



Advertising Kit 2026

Contents

Our audience	3
Print advertising	4
LawTalk	5
The Property Lawyer	6
The Family Advocate	7
Rates	8
Specifications	9
Digital advertising	10
LawPoints	11
Email newsletters	12
Banner advertising	13
Legal vacancies	15
Will notices	16
Rates	17
General information	18
Publishing deadlines	19
Book your advertising	20
Advertising conditions	21
Overseas advertising conditions	22

Our audience

The New Zealand Law Society Te Kāhui Ture o Aotearoa connects advertisers with 18,500+ legal professionals and related subscribers around New Zealand. Our readers represent one of the country's most influential audiences, reflecting our diverse population across the regions, ethnicities, and genders.

The Law Society produces a national magazine, weekly email newsletter, specialist titles, and local and specialist email newsletters. Advertisers have the choice to connect at a national, local or specialist level and at varied frequencies to suit their needs.

Snapshot of the Profession 2025

Lawyers

In total: 17,504 practising certificate holders.

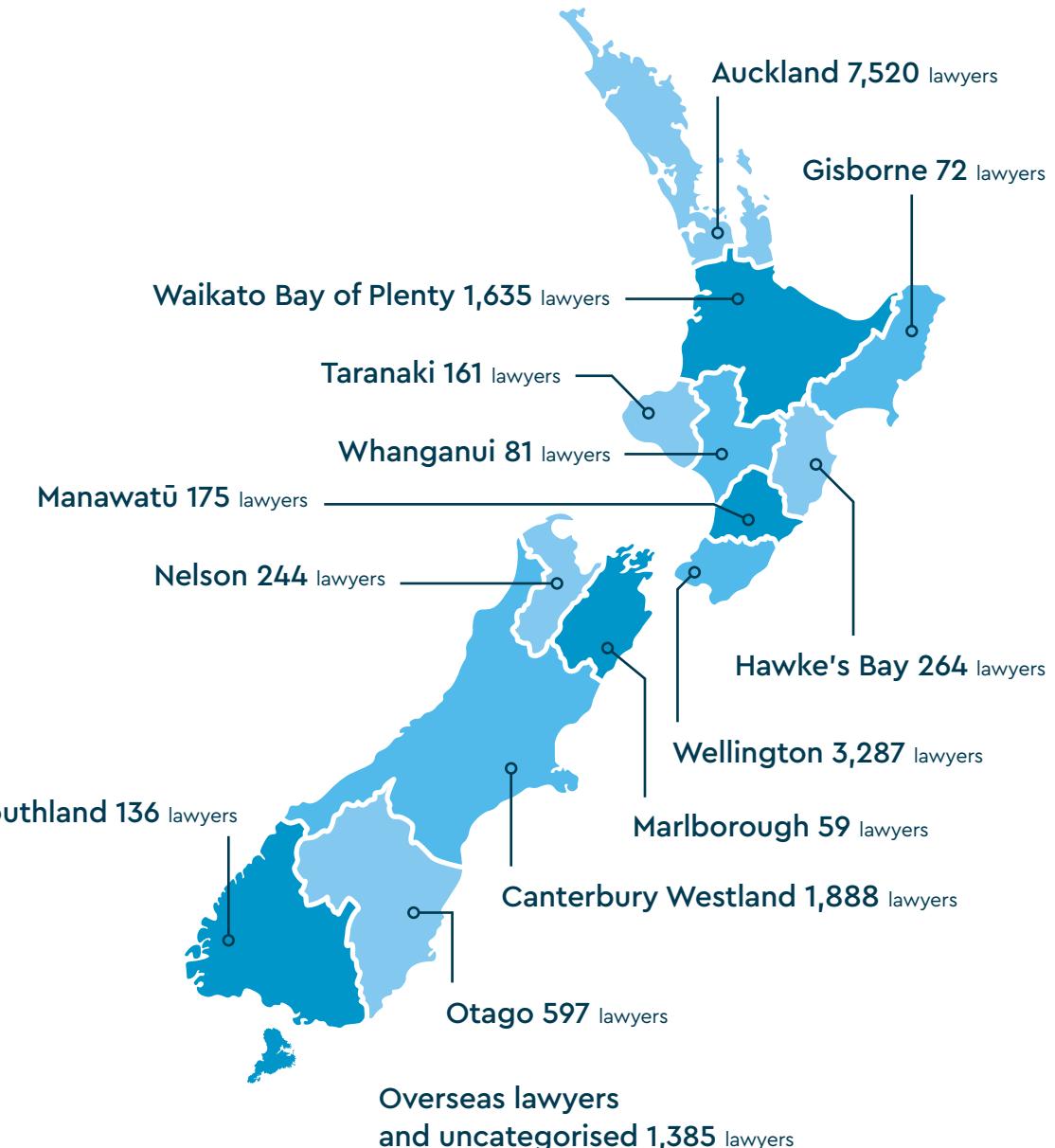
Gender

56.8% are women and 42.9% are men.

Ethnicity

75% of the profession identify as New Zealand European; 12.7% as Asian, 7.8% as Māori and 4.2% as Pacific peoples.

Read the [Snapshot of the Profession 2025](#).



Print advertising



LawTalk

The Law Society's official magazine for legal professionals in Aotearoa New Zealand

For over 50 years, *LawTalk* has been the leading publication for New Zealand's legal profession. This publication, produced three times a year, offers advertisers a unique opportunity to engage with one of the country's most influential and discerning audiences.

LawTalk features insightful content on the key issues shaping the legal landscape in New Zealand. Its readership includes members of the profession as well as the judiciary, Members of Parliament, media professionals, academics, legal commentators, and others working across the legal services sector.

Available in print and digital formats, *LawTalk* reaches a nationwide audience of 17,500+ legal professionals and related subscribers.

"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."

See Page 20 to book your advertising

View *LawTalk* here



Print magazine is distributed to

5,000

offices belonging to members of the profession, judiciary, Parliament and more

Digital magazine is emailed to

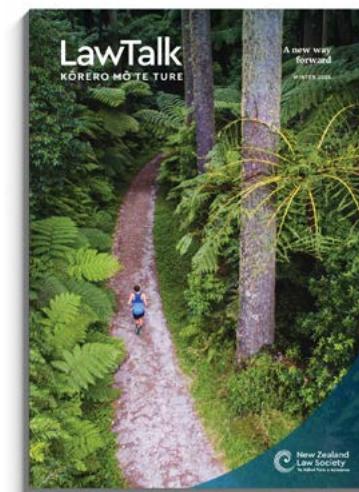
17,500+

members of the profession and related subscribers

Average of

55%

open rate



The Property Lawyer

The leading quarterly publication for property law professionals in Aotearoa New Zealand

For more than 20 years, *The Property Lawyer* has been the leading publication for property law professionals in New Zealand. *The Property Lawyer* provides advertisers with a direct channel to this highly specialised and engaged audience.

Distributed to 2,700 members and subscribers, *The Property Lawyer* is the flagship publication of the Law Society's Property Law Section and highly valued by section members.

Available in digital and print formats, each issue delivers expert insights, updates, and commentary on the latest developments in property law – tailored specifically to the needs of this technical and focused readership.

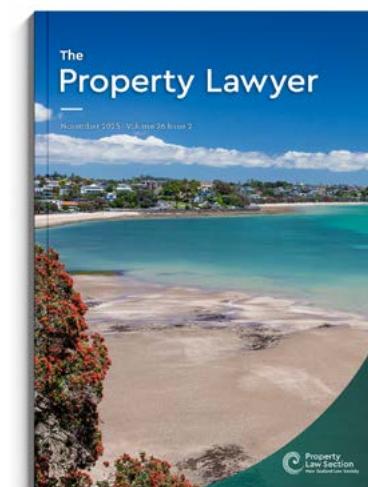
See Page 20 to book your advertising



Magazine sent to

2,700

property law practitioner members, including academics, legal executives, government employees and subscribers



The Family Advocate

The leading quarterly publication for family law professionals in Aotearoa New Zealand

For more than 27 years, *The Family Advocate* has been the leading publication for family lawyers in New Zealand. *The Family Advocate* provides advertisers with a direct channel to this highly specialised and engaged audience.

Distributed in print and digital formats to 1,800 Family Law Section members, *The Family Advocate* delivers timely updates, expert insights, and coverage of key issues and developments in family law.

Its readership includes family lawyers, judges, legal academics, legal executives, and government professionals – making it a trusted resource for staying informed and engaged with the evolving landscape of family law in New Zealand.

The Family Advocate is produced by the Family Law Section which was established in 1997 to recognise the special interests of family lawyers and the growing importance of family law in New Zealand.

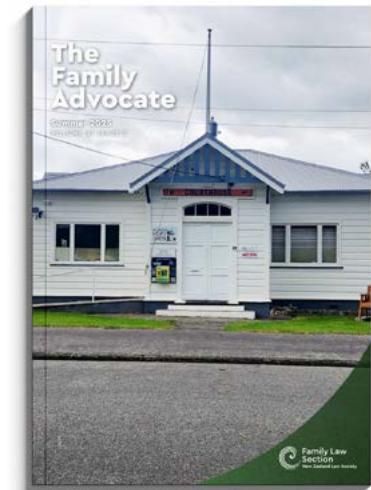
See Page 20 to book your advertising



Magazine sent to

1,800

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



Rates

	LawTalk	The Property Lawyer	The Family Advocate
Circulation	17,500+	2,700	1,800
Full page	\$3,050	\$1,830	\$1,830
Half page	\$1,930	\$1,115	\$1,115
Quarter page	\$1,115	-	-
Banner	\$860	\$450	\$450
Mini landscape	\$560	-	-

All prices are GST exclusive.

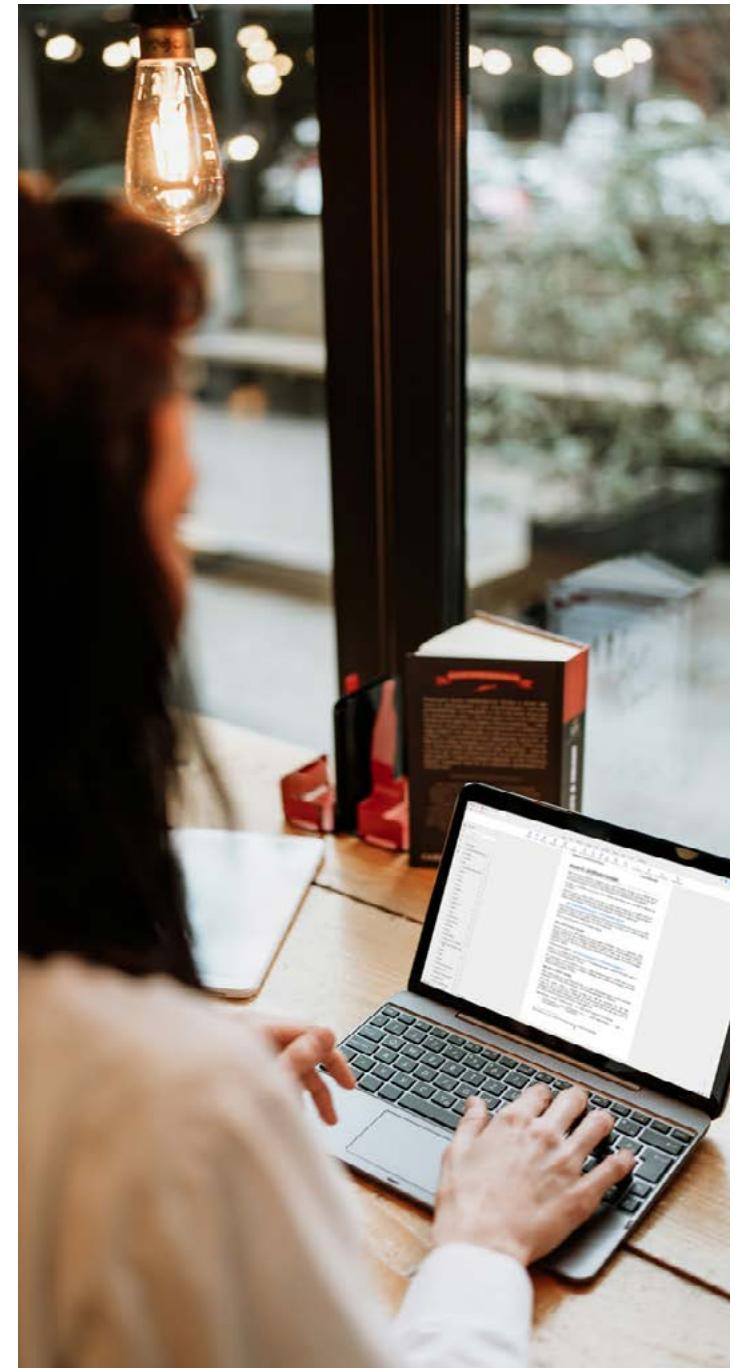
Discounts

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

Loadings

LawTalk has loadings for premium placements.

Inside cover	plus 20%
Inside back cover	plus 15%
Outside back cover	plus 25%
Right-hand page	plus 7.5%



Specifications



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

114 × 50 mm

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:

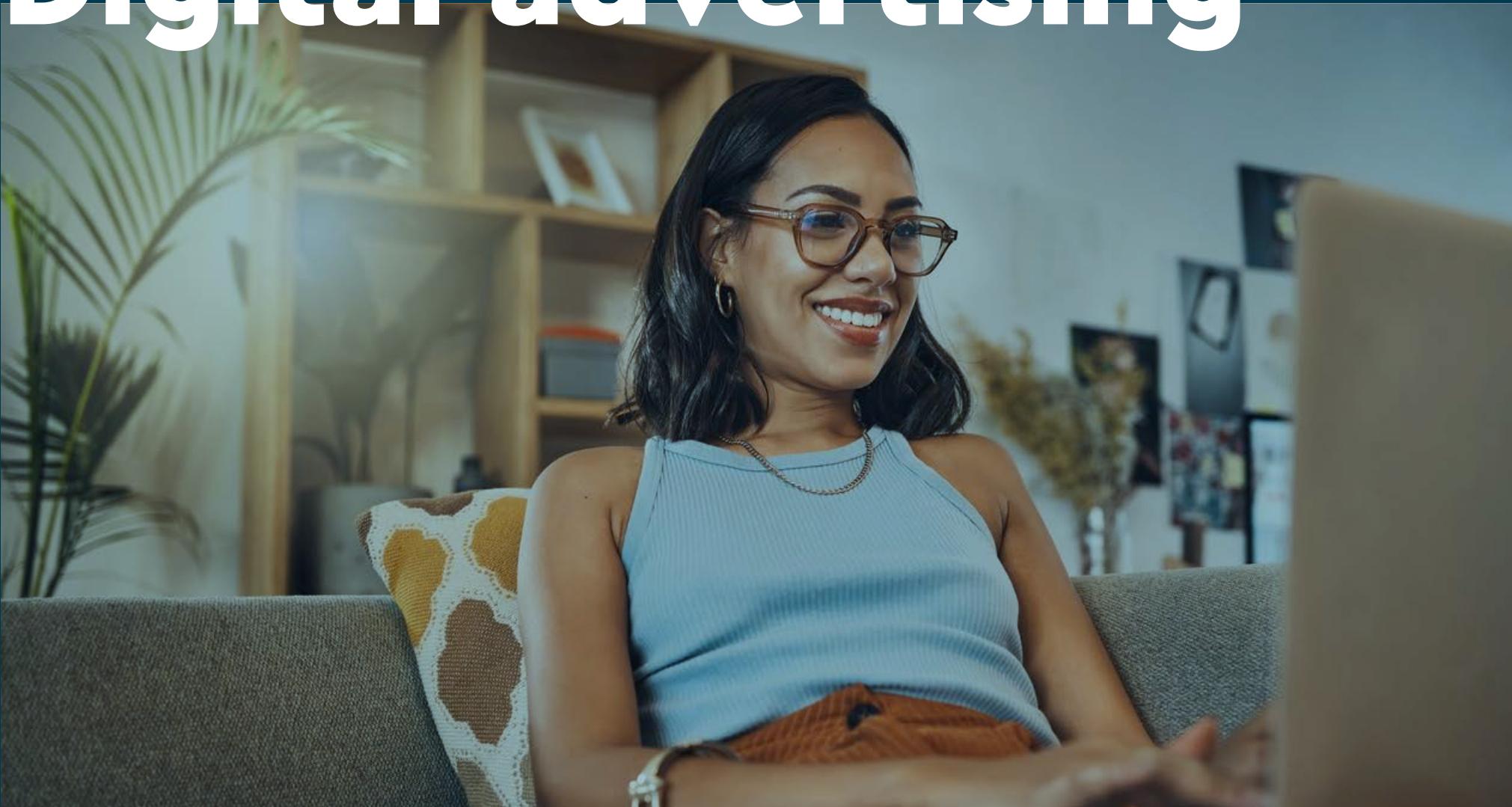
- Overprint
- Crop marks
- Spot colours
- Transparency

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.

Digital advertising

A woman with dark hair and glasses is sitting on a couch, smiling. She is wearing a light blue top and orange pants. A laptop is open in front of her. The background shows a living room with a bookshelf and a potted plant.

LawPoints

Weekly email newsletter

LawPoints is delivered every Thursday to 18,500+ lawyers and subscribers across Aotearoa New Zealand. Its weekly frequency makes it a trusted source for breaking legal news, urgent updates, and professional development opportunities.

As a digital publication, LawPoints offers advertisers a direct and timely way to engage with one of the country's most influential professional audiences. It can be included as part of a bundled campaign or used as a standalone activation to maximise reach and impact within the legal sector.

- ✓ Banner advertising
- ✓ Legal vacancies
- ✓ Will notices

[See Page 20 to book your advertising](#)

[View an issue of LawPoints here](#)



Weekly email to

18,500+

members of the profession
and non-lawyer subscribers

Average of

54%

open rate per issue



LawPoints
Lawyers are responsible for the contents
of court documents prepared using
Generative AI



It comes as no surprise that the use of Generative AI (GenAI) has grown in Aotearoa New Zealand's legal sector. GenAI offers much needed relief to heavy workloads and has already been adopted in day-to-day practice to generate templates, assist with legal research and analyse contracts. With more firms adopting GenAI policies, it is fast becoming a fixture of modern legal practice.

In contrast, there are real risks connected to the use of GenAI in the legal context. While there is already a variety of guidance available about how to incorporate GenAI into legal practice responsibly (see, [Guidelines for use of Generative Artificial Intelligence in Courts and Tribunals and Lawyers and Generative AI](#)), the New Zealand Law Society Te Kāhui Ture o Aotearoa wishes to remind lawyers of their duties owed to clients and the courts in this regard.

[View the Law Society's GenAI guidelines here](#)



Latest news

Decision on lawyer's practising certificate application

James Gardner-Hopkins' application for a practising certificate has been approved by a Law Society Practice Approval Committee following the end of his suspension for misconduct. The application was carefully considered and decided by a majority of the Committee. Mr Gardner-Hopkins is subject to an undertaking to the Law Society requiring him to comply with a structured mentoring arrangement on his return to practice.

A summary of the decision and the media release are available on the Law Society website.

[View the summary and the media release here](#)

High Court Practice Note – Proceeding Timeline

The new general civil proceedings regime for the High Court starts on 1 January

Email newsletters

Organisations wishing to reach a targeted audience can achieve this through our local branch or specialist section newsletters. These can be selected as standalone activations or in complement with nationwide reach when combined with *LawTalk* and/or *LawPoints*.

Branch newsletters

Target legal professionals geographically with our branch email newsletters. These are sent weekly, monthly, or as needed depending on the branch. Branch newsletters include updates, news and events. They carry banner advertising as well as advertising for legal vacancies and will notices.

- ✓ Banner advertising
- ✓ Legal vacancies
- ✓ Will notices

See Page 20 to book your advertising

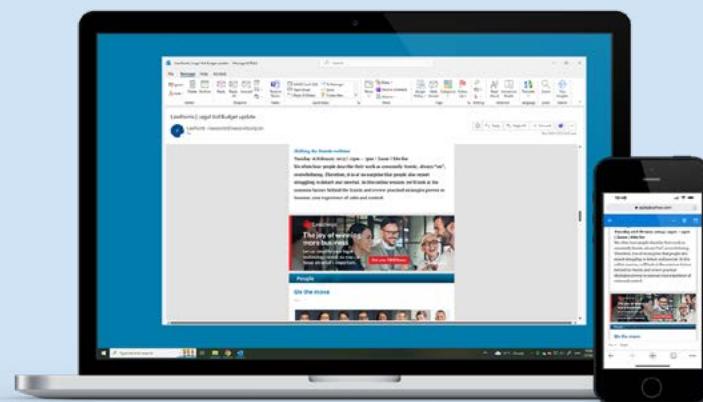


Email newsletter	Circulation*	Frequency
Branch – Main centres		
Auckland (including Northland)	8,000	Monthly
Waikato Bay of Plenty	1,700	Weekly
Wellington	3,500	Weekly
Canterbury Westland	2,000	Weekly
Otago	600	Weekly
Branch – Regions		
Gisborne	80	As required
Hawke's Bay	300	Weekly
Taranaki	200	As required
Whanganui	80	Weekly
Manawatū	200	Weekly
Marlborough	70	Weekly
Nelson	250	Weekly
Southland	140	As required

*Approximate circulation figures, November 2025

Banner advertising

LawPoints, branch newsletters, the Property Law Section Bulletin and the Family Law Section Bulletin all carry banner advertising.



Banner
600 × 200px

Artwork requirements

Artwork must be supplied as 600 × 200px.

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.

Please specify the webpage or email address that the artwork should link to.

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

Section newsletters

Target property lawyers and family lawyers through our section email newsletters. Got job vacancies that are relevant to family or in-house lawyers? Place your advertising with the Family Law Section Bulletin or the *In-house Insider*.

Property Law Section Bulletin

The Property Law Section sends this bulletin to its 2,700 section members on an as needed basis. The bulletin contains news, events, and updates relating to property law. It includes banner advertising.

- ✓ Banner advertising

Family Law Section Bulletin

The Family Law Section frequently sends this bulletin to its 1,800 section members on an as needed basis. The bulletin contains news, events, and updates relating to family law. It includes banner advertising as well as advertising for legal vacancies.

- ✓ Banner advertising
- ✓ Legal vacancies

Inhouse Insider

ILANZ (In-house Lawyers Association of New Zealand) emails *The In-house Insider* to 5,200+ members on the second Wednesday each month.

The In-house Insider contains news, events and updates relating to inhouse law. It includes advertising for job vacancies only.

- ✓ Legal vacancies

See Page 20 to book your advertising



Email newsletter	Circulation*	Frequency
Sections		
Property Law Section	2,700	As required
Family Law Section	1,800	As required
In-house Insider	5,200+	Monthly

*Approximate circulation figures, November 2025

Legal vacancies

Advertising vacancies nationwide

Vacancies for nationwide promotion are published on the Law Society website for a month with a one-week promotion in *LawPoints*, our weekly email newsletter to the legal profession. Additional promotion in *LawPoints* is \$80 per week.

The standard promotion is four weeks. We can amend this to meet specific closing dates or to remove the advertisement early if the position has been filled.

There is no word count limit. A logo or graphic may be supplied to accompany these job vacancies.

LawPoints is distributed to 18,500+ members of the legal profession and subscribers every Thursday.

Advertising vacancies to a targeted region, family or in-house lawyers

Vacancies that are specific to a region or section may be advertised in the relevant branch newsletter, Family Law Bulletin, *In-house Insider* or on the ILANZ website.

These vacancies are not published on the Law Society website.

See Page 20 to book your advertising



Will notices

Helping lawyers and private individuals to locate wills that may be held by lawyers

Will notices are published on the Law Society website and promoted in *LawPoints*, our weekly email newsletter to the profession.

If you know the area where a will is likely to have been made, you may also wish to place a notice in the relevant branch newsletter.

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.

[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]

See Page 20 to book your advertising



Rates

	LawPoints	Branches Main centres	Branches Regions	Property Law Section	Family Law Section	In-house Insider	ILANZ website
Circulation	18,500+	See page 12	See page 12	2,700	1,800	5,200	Varied
Banner	\$405	\$200	\$75	\$200	\$200	-	
Job vacancy	\$185	\$50	\$50	-	\$450	\$89	\$89
Additional placements	\$80	-	-	-	-	-	-
Will notice	\$75	\$50	\$50	-	-	-	-

All prices are GST exclusive.

General information



Publishing deadlines

Print advertising

Magazine	Issue	Ad booking (due 5pm)	Ad material (due 5pm)	Dispatch
LawTalk	964: Autumn	20 March	30 March	9 April
	965: Winter	3 July	14 July	22 July
	966: Spring/Summer	25 September	6 October	14 October
The Family Advocate	27-3: Autumn	13 February	18 February	25 February
	27-4: Winter	1 May	6 May	13 May
	28-1: Spring	24 July	29 July	5 August
	28-2: Summer	16 October	21 October	29 October
The Property Lawyer	26-3: February	20 February	25 February	54 March
	26-4: May	8 May	13 May	20 May
	27-1: August	31 July	5 August	12 August
	27-2: November	30 October	4 November	11 November

Digital advertising

LawPoints is weekly throughout the year starting the week beginning 12 January.

Email	Banner ads	Legal jobs	Wills	Email sent
LawPoints	4pm Tuesday	4pm Wednesday	4pm Wednesday	3pm 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.

Book your advertising

LawTalk, Property Lawyer, The Family Advocate

Book print advertising

[Complete our general advertising form](#)

LawPoints

Book banner advertising

[Complete our general advertising form](#)

Advertise a job vacancy

[Complete our job vacancy advertising form](#)

Advertise a will notice

[Complete our will notice advertising form](#)

Branch email newsletters

Book banner advertising

[Complete our general advertising form](#)

Advertise a job vacancy

[Contact the relevant branch](#)

Advertise a will notice

[Contact the relevant branch](#)

Section email newsletters

Property Law Section bulletin

Book banner advertising

[Complete our general advertising form](#)

Family Law Section bulletin

Book banner advertising

[Complete our general advertising form](#)

Advertise a job vacancy

[Email family@lawsociety.org.nz](mailto:family@lawsociety.org.nz)

In-house Insider, ILANZ website

Advertise a job vacancy

[Email ilanz@lawsociety.org.nz](mailto:ilanze@lawsociety.org.nz)

Advertising conditions

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:

Account Name New Zealand Law Society

Account Number 12-3140-0119103-07

Bank ASB Bank

Branch Lambton Quay, Wellington,
New Zealand

Swift Code ASB BNZ 2A

ASB Sort Code 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.

JANUARY 2026

