

# ASIAN JURIST

RULE OF LAW | HUMAN RIGHTS | BUSINESS

**Media Kit** August 2019

# What is ***Asian Jurist***?

## ***Asian Jurist* is the leading voice of lawyers across Asia and the Pacific.**

With the core themes of rule of law, human rights and business driving the content, this is a must-read publication for anyone with an interest in issues of justice around the region.

Appearing in print twice a year and distributed to LAWASIA members, attendees at LAWASIA conferences, Law Society of NSW members and via strategic partnerships, *Asian Jurist* is niche and targeted.

## **A new beginning**

*Asian Jurist* is the flagship publication of LAWASIA, a regional association of lawyers across Asia and the Pacific. Produced by the award-winning team behind the Law Society of NSW's *LSJ*, *Asian Jurist* presents a new era in legal publishing, focussing on engaging, relevant and unique content aimed at promoting LAWASIA's core themes of rule of law, human rights and business.

## **Uniting the profession**

*Asian Jurist* is the new tie that binds the legal profession across the region. With readers from more than 30 countries across the globe, and close ties with myriad law societies and bar associations across Asia and the Pacific, *Asian Jurist* is the one publication that no practising lawyer in the region can miss.

*A must-read publication for anyone with an interest in issues of justice around the region*





# **Audience profile**

**LAWASIA members and *Asian Jurist* readers are powerful, engaged, influential, affluent, aspirational and spread across the globe.** It is the audience every publication wants to capture.



## **Powerful**

Our readers are leaders in the legal profession across the region.



## **Engaged**

Our readers are actively engaged in advocacy and professional development.



## **Global**

*Asian Jurist* reaches more than 30 countries across the globe.



## **Affluent**

The legal profession is one of the highest earning professions in the region.



## **Influential**

Our readers are well-connected and active within powerful circles.



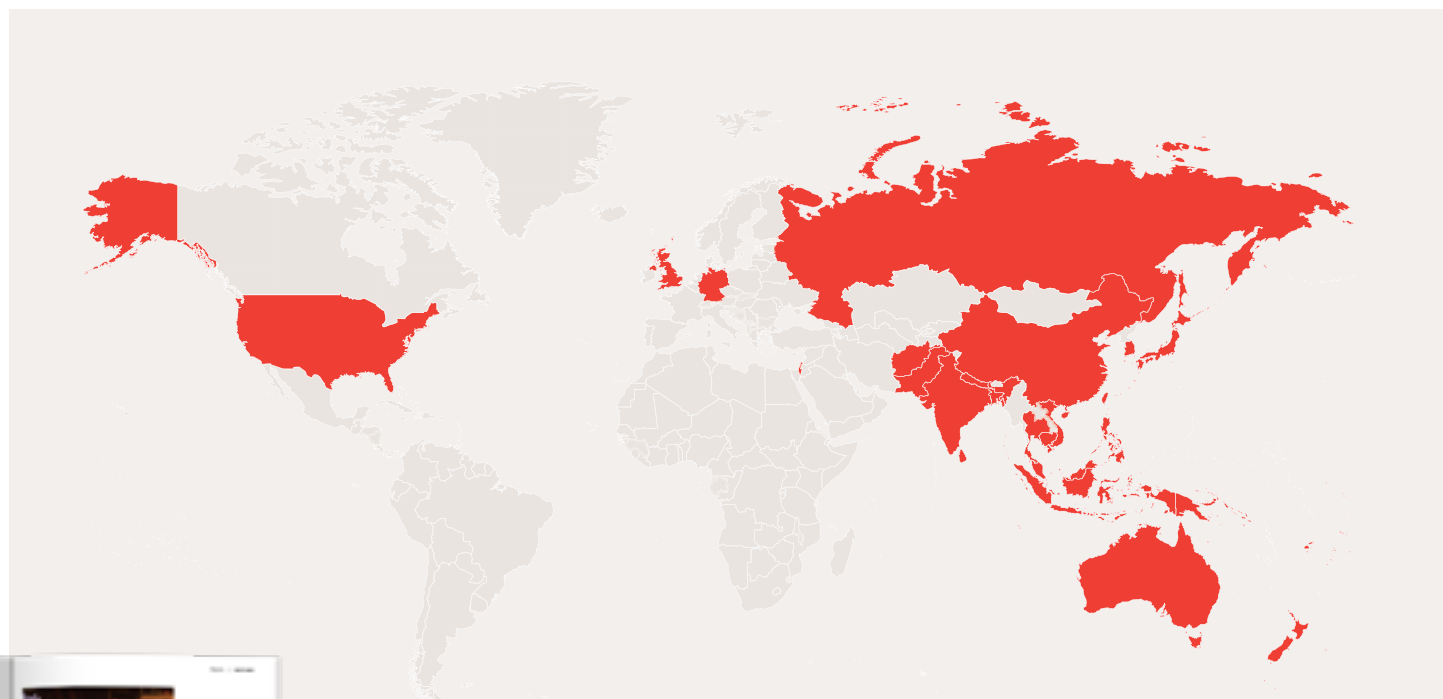
## **Aspirational**

Our readers are among the most respected lawyers in the Asia Pacific region and beyond.

# Asian Jurist distribution

**LAWASIA members hail from more than 30 countries across the world.** *Asian Jurist* thus has global reach and influence within affluent circles.

Print distribution sits at about 2,000 with an estimated readership of 6,000.



**80,000+** readers across more than 30 countries

Afghanistan  
Australia  
Bangladesh  
Cambodia  
China  
England & Wales  
Fiji

Germany  
Hong Kong  
India  
Indonesia  
Israel  
Japan  
Korea

Macau  
Malaysia  
Nepal  
New Zealand  
Pakistan  
Papua New Guinea  
Philippines

Russia  
Samoa  
Singapore  
Solomon Islands  
Sri Lanka  
Taiwan  
Thailand

Timor Leste  
United States  
Vietnam

# Key sections

**Asian Jurist is a beautifully designed, high-quality publication that does not compromise on quality.** Our authors are the best journalists in the region. Our contributors are the best legal minds across Asia and beyond. Our team is award-winning and committed to excellence.



## Features

We cover key legal news from around the region, and bring thought-provoking features from some of the region's best writers and journalists. We cover the topics that really count, sharing trends, knowledge, insights and opinions that you simply won't find anywhere else. *Asian Jurist* is one of a kind.



## Illumination

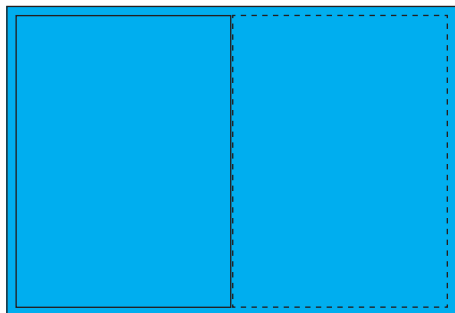
There is so much we can learn from one another. That's why we enlist some of the region's best legal minds to share with us their findings, thoughts and revelations on myriad topics touching on the rule of law, human rights and business across Asia and the Pacific. Prepare for intellectual illumination.



## Limitless

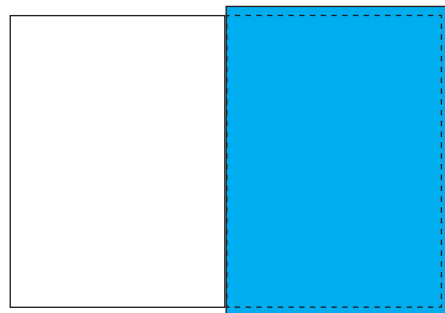
There is so much more to life than black letter law. Our Limitless section shows there is no limit to what you can achieve in your career, and to where you can take yourself in terms of health, wellbeing, travel and lifestyle. We round-up unmissable content for the lawyer who wants to be the whole package.

# Advertising opportunities



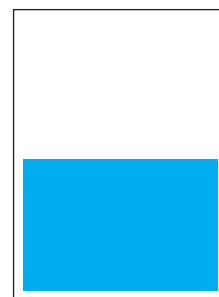
## Double page spread

420mm (w) x 285mm (h)  
+5mm bleed on all edges



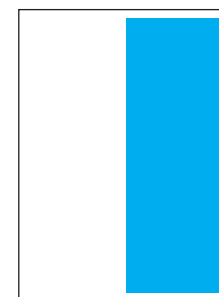
## Full page

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+5mm bleed on all edges



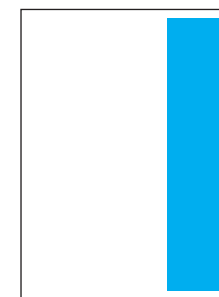
## Half page horizontal

175mm (w) x 117.6mm (h)  
*Bleed not required*



## Half page vertical

85mm (w) x 239.5mm (h)  
*Bleed not required*



## Third page vertical

55mm (w) x 239.5mm (h)  
*Bleed not required*

## Advertising rates

Double page spread	\$4,900 + GST
Full page	\$2,900 + GST
Half page	\$1,700 + GST
Third page	\$1,200 + GST

## Deadlines

Booking deadline	01/09/2019
Cancellation deadline	10/09/2019
Artwork deadline	10/09/2019

## Material specifications

- Press quality, high-resolution PDFs with fonts embedded.
- Allow 5mm bleed for full page advertisements only and offset all printer's marks by 5mm.
- Advertisements smaller than full page should be made up to correct size with no bleed or printer's marks.
- Files should be provided by email only to: [advertising@lawsociety.com.au](mailto:advertising@lawsociety.com.au)



## Editorial calendar

Issue 5	01/10/2019
Issue 6	01/04/2020
Issue 7	01/10/2020

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## Terms and conditions

In the event that either the cancellation deadline or the material deadline is not met, LAWASIA reserves the right to invoice the client for the total amount due in respect of the advertisement, as if it had been included as intended by the parties.

LAWASIA also reserves the right to use previous material if the material is not supplied by the deadline (and this will not affect LAWASIA's right to invoice the client for the proposed advertisement).

For established clients accounts are payable 30 days net. Quantity discounts apply to space used within a six-month period. When insufficient space is used to warrant a discount, a surcharge will be made at the applicable rate at the end of the contract period.

All advertising material is subject to the approval of the publisher, who reserves the right to decline the insertion of any material. No responsibility can be accepted for any loss arising from failure of all or part of an advertisement to appear or for any error in an advertisement. Advertising rates are subject to variation. Rate protection is given for series bookings, which are in effect when rates are increased.

*Asian Jurist* is proudly produced in partnership with the Law Society of NSW.

LAWASIA

