

OFFICIAL PUBLICATION OF THE MINNESOTA STATE BAR ASSOCIATION

Bench & Bar

OF MINNESOTA

Reach over 21,000 legal professionals, leaders, and decision makers



MEDIA KIT

www.mnbar.org

Magazine readership remains steady in an increasingly noisy & crowded media landscape.



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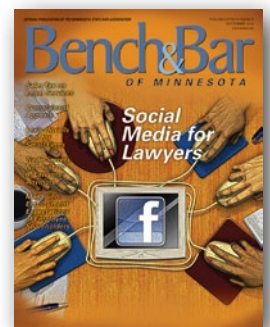
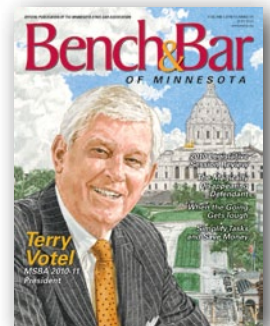
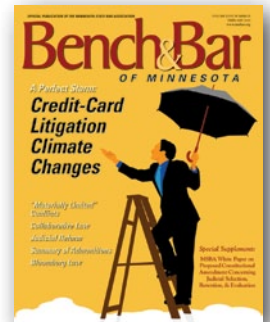
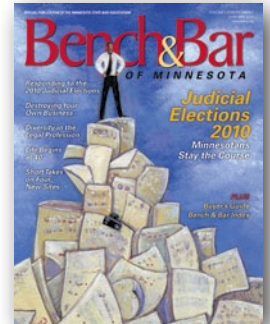
74% of readers have read three of the last four issues of *Bench & Bar*. They spend more than 26 minutes reading an issue.



Your Link to Lawyers

Bench & Bar is the official publication of the Minnesota State Bar Association (MSBA). The MSBA is a voluntary association of lawyers admitted to practice in Minnesota, comprising members from all areas of practice, legal administrators, corporate counsel, paralegals, and up-and-coming law students.

With a paid circulation of nearly **17,000**, *Bench & Bar* readers represent **68%** of Minnesota's practicing, licensed lawyers.



Your Link to Leaders

Bench & Bar readers are leaders in the profession and in their communities. These influential and affluent individuals hold prestigious positions in government, serve on the governing boards of numerous corporate and nonprofit organizations, and work both to shape the profession and improve the practice of law.

With an average of **20 years** experience, many of our readers are at the peak of their profession in both influence and earning power.

Your Link to Decision Makers

Bench & Bar readers include managing partners, sole practitioners, legal administrators and other professionals with responsibility for hiring, purchasing, and directing both their own affairs and matters affecting their clients.

70% of our readers are actively involved in purchasing products and services for their organizations.

Bench & Bar is published 11 times per year with a paid circulation of nearly 17,000, and a readership of over 21,000.

Bench & Bar
OF MINNESOTA

Our readers consistently rank us as the most highly respected, the most well written, the most informative, the most authoritative, the most reliable, and the most essential to them and their job.

BENCH & BAR READERS ARE ENGAGED

74% have read three of the last four issues

62% refer to their issue more than once

54% thoroughly read all or almost all of each issue

50% act on editorial content including: saving articles for future reference, discussing with a colleague or client, and passing along to another person

BENCH & BAR READERS ARE AFFLUENT

98% have one or more degrees beyond the B.A.

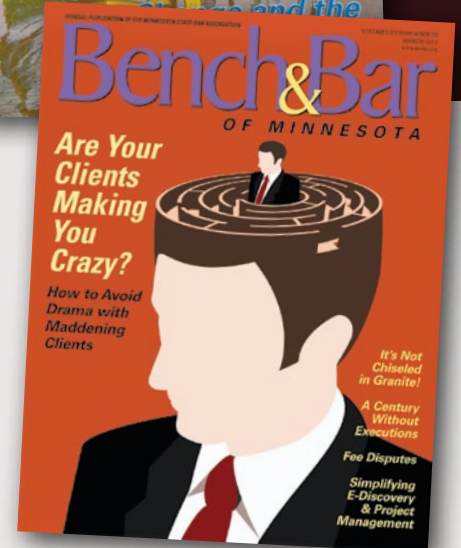
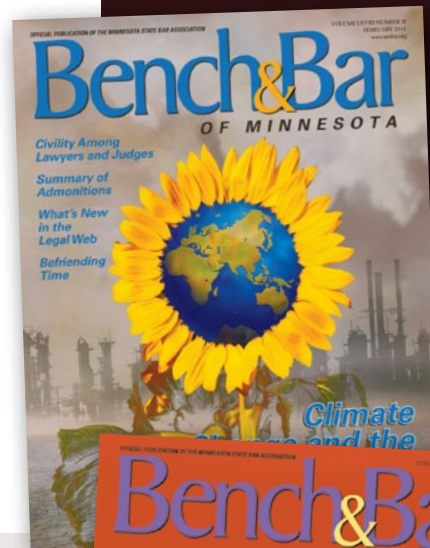
92% own their own home

BENCH & BAR READERS ARE BUYERS

70% are involved in purchasing products and services for their organizations

71% plan to make major household purchases in the next 12 months

62% of readers refer to a typical issue more than once, and 50% act on what they read.

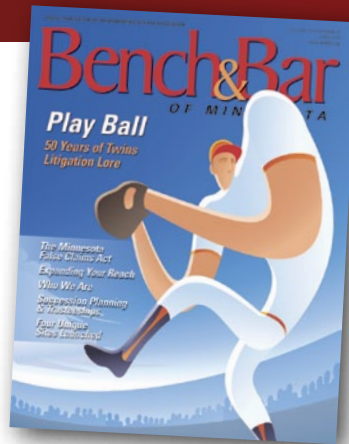


HOUSEHOLD INCOME	Average earn \$146,000. 15% earn over \$250,000
GENDER	38% female, 62% male
EDUCATION	98% have one or more degrees beyond the B.A.
HOME OWNERSHIP	92% own their own homes
CURRENT EMPLOYMENT	62% are in Private Practice 11% are with For-Profit Corporations 9% are in Government Services
NEW TO THE PROFESSION	Nearly 25% are new lawyers (practicing less than 5 years)

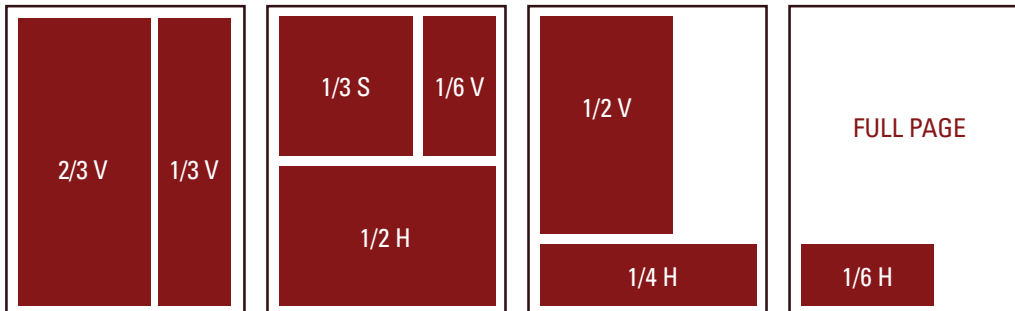
Data based on: Third party research by READEX, Inc., 2010 and MSBA Membership data, April 2011

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The online resource of the Minnesota State Bar Association. Reach **30,000*** visitors monthly!

Legal News Digest

The e-newsletter of the Minnesota State Bar Association. Delivered to **12,400*** subscribers weekly!

Practicelaw.org

One of the most popular practice resources with Minnesota State Bar Association member attorneys – providing legal forms, checklists, legislative updates, and more.

Two Placement Options:

- Practicelaw Home Page
- Real Property Landing Page

Each page sees **5,200*** visits monthly!

*Approximately

AD SIZES & FORMATS

- mnbar.org..... 248 x 90 pixels
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72 dpi JPG or GIF files, no larger than 100 KB
AD DESIGN/CHANGES: \$60 per hour

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All rates are net per insertion

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