

# Circulation Quality— An *InsideCounsel* Standard

In-house legal professionals and corporate executives choose *InsideCounsel* as their general counsel publication and are loyal readers representing the titles and companies you want to reach!\*\*

## Reaching the decision-makers

**90%** IN-HOUSE COUNSEL AND BUSINESS EXECUTIVE SUBSCRIBERS\*

*InsideCounsel* has the right titles for you. **79.8%** are “In-House Counsel” with **57.9%** being the General Counsel, Vice President and CLO’s. Complemented by “Business Executives\* (**10.2%**), *InsideCounsel* is received by the decision-makers you want to reach.

**91.2%** ONE-YEAR QUALIFIED SUBSCRIBERS\*

*InsideCounsel* has a strong 1-year qualified circulation of legal and business executives. This is important because it reflects the quality of the database. Each one-year subscriber received the publication within the past 12 months and either renewed or began their subscription to *InsideCounsel*.

**32,455** PERSONAL DIRECT REQUEST\*

*InsideCounsel* has a qualified “Personal Direct Request” circulation (**81.1%**) of legal and business executives. This means the subscriber specifically stated to the publisher that **“I want to receive your magazine.”** This is a significant reflection of the importance and relevance of a magazine to a subscriber.

*InsideCounsel* has  
a BPA-audited  
circulation of 40,000\*

\*JUNE 2008 BPA STATEMENT

\*\*BUSINESS EXECUTIVE TITLES: CEO, PRESIDENT, BOARD MEMBER, DIRECTOR AND SENIOR MANAGEMENT

\*\*JULY 2008 READERSHIP STUDY BY LODESTAR RESEARCH CORPORATION

# Demographics

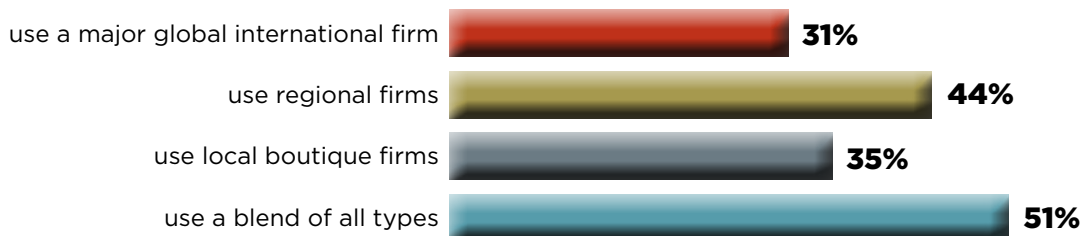
## Connect with the nation's largest in-house legal departments:<sup>†</sup>

**InsideCounsel reaches 98% of the Fortune 250 & 500 and 93.7% of the FORTUNE 1000.<sup>†</sup>**

Fortune 250	Average <b>23</b> subscribers per company
Fortune 500	Average <b>15</b> subscribers per company
Fortune 1000	Average <b>9</b> subscribers per company

**Average Annual Revenue: \$28.4 Billion (12% over \$50 billion)\*\***

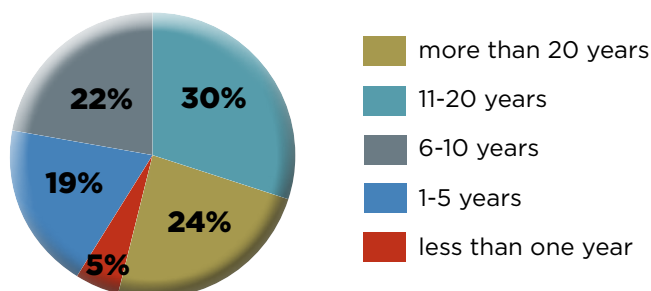
**Our In-house readers are not locked into to one type of law firm and plan to increase spending in 2009\*\***



**\$ 32% of readers expect their organizations' annual expenditure to increase in the next 2-3 years\*\***

## A highly experienced reader audience\*\*

**The average in-house executive tenure is 12 years while more than half (54%) have been in-house for 11 or more years\*\***



SOURCE:  
\*JUNE 2008 BPA STATEMENT  
\*\*JULY 2008 READERSHIP STUDY BY LODESTAR RESEARCH CORPORATION  
†PUBLISHERS OWN DATA

# Reader Engagement

## Our Readers are Dedicated and Loyal\*\*

- **82%** read “3 out of 4 issues” of *InsideCounsel*. The highest incidence of reading “4 out of 4 issues” is among readers with 20 + years of in-house experience
- Readers spend an average of **40.5 minutes** reading *InsideCounsel*
- Readers rank *InsideCounsel* the “**most interesting to read**” and “**most useful and valuable to me in my work**” versus other industry legal publications
- **81%** of readers agree that *InsideCounsel* keeps them abreast of legal news, developments and regulatory tasks facing corporate America
- **81%** also agree that the articles are well-written and informative

## Purchasing Power\*\*

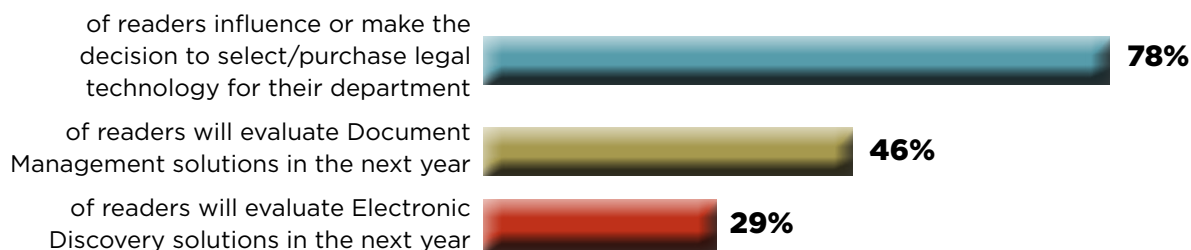
***InsideCounsel* readers are top prospects for marketing to Senior Level Decision Makers\*\***

**94% of readers are involved in some way in hiring/choosing outside counsel**

Average Annual Expenditure for outside counsel: **\$14.4 million**

## Technology Purchasing\*\*

Average spend on legal technology in the next 12 months: **\$447,600**



***InsideCounsel* readers “Take action” from reading advertisements\*\***

- 30%** visited the website of an ad they saw
- 22%** researched an advertised product or service
- 17%** discussed advertised firm with a colleague
- 15%** forwarded an ad to a colleague
- 14%** contact a firm/company or make a purchase

**What our readers are saying:**

“*InsideCounsel* has been keeping me abreast of all business and legal information needed to survive in today’s society! Thank you!”\*\*

“Thank you for working to improve your already-good magazine.”\*\*

SOURCE:  
\*JUNE 2008 BPA STATEMENT  
\*\*JULY 2008 READERSHIP STUDY BY LODESTAR RESEARCH CORPORATION

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