ABOVE THE LAW

MONTHLY PLATFORM REACH:

ABOVETHELAW.COM

1.3M unique visitors

10M monthly pageviews

@ATLBLOG

225,000 user reach

4M impressions

EMAIL

260,000 email database

325,000 email opens

DEMOGRAPHIC BREAKDOWN:

1,300,000 Total Uniques

KEY DEMOGRAPHICS

250,000 biglaw firm attorneys
150,000 mid-sized firm attorneys
275,000 solo/small firm attorneys
100,000 law firm administration
60% associates / 35% partners
75,000 in-house attorneys
25,000 government attorneys
145,000 law students
50,000 prospective law students

KEY TOPICS

Practice Areas
Litigation, Corporate, Intellectual Property, Cybersecurity, Privacy, Labor & Employment, Antitrust, Bankruptcy, White Collar

Practice Management
Legal Technology, Innovation, Change Management

Industries

Business of Law
Alternative Legal Service Providers, Innovation, Economics, Compensation & Benefits

Career Development
Lateral Moves, Career Advice, Academia, CLE, Health and Wellness

MARKETING SOLUTIONS & DISTRIBUTION PRODUCTS:

CONTENT STUDIO:

- Co-Authored Research for white papers, eBooks, infographs
- Webinars
- Product Reviews
- Executive Interviews
- Interactive Content (Quizzes & Polls)
- Custom Rankings
- Podcasts
- Live Events

CONTENT MARKETING & LEAD GENERATION:

- Native Content
- Sponsored Content
- Content Syndication
- Lead Generation Packages for Webinars, White Papers, Reports
- Email Automation

EMAIL:

- Daily Newsletter
- Custom Newsletters - Small Firm Center, Careers
- Weekly Newsletters - In-House, Partner, Legal Tech, Law School, Small Law Firms
- Direct / Co-Branded Email Blasts

DISPLAY:

- High Impact Units - 640x480, 1100x440, Page takeovers
- Traditional Units - 300x600, 300x250, 320x50, 728x90, 970x250
- Geo-Targeting, Audience, Contextual

SOCIAL:

- Twitter Chats
- Content Promotion

CONTACT: ADVERTISING@ABOVETHELAW.COM