Key Facts

Arizona Attorney Magazine is the official magazine of the State Bar of Arizona.

The full-color, glossy magazine is an award-winning publication, nationally recognized for design and editorial excellence. The magazine is mailed to every lawyer in the state 11 times a year, with a total circulation of 23,500.

The State Bar of Arizona is a mandatory Bar meaning every attorney practicing in the state must belong. Both Bar membership and circulation of Arizona Attorney Magazine continue to grow.

KEY READERSHIP FACTS:

- Arizona Attorney Magazine is mailed monthly to every lawyer practicing in Arizona.
- 96% of attorneys who receive it, read it. Total circulation is 23,500.
- Average time spent with each issue is 35 minutes.
- The great majority of attorneys (78%) consider the magazine credible, containing useful, topical and timely information, well-written and attractively designed.
- Nearly one-third keep each issue for future reference.
- 73% of attorneys have taken action after reading an article; 1 in 5 have taken action after seeing an ad.
- 72% practice law in the courtroom, an average of 17 cases per year.

USE MEDIATORS/ARBITRATORS

- 47% have hired a mediator or arbitrator in the past 12 months, an average of 2.8 times.

USE EXPERT WITNESSES

- Half of readers have hired an Expert Witness during the year, an average of 3.3 times.

MAKE REFERRALS

- 74% have referred a case to another attorney in the past 12 months, an average of 4.8 times.

ARIZONA ATTORNEY MAGAZINE DIGITAL EDITION

The entire content of each print issue of Arizona Attorney Magazine is posted monthly as the digital edition on the State Bar website, www.azbar.org/AZAttorney. Website and email addresses in all print ads appear as live links.
Demographics

**INCOME**
- $200,000+ ................. 33%
- Median ................ $172,000
- Mean .................. $201,000

**YEARS OF EXPERIENCE**
Average of 22 years

**FINANCIAL PROFILE**
*Market value of investment portfolio:*
- $500,000 – $10 million .... 34%
- $250,000 – $500,000 .... 12%
- Refused to answer ...... 14%
Mean: $1,063,000
31% plan to purchase Stocks, Bonds and Mutual Funds this year

**ADDITIONAL AREAS OF RESPONSIBILITY IN THE FIRM**
- Management .......... 60%
- Marketing ............ 52%
- Human Resources ... 44%
- Real Estate/Leasing .... 33%
- IT/Technology ........ 35%

**72% PRACTICE IN THE COURTROOM**
- 30+ cases per year ........ 27%
- 5–29 cases per year .... 31%

Source: Readex Research Reader Survey

**ATTORNEYS IN FIRM**
Not total employees
- 1 ............ 22%
- 2 ............ 8%
- 3–9 ............ 22%
- 10–24 .......... 15%
- 25–49 .......... 6%
- 50+ .......... 21%

**AREA OF LAW**
- Public Lawyer ........ 23%
- Partner/Shareholder .. 22%
- Corporate Counsel .... 7%
- Associate in Private Firm .... 12%
- Sole Practitioner ...... 20%
- Other ................ 6%
- Judge ............... 6%
- Professor, retired, student, inactive .... 6%

Source: Readex Research Reader Survey

Lisa Bormaster Fontes | Advertising Manager
P 602.340.7230 F 602.416.7430 E Lisa.Bormaster@staff.azbar.org

Kimberly Gillette | Advertising Coordinator
P 602.340.7226 F 602.416.7506 E Kimberly.Gillette@staff.azbar.org
Editorial Calendar 2020

JANUARY
Law Office Resolutions*  
Roundup of New Rules, Laws  
SPACE: October 31, 2019  
MATERIALS: November 22, 2019

FEBRUARY
Women in Law*  
19th Amendment 100th anniversary  
SPACE: November 29, 2019  
MATERIALS: December 23, 2019

MARCH
Cannabis Law*  
Affiliate Bar Association Alliances  
Expert Witness Guide Supplement Publication  
SPACE: December 30, 2019  
MATERIALS: January 23, 2020

APRIL
Environmental Law/Sustainability*  
Earth Day 50th anniversary  
Member-to-Member Referral Guide  
SPACE: January 31, 2020  
MATERIALS: February 24, 2020

MAY
Creative Arts Competition Winners*  
Law Day coverage  
SPACE: March 2, 2020  
MATERIALS: March 23, 2020

JUNE
Top Civil Verdicts*  
Estate Planning – for Pets Too  
Estate, Probate and Elder Law Guide  
SPACE: April 1, 2020  
MATERIALS: April 23, 2020

JULY/AUGUST
Selling/Buying a Law Practice*  
New Bar President Profile  
SPACE: June 1, 2020  
MATERIALS: June 23, 2020

SEPTEMBER
State Bar Member Survey Results*  
Law School Roundup  
Annual Convention Highlights  
SPACE: July 1, 2020  
MATERIALS: July 23, 2020

OCTOBER
Tech Transformations*  
Data privacy and cybersecurity  
Legal Tech Guide  
SPACE: July 31, 2020  
MATERIALS: August 24, 2020

NOVEMBER
Election/Voting Law*  
Mediation and Arbitration Update  
ADR & Mediation Guide  
SPACE: August 31, 2020  
MATERIALS: September 23, 2020

DECEMBER
Legal Ethics Q&A*  
Indian Law  
Certified Legal Specialists Guide  
SPACE: October 1, 2020  
MATERIALS: October 23, 2020

* indicates planned cover feature  
Stories, dates and cover features are subject to change without notice.

www.azbar.org

CONTACT INFO
Editorial Content/Submission Questions  
Tim Eigo | Editor  
P: 602.340.7310  |  C: 602.908.6991  |  E: Tim.Eigo@staff.azbar.org

Advertising Questions  
Lisa Bormaster Fontes  
Advertising Manager  
P: 602.340.7230  |  C: 602.315.1032  |  E: lisa.bormaster@staff.azbar.org

Marc Levine  
Advertising Account Representative  
P: 602.340.7306  |  E: Marc.Levine@staff.azbar.org

Production Timelines/Specification Questions  
Michael Peel | Production Manager  
P: 602.340.7311  |  E: michael.peel@staff.azbar.org

www.azbar.org
Advertorials 2020

Arizona Attorney Magazine is the official magazine of the State Bar of Arizona. The award-winning magazine is mailed to every lawyer in the state 11 times a year; circulation is 23,500. 96% of all attorneys receiving Arizona Attorney Magazine read it.

THE ADVERTORIAL: The Original “Content Marketing” Idea

Explain a trending topic or demonstrate your industry knowledge in areas important to attorneys. This full page ad features 750 words educating attorneys in your subject matter.

HOW TO WRITE YOUR ADVERTORIAL

Your advertorial should be uniquely positioned as a source of information for attorneys, and not as a commercial for you.

It should read like an informative article written by an expert on the subject, without any direct reference to your company or product in the content. The opportunity is to position you and your company as a resource, without adding a commercial bias. Your credentials, contact information and photo will be provided in the bottom section.

Presented in this manner, the Advertorial lends credibility to you and your firm as a resource; positions you as a valuable partner; and achieves better readership than an ad.

WHAT YOU PROVIDE

- 750 words on your topic
- Your color headshot
- Your company logo

WHAT WE PROVIDE

(FOR YOUR APPROVAL):

- A headline to maximize readership
- Editing to polish your copy
- Subheads to draw the reader in
- Art element to enhance the page

WHEN TO PUBLISH YOUR ADVERTORIAL

- Any monthly issue of Arizona Attorney Magazine

OR

- In a GUIDE:

GUIDES are special targeted opportunities focusing on select topic areas for attorneys. Advertorials placed in any issue featuring a GUIDE receive the 11-time discounted Advertorial rate.

GUIDE topics: Estate and probate services; expert witnesses; lawyer-to-lawyer referrals, legal technology solutions; mediation and arbitration.

Please refer to the Arizona Attorney Magazine Editorial Calendar.

Lisa Bormaster Fontes | Advertising Manager
P 602.340.7230 F 602.416.7430 E Lisa.Bormaster@staff.azbar.org

Kimberly Gillette | Advertising Coordinator
P 602.340.7226 F 602.416.7506 E Kimberly.Gillette@staff.azbar.org
**Rates & Deadlines 2020**

**ARIZONA ATTORNEY MAGAZINE | FULL COLOR RATES**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Open</th>
<th>6 x</th>
<th>11 x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premium Cover Positions:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover (C4)</td>
<td>$ 3,895</td>
<td>$ 3,225</td>
<td>$ 2,885</td>
</tr>
<tr>
<td>Inside Front Cover (C2)</td>
<td>$ 3,835</td>
<td>$ 3,175</td>
<td>$ 2,825</td>
</tr>
<tr>
<td>Inside Back Cover (C3)</td>
<td>$ 3,550</td>
<td>$ 3,095</td>
<td>$ 2,755</td>
</tr>
</tbody>
</table>

**Full Page Premium Positions:**

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>6 x</th>
<th>11 x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 1 (First Right Hand pg)</td>
<td>$ 3,855</td>
<td>$ 3,195</td>
<td>$ 2,835</td>
</tr>
<tr>
<td>Page 3</td>
<td>$ 3,835</td>
<td>$ 3,065</td>
<td>$ 2,725</td>
</tr>
<tr>
<td>Page 5</td>
<td>$ 3,615</td>
<td>$ 3,035</td>
<td>$ 2,655</td>
</tr>
</tbody>
</table>

**Standard Positions:**

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>6 x</th>
<th>11 x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$ 3,145</td>
<td>$ 2,640</td>
<td>$ 2,305</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$ 1,770</td>
<td>$ 1,440</td>
<td>$ 1,365</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$ 1,265</td>
<td>$ 1,010</td>
<td>$ 2,725</td>
</tr>
<tr>
<td>Advertorial Full Page</td>
<td>$ 3,245</td>
<td>$ 2,740</td>
<td>$ 2,395</td>
</tr>
</tbody>
</table>

**Special Spread Positions:**

<table>
<thead>
<tr>
<th></th>
<th>Open</th>
<th>6 x</th>
<th>11 x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Center Spread</td>
<td>$ 6,255</td>
<td>$ 5,225</td>
<td>$ 4,610</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>$ 6,110</td>
<td>$ 5,120</td>
<td>$ 4,520</td>
</tr>
<tr>
<td>1/2 Page Facing Spread</td>
<td>$ 3,465</td>
<td>$ 2,870</td>
<td>$ 2,560</td>
</tr>
<tr>
<td>Front Cover Fold Out, 3-Panel (3 pages)</td>
<td>$ 10,600</td>
<td>$ 8,840</td>
<td>$ 7,895</td>
</tr>
<tr>
<td>Center Spread Gatefold, 4-Panel (6 pages)</td>
<td>$ 13,930</td>
<td>$ 13,795</td>
<td>$ 12,425</td>
</tr>
</tbody>
</table>

**ARIZONA ATTORNEY MAGAZINE | DEADLINES**

<table>
<thead>
<tr>
<th>Month</th>
<th>Space</th>
<th>Materials</th>
<th>In Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>October 31, 2019</td>
<td>November 22, 2019</td>
<td>December 23, 2019</td>
</tr>
<tr>
<td>February</td>
<td>November 29, 2019</td>
<td>December 23, 2019</td>
<td>January 24, 2020</td>
</tr>
<tr>
<td>March</td>
<td>December 30, 2019</td>
<td>January 23, 2020</td>
<td>February 21, 2020</td>
</tr>
<tr>
<td>April</td>
<td>January 31, 2020</td>
<td>February 24, 2020</td>
<td>March 24, 2020</td>
</tr>
<tr>
<td>May</td>
<td>March 2, 2020</td>
<td>March 23, 2020</td>
<td>April 22, 2020</td>
</tr>
<tr>
<td>June</td>
<td>April 1, 2020</td>
<td>April 23, 2020</td>
<td>May 22, 2020</td>
</tr>
<tr>
<td>July/August</td>
<td>June 1, 2020</td>
<td>June 23, 2020</td>
<td>July 24, 2020</td>
</tr>
<tr>
<td>September</td>
<td>July 1, 2020</td>
<td>July 23, 2020</td>
<td>August 24, 2020</td>
</tr>
<tr>
<td>October</td>
<td>July 31, 2020</td>
<td>August 24, 2020</td>
<td>September 23, 2020</td>
</tr>
<tr>
<td>November</td>
<td>August 31, 2020</td>
<td>September 23, 2020</td>
<td>October 23, 2020</td>
</tr>
<tr>
<td>December</td>
<td>October 1, 2020</td>
<td>October 23, 2020</td>
<td>November 24, 2020</td>
</tr>
</tbody>
</table>

**ADDITIONAL MARKETING OPPORTUNITIES**

- Arizona Attorney Magazine
  - Pre-printed Inserts
  - Classified Ads
- Annual State Bar Convention
  - Exhibit Booths
  - Sponsorships
- Digital
  - E-Newsletters
  - Digital Edition
- Online | azbar.org
  - Online Banner Ads
- Online Directory
  - Expert Witnesses
  - Professional Service Providers
- Event Sponsorships
  - CLE Seminars
  - Networking Events

Lisa Bormaster Fontes | Advertising Manager  
| 602.340.7230 | 602.416.7430 | Lisa.Bormaster@staff.azbar.org

Kimberly Gillette | Advertising Coordinator  
| 602.340.7226 | 602.416.7506 | Kimberly.Gillette@staff.azbar.org
Display Ad Specs 2020

FULL PAGE BLEED SPECS

BLEED
8.625"w x 11.125"h

TRIM
8.375w x 10.875"h

LIVE/SAFE AREA
8"w x 10.50"h

GUIDE FULL PAGE SPECS

FULL PAGE
7.25"w x 9.75"h

ACCEPTED FILE FORMATS

High-resolution, 4-color [CMYK] digital files required. Minimum resolution of 300 DPI. Images from the internet NOT acceptable.

- Adobe Acrobat PDF
- Adobe InDesign CC 2019 [Packaged+Compressed Files]
- Adobe Illustrator CC 2019 [Font-outlined eps or ai File Type]
- Adobe Photoshop CC 2019 [Flattened psd, jpg, eps or tiff File Type]

AD DESIGN

If you need assistance designing your ad or converting it to an acceptable file format, we offer production services for $95/hour.

PROOF

You will receive a proof for approval.

Please proof your ad carefully, including spelling, punctuation, phone numbers, websites, addresses.

ONE THIRD SQUARE
4.75" w x 4.75" h

FULL PAGE
7.25" w x 9.75" h

HALF PAGE
7.25" w x 4.75" h

REQUIREMENTS

Combination Discounts: Contracts combining display ads in Arizona Attorney Magazine, e-newsletter ads and online banner ads on azbar.org are eligible to combine frequencies for the discount level.

Guaranteed Positions: Available on a first-come, first-served basis; must be approved by advertising manager. Add 15%. Non-profit rate: 501(c)-3 charitable nonprofit organizations qualify for the 11 time rate.

Cancellation: Must be received in writing prior to ad space deadline, or client will be billed for space. When change of copy or artwork is not received by closing date, copy run in previous issue will be published.

Rate and Payment Policy: Insertion Order or contract must be signed prior to advertising. All rates are net for space cost only, based on receipt of finished digital ad. Payment required at space reservation deadline unless credit previously established. For entities in business less than one year, payment is required when advertising is placed.

Terms & Conditions: Advertisers are solely responsible for the content of their advertisements. The State Bar of Arizona reserves the right to edit or reject any advertising copy for any reason. A copy of the complete terms and conditions is available upon request.