



legalsupportnetwork

Media pack

Since 2006, Legal Support Network (LSN) has been building a community for people in law firm management throughout the UK.

Owned and operated by Burlington Media Group, LSN brings the legal business services community together online through its website, social media channels and networking events. LSN hosts several networking events annually throughout the UK which are designed to fulfil its mission to help connect law firm business services professionals with each other in a different, fun and meaningful way.

COMMUNITY OVERVIEW

5,700

Opt-in newsletter subscribers

1,042

Law firms on the subscriber list

58%

of subscribers are manager to executive level



WHO IS PART OF LSN'S COMMUNITY?

Everyone. LSN targets all business services roles within UK law firms.

This colour-coordinated chart displays the areas where our audiences are most represented. This is also the colour of the lanyards we use at our events, making it easier to locate the professionals you want to speak to.



What is a networkpartner?

Our **networkpartners** include organisations like yours that are looking to engage with law firms by attending our networking events and promoting themselves using content that they are likely already producing.



- Features in our weekly newsletter*
- Unlimited content syndication
- Exclusive access to our networking events*

Subject to availability*

By becoming a **networkpartner** you gain exclusive access to our networking events in London, Bristol, Birmingham, Leeds and Manchester.

KEY NETWORKPARTNER PACKAGE STATS



Online
14,000

Number of monthly unique visits to www.lsn.co.uk



Digital
5,700

Number of opt-in subscribers to our weekly newsletter



In-person
300+

Number of attendees at LSN's London networking events



FIND OUT MORE CONTACT ROSE

roseb@lsn.co.uk
07853 226 639
0800 014 2445

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London Networking Event

SUMMER | WINTER

Our two London events are the biggest of their kind in legal. We attract over 300 business services professionals from more than 100 law firms.

Key benefits of our events

- Meet key people across law firm management
- Build your network
- Cement existing relationships
- Influence user buying decisions

Key benefits of sponsoring an LSN event

- Present a prize at a law firm's offices (organised by us)
- Attract law firm professionals to your branded area with your activity



Regional Networking

LEEDS | MANCHESTER | BRISTOL | BIRMINGHAM

The same key benefits as above but with a more intimate feel. We tend to attract 60-80 professionals at each of the four cities across the UK.

The intimacy of these events is what makes them unique – and it also offers you full control over the event space.



175

Distinct law firms represented in 2018

1,021

Guest list to LSN's networking events in 2018

SAMPLE LONDON GUEST LIST

JOB TITLE	COMPANY NAME
Global head of finance	Addleshaw Goddard
Client onboarding systems analyst	Allen & Overy
Chief financial officer	Allen & Overy
HR manager	Anthony Gold Solicitors
Global head of legal project management	Ashurst
Business manager	Baker McKenzie
Head of marketing	BCL Solicitors
IT manager	Bindmans
Technology training manager	Bird & Bird
Head of recruitment	Bryan Cave Leighton Paisner
Head of diversity and inclusivity	Bryan Cave Leighton Paisner
Finance director	Canfields Law
Business analyst	Charles Russell Speechlys
Application delivery manager	Charles Russell Speechlys
Data analytics senior manager	Clifford Chance
ebilling manager	Clifford Chance
Business development manager	Clyde & Co
Global mobility HR officer	Clyde & Co
Senior international HR officer	Clyde & Co
Chief information officer	CMS
Director of marketing and BD	Cooley
Innovation and research manager	Cripps
BD manager	Dechert
Head of network and infrastructure	Dentons
Senior risk analyst	Dentons
Finance director	Devonshires Solicitors
Resourcing assistant manager	DLA Piper UK
Finance assistant	Druces
Practice manager	Edmonds Marshall McMahon
Resource consultant	Eversheds Sutherland
Head of recruitment and talent	Eversheds Sutherland
Senior business development executive	Farrer & Co
Senior ebilling assistant	Fieldfisher
Business transformation analyst	Fieldfisher
Chief information officer	Forsters
3E developer	Freshfields Bruckhaus Deringer
Practice group development manager	Freshfields Bruckhaus Deringer
Head of accounts	Gherson
Head of operations	Greenwoods GRM
Head of innovation	Herbert Smith Freehills
Billing manager	Hogan Lovells
Head of IT projects	Howard Kennedy
Digital communications executive	Leigh Day
Technology engagement manager	Linklaters
Service delivery manager	Macfarlanes
Desktop analyst	Norton Rose Fulbright
Workflow product manager	Pinsent Masons
Finance systems project manager	RPC
IT services manager	Stephenson Harwood
Financial controller	Taylor Wessing
Compliance officer	Watson Farley & Williams
Global pricing manager	White & Case



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SUMMER | WINTER

Regional Networking

LEEDS | MANCHESTER | BRISTOL | BIRMINGHAM

HEADLINE SPONSOR

£5,000^{+VAT}

- Prime position at the venue
- Ultimate branding package
- Present a prize at the winning law firm post-event (organised by us)
- Three guest passes
- Feature in event marketing and collateral
- Receive all data collected on the night



50%

of attendees are decision-makers

HEADLINE SPONSOR

£2,500^{+VAT}

- Transform the venue with your branding
- Present a prize on the day of the event
- Retain all prize-entry data
- Two guest passes
- Feature in event marketing and collateral
- Receive all data collected on the day



12%

of attendees are executive level

Guest passes available at all events. Subject to availability*

CROWD CONNECTOR

£2,500^{+VAT}

- Connect with guests through your very own connection activity
- Branding on the night
- Two guest passes
- Feature in event marketing and collateral
- Receive all data collected on the night



AREAS IN ORDER OF LARGEST REPRESENTATION

- Finance
- Technology
- HR
- Marketing
- Practice management
- Risk & compliance
- Knowledge management



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With GDPR hot on everyone's agenda, are you struggling to spread the word? ... Let us do it for you!

EMAIL BLAST FROM **£1,995**^{+VAT}

Design your own email campaign and send it to our audience

What can you shout about?

- Conferences
- Webinars
- User groups
- Other legal events
- Includes two email send-outs
- And more



LSN WEEKLY NEWSLETTER FROM **£600**^{+VAT}

Have your title banner featured at the top of our weekly newsletter

What can you shout about?

Anything! You can link your ad to your content



E-MAGAZINE TAKEOVER EMAIL FROM **£1,000**^{+VAT}

Be the face of LPM or Briefing e-magazine for one month

Includes

- Title banner
- Tower
- Button
- Footer banner
- Includes two emails each month
- **Upgrade to a leaflet insert for £500+VAT**
- **Upgrade to a belly band for £1,000+VAT**



BRAND VISIBILITY

Do you need to drive traffic to your new product or raise registrations for your next webinar? Whatever you are trying to achieve, take advantage of our online advertisement spaces.

Title banner

468 X 60 px FROM **£300**^{+VAT}

MPU

300 x 250 px FROM **£450**^{+VAT}

Button

125 x 125 px FROM **£250**^{+VAT}

Subject to availability.



120

average number of clicks on each newsletter



3,470

average number of impressions on a one-month web advertisement

THE MORE YOU BOOK ... THE MORE YOU SAVE

Contact Rose today to hear more about both LSN and our discount packages!

ADVERTISE YOUR JOB VACANCIES WITH US!



FIND OUT MORE CONTACT JOHN

johnp@lsn.co.uk
07900 826 100
0800 014 2445



London

JULY

Our summer event is easily our biggest event of the year.

NOVEMBER

Our winter event closes the year with a bang.

300+

Average number of attendees



Bristol

FEBRUARY

We run our Bristol networking event once per year.

60+

Average number of attendees.



Birmingham

FEBRUARY

We run our Birmingham networking event once per year.

80+

Average number of attendees.



Leeds

OCTOBER

We run our Leeds networking event once per year.

60+

Average number of attendees.



Manchester

OCTOBER

We run our Manchester networking event once per year.

70+

Average number of attendees.



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So that we can get a feel for what you're trying to achieve, please fill in the following checklist to let us know your interests.

NETWORKPARTNER ACCOUNT

LONDON NETWORKING EVENT

SPONSORSHIP

GUEST PASSES

JULY

JULY

NOVEMBER

NOVEMBER

REGIONAL NETWORKING EVENT

SPONSORSHIP

GUEST PASSES

BRISTOL

BRISTOL

BIRMINGHAM

BIRMINGHAM

LEEDS

LEEDS

MANCHESTER

MANCHESTER



EMAIL BLAST



E-MAGAZINE TAKEOVER EMAIL

UPGRADE TO LEAFLET OR BELLY BAND



LSN WEEKLY NEWSLETTER



WEB ADVERTISING

BUTTON

TITLE BANNER

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A part of Burlington Media Group
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