

MEDIA KIT

Basic Information

Family Lawyer Magazine Frequency and Circulation

Two times per year: Spring and Fall 28,000 copies per issue.

Family Lawyer Magazine Distribution

Mailed twice a year to 26,500+ family lawyers and 1,500 business valuers, forensic accountants, financial planners, QDRO specialists, mental health and other professionals and services associated with family law.

FamilyLawyerMagazine.com Annual Visitors

Approximately 140,000 (Mainly Family Law Lawyers)

Editorial Content

Spring 2020 – Child Custody Trends in 2020

The Spring 2020 issue of *Family Lawyer Magazine* will have a special focus on **Child Custody and Parenting Time**, and we are looking for articles from family lawyers, mediators, parenting evaluators, and financial experts who devote a significant portion of their practices to custody cases – or who have had an unusual case and/or creative solution to a custody dispute – as well as the arbitrators and judges who have had to decide how to resolve difficult cases. Answers conforming to our Guidelines will appear on FamilyLawyerMagazine.com, and the most thought-provoking will also be printed in *Family Lawyer Magazine*. For topics to consider, go to: www.familylawyermagazine.com/articles/call-for-submissions-child-custody-trends-in-2020.

Articles Due: Wednesday, February 5, 2020

Advertisements Due: Monday, March 2, 2020

Fall 2020 – High-Stakes Divorce

At some point in their careers, most lawyers dream of landing a case that will set precedents, attract peer or media attention, make their reputation, or make them a lot of money. But are such cases a blessing or a curse? This issue will have a special focus on **High-Stakes Divorce** – including high-asset and/or high income, and high-conflict cases – and we are interested in receiving article proposals from top family lawyers, mediators, arbitrators, judges, and financial professionals who have been involved with significant high-stakes cases. What were the unique challenges these cases presented, and how did you resolve them? How do you manage the expectations – and sometimes, the personality – of a high-stakes client? Have you represented a celebrity, politician, or other public figure? Have you had to track significant hidden or off-shore assets? If you have tips or advice for our readers, we want to hear from you! As always, we welcome suggestions for other topics.

Articles Due: Thursday, July 30, 2020

Advertisements Due: Monday, August 31, 2020

In addition to the main themes, the Spring and the Fall issues will also offer a broad range of articles, including: Financial Issues; Technology; Practice Management; Client Relations; Health and Wellbeing; and Marketing Tips. You will be writing for your peers, so you should address relatively advanced and/or niche topics. See “[Write for Family Lawyer Magazine](#)” for topic suggestions.

Ad Specifications for www.FamilyLawyerMagazine.com

File Format for Ads

We accept ads in .gif, .jpeg and .png format with 72 dpi resolutions. All colors must be specified as RGB.

Ad Sizes

Corporate Sponsor Platinum: 200 x 144 pixels

Mobile Sponsor: 320 x 50 pixels

eNewsletter Sponsor: 200 x 144 pixels

Ad Specifications for *Family Lawyer Magazine*

File Format for Ads

We accept ads created in Adobe Illustrator or Photoshop and saved as 300 dpi EPS files with font outline, or high resolution print-ready PDF files. All colors must be specified as CMYK.

File Format for Photos and Logos

1. Photos: EPS or JPG files (300 dpi CMYK for photos; 1200 dpi for B&W line-art logos),
2. Logos: AI, EPS, TIFF, JPEG files (300 dpi CMYK; AI and EPS with font outline), or
3. Good-quality originals (clear, sharp, large photos). Photos and logos requiring extensive retouching will incur additional charges.

Sending Your Ads

1. Email the ad to MarthaC@DivorceMarketingGroup.com (email max 3.5 megs). If the file is over 3.5 megs, please use www.dropbox.com email service to send us your file.
2. Please follow-up with a phone call or email to confirm that we've received your file.

Ad Sizes

AD SIZE	COPY AREA	TRIM SIZE	BLEED SIZE
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Full Page

Picas	42p7 x 56p25	49p x 65p6	49p5 x 66p
Inches	7.125 x 9.375	8.125 x 10.875	8.25 x 11

Two-Thirds Page

Picas	27p9 x 56p25		
Inches	4.661 x 9.375		

One-Half Page Island

Picas	27p9 x 42p		
Inches	4.661 x 7		

One-Half Page Horizontal

Picas	42p7 x 27p5		
Inches	7.125 x 4.5875		

One-Third Page Vertical

Picas	13p2 x 56p25		
Inches	2.197 x 9.375		

One-Third Page Square

Picas	27p9 x 27p5		
Inches	4.661 x 4.5875		

One-Sixth Page Vertical

Picas	13p2 x 27p5		
Inches	2.197 x 4.5875		

One-Sixth Page Horizontal

Picas	27p9 x 13p2		
Inches	4.661 x 2.197		

Special Insert Size

Picas	38p3 x 54p0	42p7 x 60p0
Inches	6.375 x 9	7.125 x 10

Rates for Two Magazine Issues: Spring & Fall 2020

Family Lawyer Magazine Advertisements

- Full page: \$11,995
- Two-Thirds Page: \$10,495
- One-Half Page Island: \$7,995
- One-Half Page Horizontal: \$7,995
- One-Third Page Vertical: \$6,495
- One-Third Page Square: \$6,495
- One-Sixth Page Vertical: \$3,995
- One-Sixth Page Horizontal: \$3,995
- Outside back cover: \$15,995
- Inside front or back cover: \$13,995

Article Interview Program

Full page Article Interview in one issue and a full-page advertisement in one issue: \$13,995

Directory Listing Program

Enhanced Professional Directory Listing: \$2,495
Professional Directory Listing: \$1,595

Special Insert Program


Supplied print-ready document: \$8,250/issue

Samples

Article Interview Program

Full page Article interview in one issue and a full-page advertisement in one issue

INTERVIEWS



How a Time and Billing Software Can Increase Your Billable Time

Scott Clasen, the Director of Marketing at TimeSolv, discusses the power and impact of a time and billing software on the bottom line of a family law firm.

What are some of the best practices on time tracking?
There are seven different methods we recommend family law firms use to increase their billable time – and none of them include working more hours! This is about using the right tools combined with the right process to capture more billable time through efficiencies. Here are the seven best practices we recommend:

1. **Create a documented time tracking policy.** Make sure the entire firm knows the expectations.
2. **Establish a firewall between time entry and invoicing.** Creating invoices is not the time to be making or approving time entries.
3. **Enter all time by the end of the day.** This should be the keystone of your time tracking policy.
4. **Capture all the time, not just billable time.** This is the secret sauce to see how efficient your firm is. If a billable person is only billing 20% of a 40-hour week, what are they doing with the rest? Find out.
5. **Review missing time once a week.** The billing administrator should check every Monday to see if time is missing.
6. **Close out time entries every week.** This means that your timekeepers cannot make entries from past weeks or months.
7. **Commission incentives.** If your firm doesn't have a commission structure, you should consider it; this will motivate timekeepers to make sure to track all time.


Of all the proven methods to increase billable time, which one is most important?
By far the most important is to create a documented

time policy. All the other methods I suggested should be part of that policy. A firm doesn't have to incorporate all these tips at once – but the first step is to create a policy.

How can family lawyers increase their billable time by using TimeSolv?
TimeSolv makes creating time entries extremely easy using our web browser, mobile app, or TimeSync widget that allows you to make time entries even when offline.

Tell us some of the results your customers have experienced after adopting these best practices?
Our customers report that they save, on average, 8+ hours a week in their billing process each month – which means they've gained at least one full day in billable time!

Is a time and billing software like this beneficial to a solo practitioner or a small law firm?
TimeSolv was made with the solo or small firm in mind. We give attorneys exactly the right tools they need to quickly and easily track their time, create invoices and record payments. We've been helping small firms for 20 years as our tools and best practices have spread to over 20 countries around the world.



Scott Clasen oversees all aspects of TimeSolv's marketing efforts. With 20+ years of marketing experience, he has seen the full transition to the digital age.
www.timesolv.com

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and free yourself from the limitations of server and desktop apps

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with Dropbox and NetDocuments
orical data from your old system

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TIME SOLV

Directory Listing

Enhanced Professional Directory Listing Sample
(Contact information with 50 word description and photo or logo)



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Dan Johnson
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www.johnsonandsmith.com
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22 Main Street

Evanston, IL 60201
Dan Johnson created Johnson & Smith in 2001 to provide personalized, aggressive, and effective representation to individuals in Illinois – especially business executives, entrepreneurs and families with high net worth.

Professional Directory Listing Sample

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FamilyLawyerMagazine.com Rates

Professional Directory

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Additional Family Lawyer Magazine/FamilyLawyerMagazine.com Programs

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See here: www.familylawyermagazine.com/article-category/interviews/
Rates: From \$2,495

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