

ABOVE THE LAW

MONTHLY PLATFORM REACH:

ABOVETHELAW.COM

 **1.3M**
unique visitors

@ATLBLOG

 **225,000**
user reach

EMAIL

 **260,000**
email database

 **10M**
monthly pageviews

 **4M**
impressions

 **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

Finance, Healthcare, Defense & Aerospace, Government, Fashion, Energy, Marijuana, Sports

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, infographics
- 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