our HR and OH&S media delivers over **37 million impressions annually**.
- Our multi-platform approach engages our audience in the channels that they prefer and respond to.

We can organize, promote and execute events of any size.

- Our flagship galas are hosted at prestigious venues, and attract up to **400 attendees**.
- Our panels and roundtables generate lively discussions while encouraging networking amongst attendees.
- Our team handles everything from menu selection to lighting and logistics, so you don't have to.

In 2017:

- We held **5 major galas**.
- We ran **35 webinars**.
- We generated over **22 million impressions** in the promotion of major events.



[Let's Chat]

We offer highly tailored solutions to your needs and objectives.
Contact us today to see what we can do for you.

MediaSolutions.Sales@thomsonreuters.com



