

OFFICIAL PUBLICATION OF THE MINNESOTA STATE BAR ASSOCIATION

Bench&Bar

OF MINNESOTA



www.mnbar.org

REACHING LEGAL PROFESSIONALS, LEADERS AND DECISION MAKERS



Minnesota
State Bar
Association

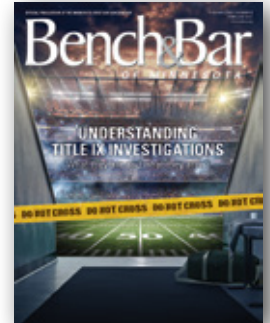
MEDIA KIT
2018

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

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 over 14,000, *Bench & Bar* readers represent nearly **60%** of Minnesota's practicing, licensed lawyers.



Advertising dollars go even further than before with the addition of *Bench & Bar Digital Edition* – emailed directly to MSBA members!

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 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 **19 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 over 14,000.

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

Special Issues:

JANUARY

Buyers' Guide Issue
(listing included with cost of ad)

MAY/JUNE

Convention Issue – Bonus

JULY

Legislative Update Issue

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

40% female, 60% 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 22% are new lawyers
(practicing less than 5 years)

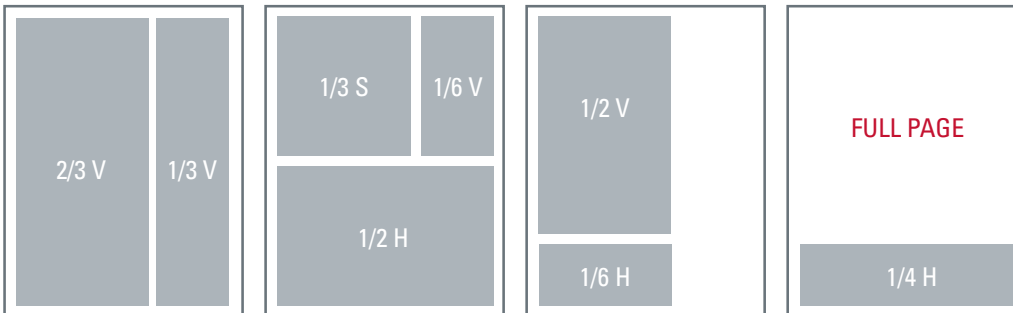
Print Rates and Sizes

Discover the benefits of frequent, direct access to the individuals and organizations shaping the practice of law and the administration of justice in Minnesota today!

Check out our eAds – **15% DISCOUNT** available!*



AD SIZES



AD SIZES & FORMATS

1/6 H	4.625" w x 2.375" h	NO BLEED
1/6 V	2.250" w x 4.875" h	NO BLEED
1/4 H	7.000" w x 2.375" h	NO BLEED
1/3 S	4.625" w x 4.875" h	NO BLEED
1/3 V	2.250" w x 10.00" h	NO BLEED
1/2 H	7.000" w x 4.875" h	NO BLEED
1/2 V	4.625" w x 7.375" h	NO BLEED
2/3 V	4.625" w x 10.00" h	NO BLEED
FULL	7.000" w x 10.00" h	NO BLEED

FULL WITH BLEED
Trim 8.375" w x 10.875" h
Add 1/8" BLEED LIVE AREA: 7" w x 10" h
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FOUR COLOR ADVERTISING RATES

SIZE	11x	6x	3x	1x
2-PG SPREAD	2,236	2,453	2,505	2,582
BACK COVER	1,675	1,768	1,805	1,868
INSIDE COVERS	1,393	1,459	1,576	1,659
FULL	1,302	1,395	1,457	1,550
2/3	1,114	1,158	1,209	1,287
1/2	913	949	991	1,054
1/3	819	851	889	946
1/4	698	725	758	806
1/6	604	628	656	698

ALL RATES ARE NET AND PER INSERTION

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PREFERRED POSITION: Plus \$100

INSERTS: Rates available on request

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Camera ready ads must be 300 dpi, print-ready PDF files. SWOP standards apply.

COLOR: Process/CMYK color

INK COVERAGE: Limit of 300%

AD DESIGN/CHANGES: \$60 per hour

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* Bench & Bar advertisers with a half page ad size or greater are eligible for a 15% discount on mnbar.org and Legal News Digest advertisements during the month(s) they are running in Bench & Bar

Circulation: 14,420 Effective: January 1, 2018



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Electronic Advertising



1 www.mnbar.org
The online resource of the MSBA. Reach **30,000*** visitors monthly. Ads appear on all MSBA website pages including Legal News Digest online and MN Find a Lawyer.

(max. 4 advertisers)

2 MN Find a Lawyer
The new online lawyer referral service of the MSBA. This public member directory is searched nearly **35,000*** times monthly.

(max. 4 advertisers)

3 Legal News Digest (LND)**
The e-newsletter of the MSBA. Delivered to **12,000*** subscribers weekly. Average open rate – 23%.

(max. 4 advertisers)

4 Capitol Connection (CC)**
A weekly e-newsletter designed to keep members informed about hot legislative topics and MSBA activities and initiatives at the Capitol. Emailed weekly to **12,000*** during the legislative session only.

(max. 4 advertisers)

AD SIZES & FORMATS (WxH)

mnbar.org
Header.....460 x 90 pixels
Footer.....300 x 250 pixels

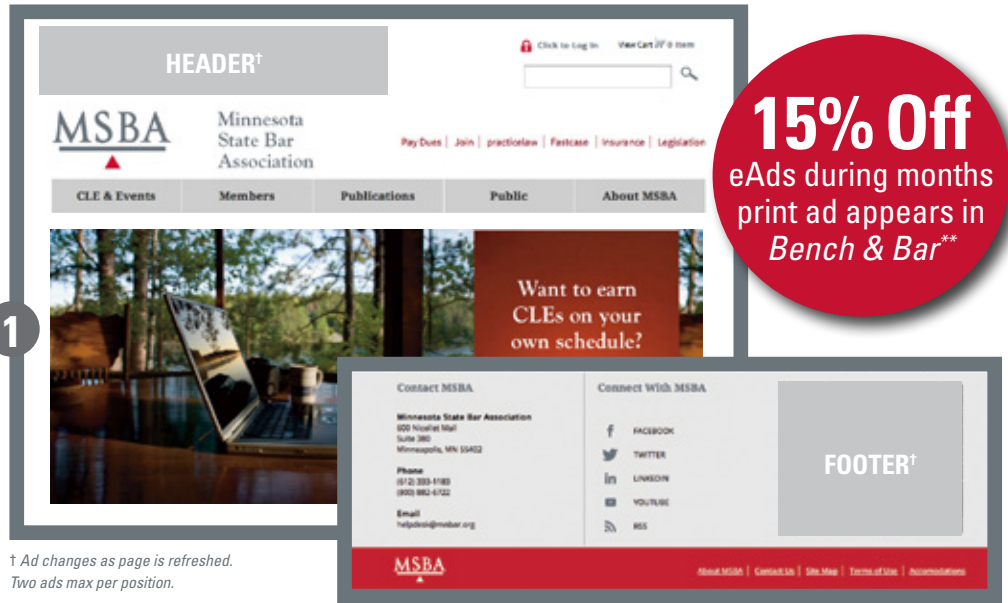
MN Find a Lawyer | LND | CC
Square.....170 x 170 pixels

72 dpi JPG or GIF files, no larger than 100 KB
AD DESIGN/CHANGES: \$60 per hour

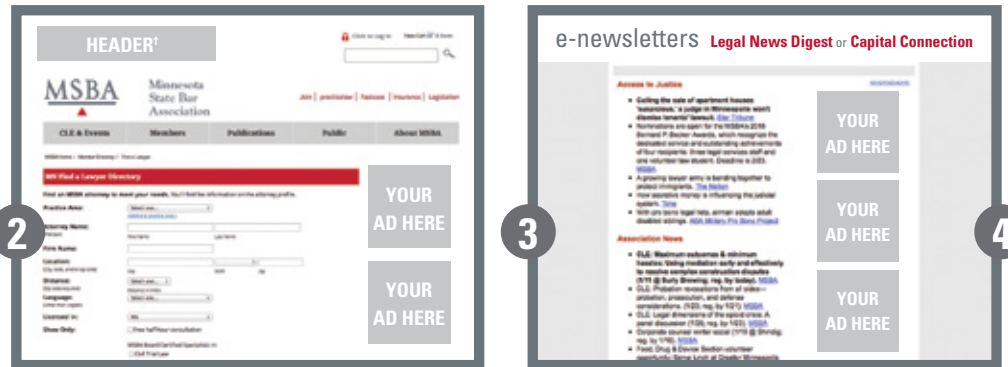
* Approximately

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*** Ads appear in each issue during the month they run.



† Ad changes as page is refreshed.
Two ads max per position.



e-newsletters may also be accessed by members online.

ELECTRONIC ADVERTISING RATES

All rates are net per insertion. Effective: January 1, 2018

	12x	6x	1x
mnbar.org – Header	475	525	575
mnbar.org – Footer	325	350	375
MN Find a Lawyer	225	275	300
Legal News Digest +	340	365	390
Capitol Connection	n/a	n/a	390

+ Legal News Digest does not go out the weeks of Thanksgiving or Christmas.



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