

THE **LEXP**ERT AUDIENCE

» OUR READERS



total audience



want news delivered by print



want newswires



also want digital editions



say *Lexpert* provides valuable information



say *Lexpert* is credible and unbiased

» REFERRALS

52% say referrals are a key factor in selecting a firm

68% made a referral in the past year

92% of managing partners have made a referral in the past year

» RANKINGS & VALIDATION

When rankings and awards are used

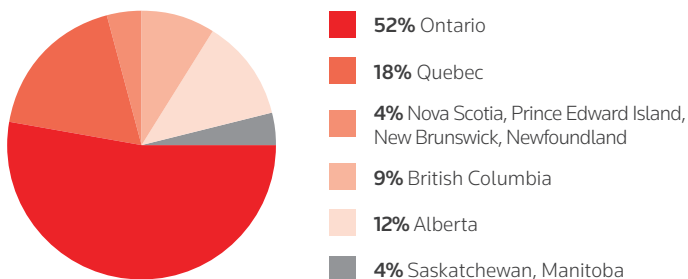
95% Agree *Lexpert* rankings provide valuable information

72% use *Lexpert* to validate referrals

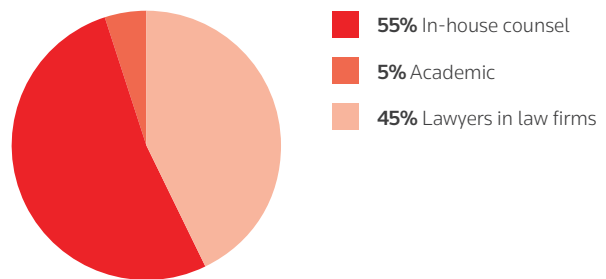
63% use Rising Stars to validate referrals

63% use *Lexpert* rankings over competition

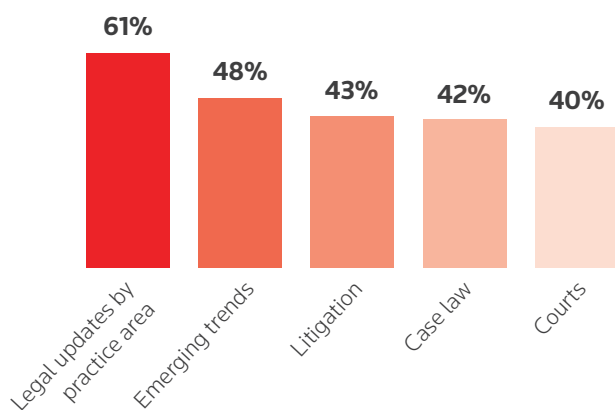
» PROVINCIAL BREAKDOWN



» AUDIENCE BREAKDOWN



» TOP 5 INTEREST AREAS OF READERS



» SIZE OF ORGANIZATION WHERE READERS WORK

