

# New Zealand Law Society Advertising Kit

2023

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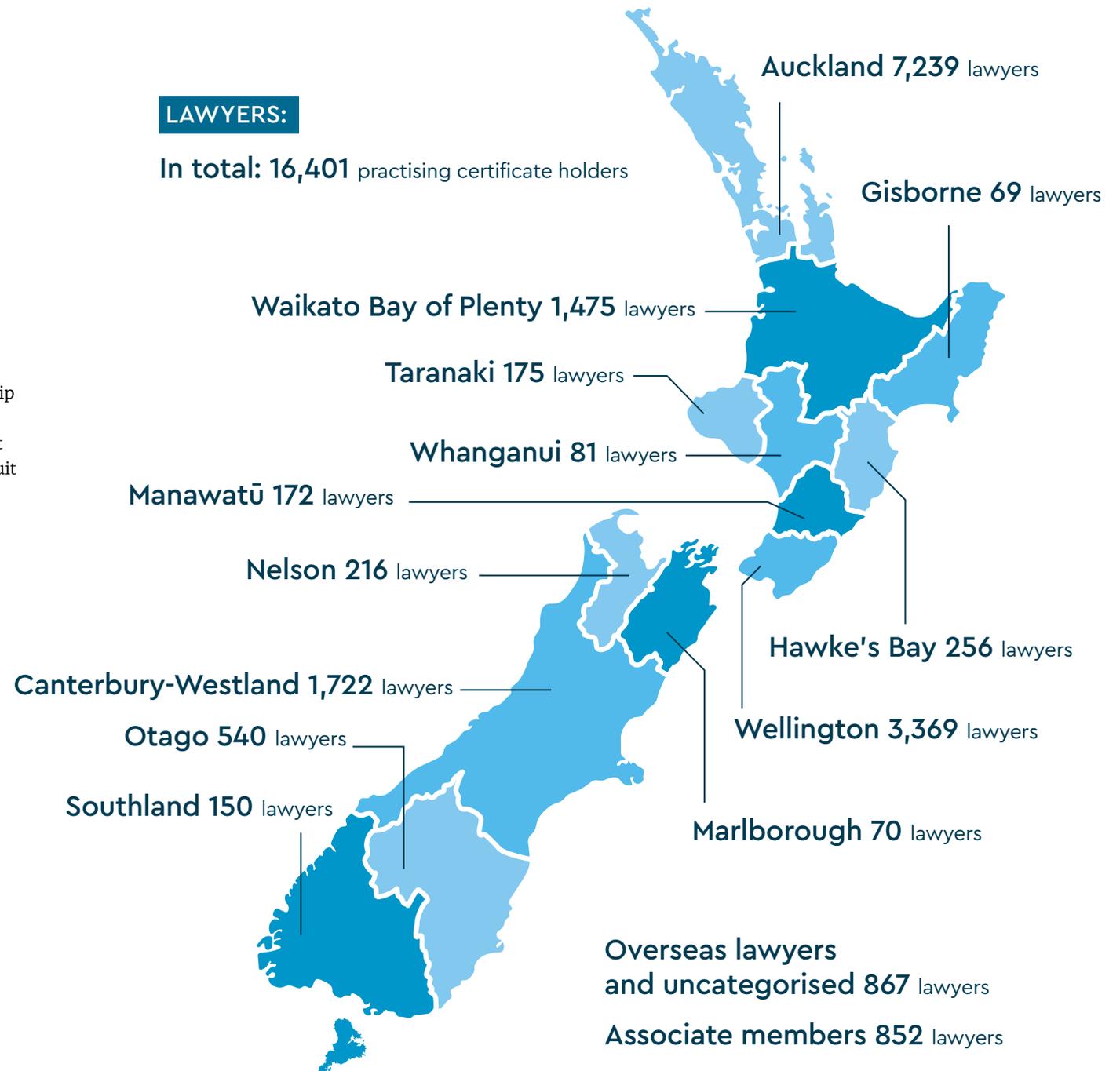
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# Audience

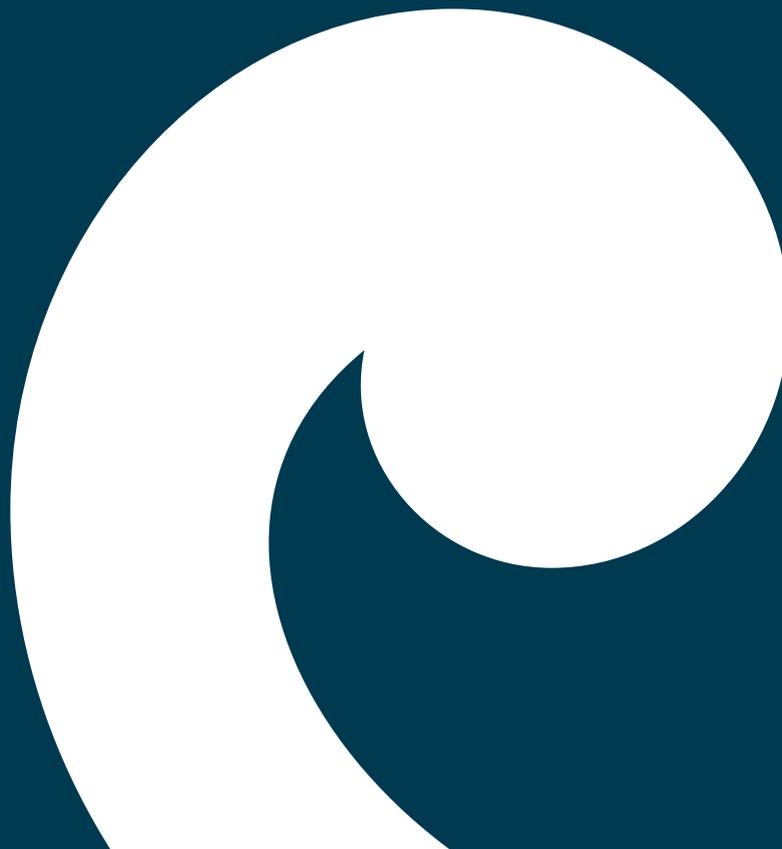
The New Zealand Law Society Te Kāhui Ture o Aotearoa connects you with over 16,000 legal professionals around New Zealand. Our readers represent one of the country's most influential audiences that reflects our diverse population across the regions, ethnicities, and genders.

The Law Society produces specialist titles alongside a flagship national publication. These are complemented with weekly e-news. This presents advertisers with the choice to connect at a national or regional level and at varied frequencies to suit their needs.



# Print Advertising

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# LawTalk

## The official quarterly magazine of the Law Society

Since 1974, *LawTalk* has been the flagship title of the legal profession in New Zealand. It presents advertisers with an exceptional opportunity to connect with one of New Zealand's most influential customer groups.

With vital content directly targeting the issues and interests that matter most and impact the New Zealand legal profession, *LawTalk* readership also extends to members of the judiciary, New Zealand Law Society Associate Members, Members of Parliament, media, academics, commentators, and others involved in the legal services industry.

Here is what some of our readers and subscribers have to say about this highly regarded title:

*"LawTalk is a valuable point of reference for milestones and in-depth commentary relevant to our profession."*

*"A valuable read that is well shared throughout our office"*

*"The access to opinion leaders and trends within the profession is highly valued as well as making for a good read."*

Produced and distributed in both magazine and digital format, *LawTalk* reaches a nationwide audience of more than 16,000 legal professionals and related subscribers.

[View a recent issue of \*LawTalk\* here](#)



Magazine sent physically to

# 5,000

different offices of members of the profession, judiciary, Parliament and more

Email sent digitally to

# over 16,000

members of the profession

Average of

# 44%

open rate per issue email

Average of

# 1,300

digital Issuu reads per issue

Average of

# 600

PDF downloads per issue

# The Property Lawyer

## The quarterly magazine of the Property Law Section of the New Zealand Law Society

Tailor your message to this specialist group of property law practitioners. With a distribution of 1,700, *The Property Lawyer* is the Property Law Section's main publication and biggest membership benefit.

Produced digitally and as a magazine, each quarterly issue focuses on issues, developments, and information relevant to this highly targeted and technical audience.

For over 20 years, *The Property Lawyer* has become the authoritative title for members and subscribers.

Magazine sent to

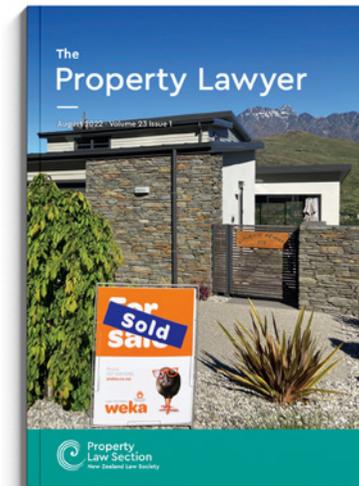
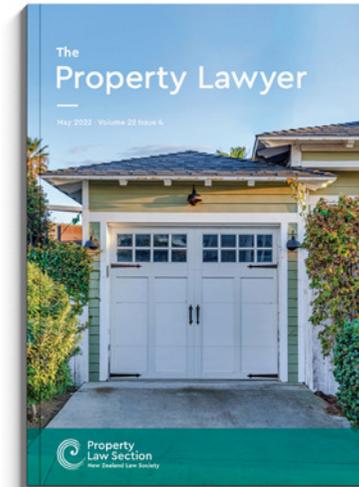
# 1,700

property law practitioner members and subscribers

Average of

# 1,300

digital Issue reads



# The Family Advocate

## The quarterly magazine of the Family Law Section of the New Zealand Law Society

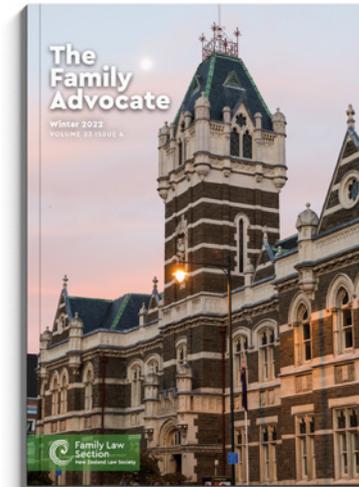
Established in 1997, the Family Law Section of the New Zealand Law Society recognises the special interests of family lawyers and the growing importance of family law in New Zealand. *The Family Advocate* supports this group of specialist practitioners along with judges, legal academics, legal executives, and government employees from all over New Zealand.

*The Family Advocate* shares relevant information, updates, critical issues, and developments within this section. This quarterly title is distributed both in print and digitally to 1,200 specialist recipients.

Magazine sent to

# 1,200

family law practitioners,  
judges, legal academics, legal  
executives, and government  
employees



# Print specifications

## Rates

Display Type	LawTalk Circulation: 16,000	The Property Lawyer Circulation: 1,700	The Family Advocate Circulation: 1,200
Full page	\$3000	\$1,600	\$1,500
Half page	\$1,900	\$1,100	\$1,000
Quarter page	\$1,100	-	-
Banner	\$850	\$450	\$350
Mini landscape	\$550	-	-

All prices are GST exclusive. *The Family Advocate* has a 25% discount for all Family Law Section members and *The Property Lawyer* has a 25% discount for Property Law Section members.

## Artwork requirements

Artwork must be supplied at the correct size to the exact dimensions specified.

Artwork must be supplied as a print-ready, high-resolution PDF (300 dpi) with all colours converted to CMYK. It must not include any:

- Overprint
- Crop marks
- Spot colours
- Transparency

Full page display ads must have 3mm bleed on all edges.

All images and logos should be at least 300ppi, ideally logos should be vector.

Production charges may apply if files are not correctly supplied to these requirements.



### Full page

210 × 297 mm trim  
(Plus 3 mm bleed)



### Half page

175 × 125 mm



### Quarter page

84 × 125 mm



### Banner

175 × 50 mm



### Mini landscape

119 × 50 mm

# Digital Advertising

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# LawPoints

## Weekly email newsletter

*LawPoints* is the weekly e-newsletter of the legal profession in New Zealand. Delivered each Thursday afternoon, *LawPoints* reaches over 18,200 lawyers and subscribers. The weekly frequency means *LawPoints* is the place to go for breaking legal news, time-critical information and professional development opportunities. It also offers an immediate opportunity for you to connect with our audience.

Extending your message and full offering is only a click away with the option for an external link to be embedded into your advertising copy.

*LawPoints* can be added to a bundled package or as a standalone activation to reach one of the country's most influential, professional audiences.

[View a recent issue of LawPoints here](#)

Email sent digitally to

over  
**18,200**

members of the profession and  
non-lawyer subscribers

Average of

**46%**

Open rate per issue email

19 January 2023 [View in browser](#)

**LawPoints** 

## Legal Aid Budget update



As part of Budget 2022, the Legal Services Commissioner recently [wrote to practitioners](#) confirming further changes to key policy settings. These changes came into effect on Sunday 1 January 2023, and include:

- An increase to the legal aid eligibility thresholds by 15 per cent;
- An increase to the debt repayment thresholds by 16.5 per cent;
- The removal of interest on legal aid debt; and
- The removal of the \$50 user charge on civil and family legal aid cases.

In addition to this, the eligibility and repayment thresholds will both increase by 1.9 per cent over the next three years.

[Read more](#)

### Latest news

#### Changes made by the Rights for Victims of Insane Offenders Act 2021 take effect

The [Rights for Victims of Insane Offenders Act 2021](#) aims to ensure victims of legally insane offenders are treated equivalently with other victims of crime. The Act acknowledges that while a defendant may not be criminally responsible due to insanity, there could still be a victim as a result of their offending. The [changes made](#) to four existing Acts took effect on 13 December 2022.



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Let us simplify your legal technology needs so you can focus on what's important.  
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### People

#### On the move

# Branch and Section Newsletters

Organisations wishing to reach a targeted regional audience can achieve this through one or a selection of regional communication pieces. These can be selected as stand-alone activations or complement a nationwide reach when combined with *LawTalk* or *LawPoints*.

## Branch newsletters

Twelve of our branches have email newsletters that are sent weekly, monthly, or as needed depending on the branch. These include updates, news and job listings relevant to the specific branch.

## Canterbury Tales

The Canterbury Westland branch of the New Zealand Law Society represents and supports over 2,000 lawyers in the Canterbury Westland region. *Canterbury Tales* is sent monthly and contains news, updates, and articles from the region.

## Cur Adv Vult

The Otago branch of the New Zealand Law Society represents and supports close to 500 lawyers in the Otago region. *Cur Adv Vult* is published monthly and contains news, updates, and articles from the region.

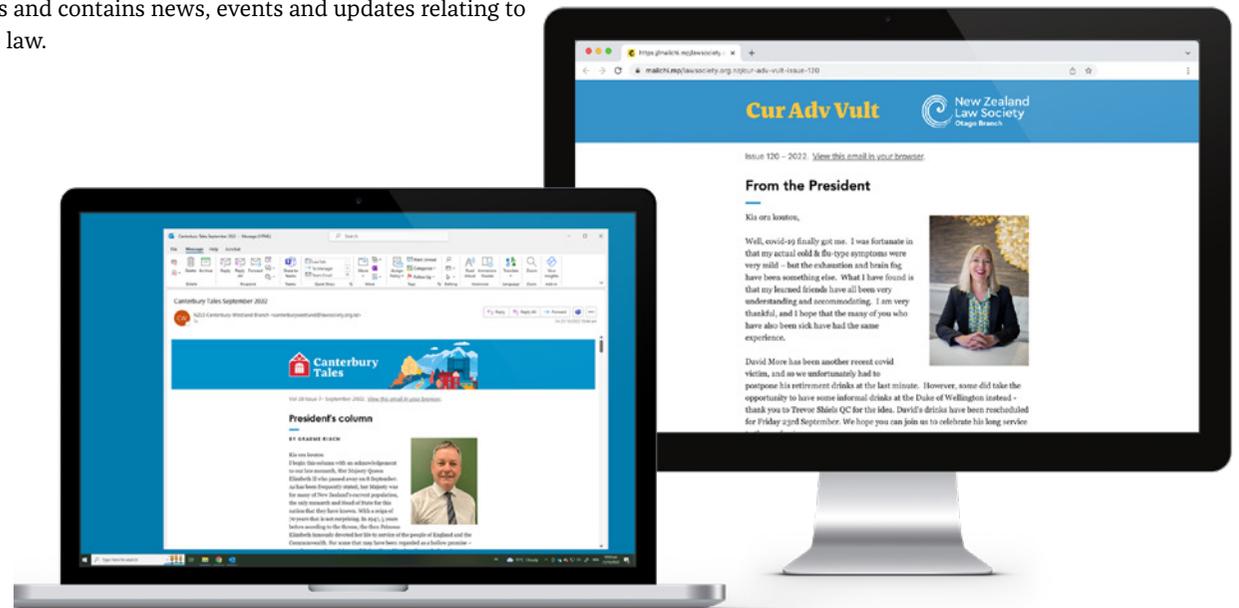
For more information about specific branch newsletters please contact the [Marketing and Communications Co-ordinator](#).

## Family Law Section Bulletin

The Family Law Section Bulletin is sent frequently on an as needed basis by the Family Law Section of the New Zealand Law Society. It is sent to around 1,150 members and contains news, events, and updates relating to family law.

## In-house Insider

The In-house Insider newsletter goes out on the first Tuesday of each month from ILANZ the In-house Lawyers Section of the New Zealand Law Society. It is sent to around 3,400 members and contains news, events and updates relating to in-house law.



# Digital specifications

## Rates

Display Type	LawPoints Circulation: 18,200	Canterbury Tales Circulation: 2,150	Branch Newsletters Circulation: Varied
Banner	\$400	\$200	\$70
Square	-	\$200	-

All prices are GST exclusive.

## Artwork requirements

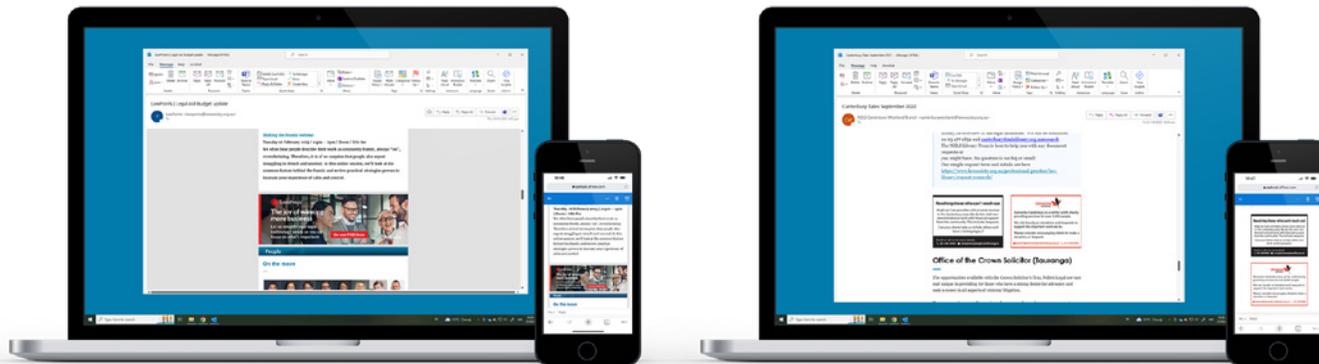
Artwork must be supplied at the correct size to the exact dimensions specified.

Artwork must be supplied as a JPG or PNG with colours in a RGB format.

- JPG are better suited for photographic images.
- PNG are better suited for text and graphics.

A URL should be supplied alongside the artwork for the advert to link to. This can be a website URL or an email address.

Production charges may apply if files are not correctly supplied to these requirements.



### Banner

600 × 200px

More suitable for advertising targeting desktop viewers.

### Square

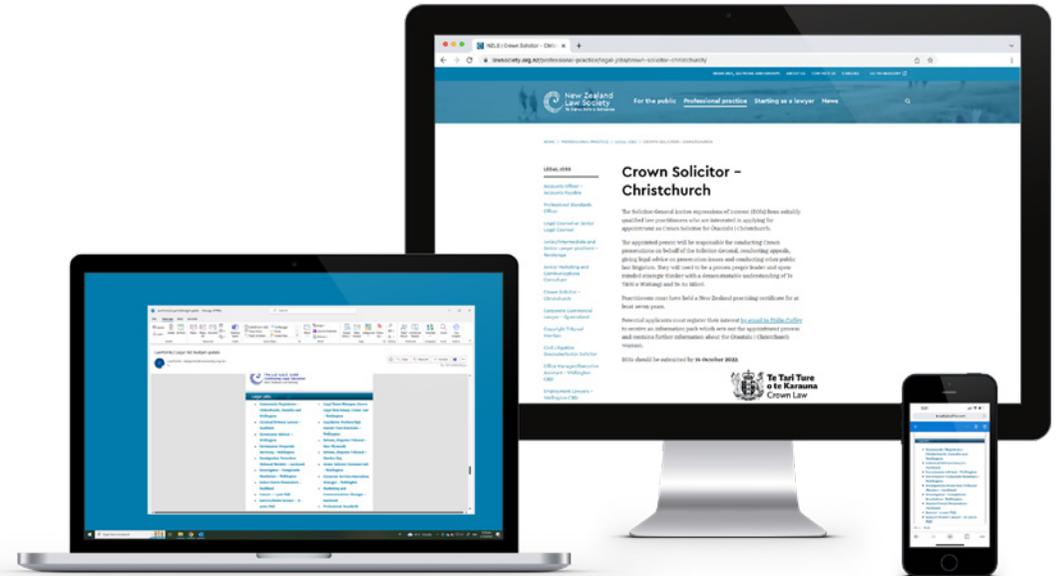
270 × 200px

More suitable for advertising targeting mobile viewers.

# Legal job advertisements

With flexibility in mind, all legal job ads are produced digitally and placed on the [New Zealand Law Society website](#). With a standard 'on site' placement time of four weeks, there is flexibility to amend this to meet specific closing dates or in case of a placement being made within this time. For ads placed on the digital platforms, there is no limit on word count. A small logo or graphic may also accompany these job ads.

Region-specific jobs wishing to use the branch newsletters and those within specialist sections will not appear on the national website. Job ads placed in specialist sections must be relevant to the section targeted.



## Rates

Display Type	LawPoints Circulation: 18,200	Branch Newsletter Circulation: Varied	FLS Newsletter Circulation: Varied	ILANZ Insider Circulation: 3400	ILANZ Website Circulation: Varied
Single placement	\$180	\$50	\$350	\$49	\$49
Additional placements	\$80	-	-	-	-

All prices are GST exclusive.

# Will notices

As New Zealand has no official register of wills, the New Zealand Law Society assists lawyers and private individuals to locate wills that may be held by lawyers. Will notices are published each Thursday in LawPoints, the weekly e-newsletter that reaches over 16,000 lawyers nationwide along with placement on the [New Zealand Law Society website](#).

If you know the area where a will is likely to have been made, a notice can also be placed in local Law Society branch newsletters. Below is the common wording of will notices, though not all information will be known for all deceased individuals.

[Name of deceased]

Would any lawyer holding a will for the above named, late of [town or address], [occupation], born on [date of birth] who died on [date of death], please contact [lawyer's name] of [law firm]:

Email: [email address]

Phone: [phone number]

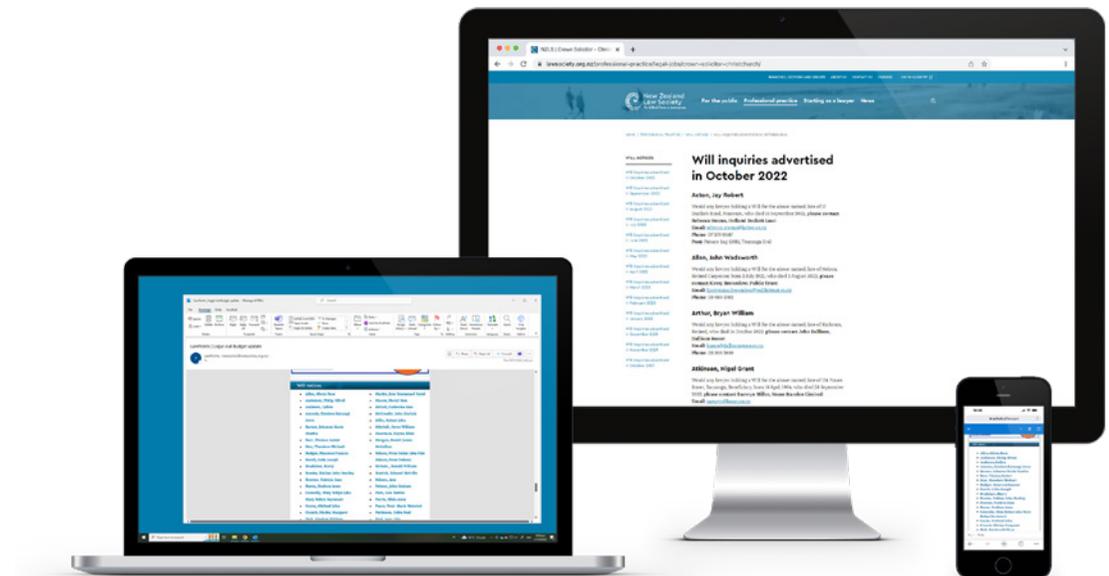
Post: [postal address]

As the common wording above indicates, enquiries are directed towards the law firm or individual who has placed the will notice. The Law Society does not receive or handle any responses to will notices.

## Rates

Display Type	LawPoints Circulation: 18,200	Branch Newsletter Circulation: Varied
Single placement	\$75	\$50

All prices are GST exclusive.



# General Information

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# Discounts

## LawTalk

1-2 placements	standard rate
3-4 placements	less 10% per placement

## LawPoints

1-5 placements	standard rate
6-10 placements	less 10% per placement

## Bundled across multiple publications

1-2 placements	standard rate
3-4 placements	less 10% per placement

## Charity discount

Any charity registered in the New Zealand Charity Register at the time of booking a placement is entitled to a discount of 20%.

## Section membership

*The Family Advocate* has a 25% discount for all Family Law Section members and *The Property Lawyer* has a 25% discount for Property Law Section members.

# Loadings

For an additional fee, you can specify a loading for certain types of ads.

Within the issue loadings for LawTalk will be placed as close to the specified article or position in the magazine as possible depending on the type of advert.

Loadings come on a first come first served basis.

## LawTalk

Right-hand page	plus 7.5%
Within the issue <i>(including by specific editorial)</i>	plus 20%
Outside back cover	plus 25%

## LawPoints

Top banner placement	plus 20%
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# Deadlines

## Print advertising 2023 deadlines

Magazine	Issue	Ad booking	Ad material	Dispatch
LawTalk	953: Autumn	3 March	14 March	22 March
	954: Winter	19 May	30 May	7 June
	955: Spring	25 August	5 September	13 September
	956: Summer	17 November	28 November	6 December
The Property Lawyer	23-3: February	17 February	22 February	1 March
	23-4: May	28 April	3 May	10 May
	24-1: August	28 July	2 August	9 August
	24-2: November	27 October	1 November	8 November
The Family Advocate	24-3: Autumn	24 February	1 March	8 March
	24-4: Winter	12 May	17 May	24 May
	25-1: Spring	11 August	16 August	23 August
	25-2: Summer	10 November	15 November	22 November

## Digital advertising deadlines

LawPoints is weekly throughout the year starting the week beginning 16 January.

Email	Banner ads	Legal jobs	Wills	Email sent
LawPoints	4pm Tuesday	4pm Wednesday	4pm Wednesday	4pm Thursday

Other branch and section email newsletter deadlines are available on request from the [Marketing and Communications Co-ordinator](#) or directly from the branch or section.

# Advertising conditions

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1. In these conditions “publications” includes any magazine, book, newspaper, newsletter, booklet, brochure, email, e-newsletter or website which is owned or managed by the New Zealand Law Society.
2. The wording and sentiments expressed in all advertisements is subject to the approval of the New Zealand Law Society Marketing and Communications Manager or person with delegated authority acting on behalf of the New Zealand Law Society, which reserves the right to refuse advertisements which are not compatible with the standards or objectives of the Law Society.
3. Payment for advertising by advertisers located in New Zealand is due on the 20th of the month following the date of invoice.
4. Advertisers wholly located outside New Zealand who wish to advertise in any New Zealand Law Society publication must pay in advance, in accordance with the Additional Advertising Conditions for Overseas Advertisers on page 19.
5. Advertisers are responsible for ensuring that the quality of the material meets the specifications for printing or publication in the appropriate Law Society publication. Specifications for camera-ready material for LawTalk are on page 8 of this Advertising Kit.
6. The New Zealand Law Society has the right to increase all or any advertising rates, subject to one month’s notice being given to advertisers with forward bookings.
7. All placements of advertising are at the discretion of the New Zealand Law Society unless a preferred position or placement is specified and available, and the appropriate additional cost is agreed to by the advertiser.
8. If an advertisement is cancelled after the specified booking deadline, or if camera-ready material fails to arrive in time for publication, or if the material does not meet the requirements and cannot be revised in time for publication, the New Zealand Law Society reserves the right to charge for the cost of the advertisement and, when it applies, any production costs incurred.
9. By booking an advertisement in any New Zealand Law Society publication the advertiser warrants that the advertisement does not contravene the provisions of the Human Rights Act 1993, the Fair Trading Act 1986, the Consumer Guarantees Act 1993 or any other legislation currently in force in New Zealand.
10. Advertisers warrant that they have permission to use and publish all material in their advertisement and that it does not breach any intellectual property rights.
11. Advertisers also warrant that their advertising is fully compliant with the Advertising Codes of Practice issued by the Advertising Standards Authority Incorporated and with every other code or industry standard which relates to advertising in New Zealand where applicable.
12. All discounts for multiple placements are conditional upon the advertiser committing to make the applicable number of consecutive placements. A commitment must be made before the first placement, and the discount cannot be claimed retrospectively.

# Overseas advertising conditions

1. Advertisers wholly located outside New Zealand (“overseas advertisers”) must pay in advance for all advertising they book in any New Zealand Law Society publication. Payment must have been deposited in the New Zealand Law Society’s bank account by the specified deadline for prepayment. If prepayment has not been made by the deadline, the New Zealand Law Society has the right not to publish the advertisement.
2. Overseas advertisers who wish to book a series of advertisements must prepay by the prepayment deadline for the issue with which the series will commence.
3. Overseas advertisers paying by direct credit should make payment as follows:
 

<b>Account Name</b>	New Zealand Law Society
<b>Account Number</b>	12-3140-0119103-07
<b>Bank</b>	ASB Bank
<b>Branch</b>	Lambton Quay, Wellington, New Zealand
<b>Swift Code</b>	ASB BNZ 2A
<b>ASB Sort Code</b>	12-3140
4. The full cost of the advertisement in New Zealand currency must be transmitted. Overseas advertisers should note that some foreign banks deduct fees from the amount transmitted. Any bank fees are additional to the cost of the advertisement.
5. Overseas advertisers paying by Visa or Mastercard must provide by phone (email is not acceptable) the following credit card details to the Finance Team, phone +64 4 472 7837:
  - Card number
  - Expiry date
  - Name on card
  - Security code  
(3 digit code beside signature on reverse of card.)

Payment will be deemed to have been made once it has been cleared in New Zealand.
6. Whatever prepayment method is used, overseas advertisers must email confirmation to [advertising@lawsociety.org.nz](mailto:advertising@lawsociety.org.nz).

LAST UPDATED JANUARY 2023

