

The background of the entire page is a dark blue gradient. It is decorated with several glowing blue upward-pointing arrows of varying sizes and orientations. Additionally, there are vertical lines of varying lengths and thicknesses, some of which are dotted, creating a sense of digital data or a network. The overall aesthetic is modern and technological.

**Litigation Support**  
TODAY™

## **Media Kit 2017**

**The Only Media Choice  
That Targets Today's  
Vital Litigation Support  
Market**

**Increase your sales and market share  
among influential litigation support  
professionals who recommend multi-  
millions in purchases of E-Discovery and  
legal technology products and services!**

**No. 1 for Reaching Today's Important Litigation Support Professional**



## A Multi-Billion Dollar Market and Still Growing

According to research by The Radicati Group, Inc. the E-Discovery market alone will reach \$3.8 billion by 2018. And billions more will be spent on other legal technology products and services to handle the staggering amount of tasks being generated by today's document-intensive litigation.

The sheer volume of paperwork plus electronically stored information can be positively overwhelming. Attorneys who already struggle to keep up with billable hours, legal research, case strategy and trial preparation simply can't focus on the additional demands. And with the current escalation of business failures, mortgage defaults and other litigation triggered by the harsh economic climate, even more resources are needed to manage the paper and electronic document discovery process.

Today law firms, corporate legal departments and government agencies are relying more than ever on their litigation support staff to save time and control costs. It is the litigation



support professional who researches, tests, recommends and uses the products, services and procedures that efficiently manage documents and case materials and electronic discovery. As a result, the litigation support profession continues to be the fastest growing and most influential segment of the legal field—and the litigation support market represents one of the hottest and most lucrative sales targets for vendors who offer innovative products, services and solutions.

## Litigation Support Professionals Are in High Demand



The job market for litigation support professionals continues to expand significantly at law firms, corporate legal departments, government agencies and industry-wide. According to the most recent Litigation Support Today Salary Survey and other reports, salary levels for litigation support professionals across the nation have remained steady or increased, underscoring the high need for these key experts, who earn top annual salaries in the six figure levels.

## Litigation Support Professionals Have a Key Role in Technology Buying Decisions

Because litigation support professionals are most often the actual users of legal technology products, they have primary responsibility for finding and evaluating new products and services that can facilitate electronic discovery, document/data/fact management, trial presentation and other operations. The litigation support professional is the essential inside contact who is tasked with reviewing product presentations, testing new software or services, determining their value and applicability--

and recommending or convincing management to buy.

Most attorneys have no time for studious evaluation of the many new products, systems and services being aimed at them today. They need to keep their focus on the law and the case in progress. That's why they rely most often on the analysis and recommendations of their litigation support specialists to know what's applicable, practical, and valuable. And those are the readers of Litigation Support Today magazine.



## Our readers exert strong influence on purchases at major companies.

**Q:** How often do you recommend or influence purchasing decisions?  
**A:** 81% always/frequently/routinely.

**Q:** Number of attorneys at your law firm or company?  
**A:** 76% from 51 to 3,000

*Source: Publisher's own data – Input from ongoing subscription request forms.*

# THE MAGAZINE



## The only publication targeted wholly to the Litigation Support Profession

In today's competitive business climate, Litigation Support Today stands out as the media choice that continues to offer marketers the most efficient and powerful advertising vehicle for reaching the vital litigation support marketplace.

Litigation Support Today is the only marketing communications medium targeted exclusively to the litigation support profession in both distribution and editorial content. It leads the market in readership and response among top litigation support professionals at major law firms, corporate legal departments, government agencies and industry-wide.



### Why our readers are your best prospects:

- They have hands-on experience and know how to best utilize the tools, products and services you sell.
- They are charged with finding and analyzing new technologies, products and services to better manage and review the discovery process for both paper discovery and electronic document discovery.
- They directly manage today's document-intensive litigation proceedings using the latest electronic document and fact management applications.
- They oversee and direct the use of technologies, products and services in preparation for both deposition and electronic trial presentation.
- They constantly seek new products and technologies to make their jobs easier and more efficient.

## Reach top-level Litigation Support Professionals across the marketplace

**Print Edition:** Litigation Support Today offers a custom-published magazine distributed to qualified litigation support professionals at the top of the market, reaching those individuals who hold key positions at the largest law firms, corporate legal departments, government agencies and private industry. Distribution is tailored specifically to the client's target needs with the list selected from Litigation Support Today's extensive, proprietary database of subscribers. The advertiser may also include his own prospect list in the distribution. Bulk copies of the issue are also available for the client to distribute at trade shows, conferences and other meetings. Total circulation of a specific issue is determined by the client's specific marketing goals.

**Digital Edition:** A complete digital edition of each issue, including all ads, is posted on the home page of the Litigation Support Today web site. Visitors can access this edition free of charge. They can also read it on their iPad, iPhone or other electronic device providing extensive high-traffic exposure and readership throughout the worldwide marketplace!



## CIRCULATION



### Subscribers are litigation support leaders

Occupation Breakout	Percent
Litigation Support Director; Litigation Support Manager	43.2
Litigation Support Specialist	16.3
Litigation Support IT Professional; Legal Tech Specialist	15.9
Litigation Support Analyst /Senior Paralegal	15.6
Trial Technology Specialist; Legal Videographer Specialist	1.4
Others Allied to the Litigation Support Field	2.6
<b>Total Litigation Support Professionals</b>	<b>95.0</b>
Attorney	2.2
Law Firm Administrator	2.8
<b>Total Qualified Circulation</b>	<b>100.0</b>

Source: Business/Occupation Breakout from last Audited Circulation Statement



# READERPROFILE



The following reader profile and demographic information is excerpted from the The latest Salary Survey conducted by Litigation Support Today

## MULTIPLE ACTIVITIES

What type of duties do you find yourself doing most often at work? (select all that apply)

	Percent
Litigation support	74.8%
Document production	68.4%
Document management	67.6%
E-discovery tasks	58.6%
Project management	55.6%
Document review/analysis	51.1%
Document collection	50.0%
Technology troubleshooting	48.8%
Trial preparation	44.7%
Technology training	39.0%
Vendor selection and management	36.0%
Client relations	35.3%
Research	33.0%
Document coding/indexing	32.7%
Trial presentations/visual aids	32.3%
Technology development	28.1%
Case budgeting	20.3%
All of the above	7.8%
Other	5.2%

## PRODUCTS/SERVICES SOUGHT

What services would you like to have more information about? (select all that apply)

	Percent
E-Discovery	68.4%
Litigation support	62.7%
Document management	50.7%
Web-based Applications	41.3%
Visual aids/courtroom presentation	32.7%
Imaging	25.1%
Experts/other consultants	23.3%
Investigations	20.3%
Temporary staffing	10.1%

## WHERE EMPLOYED

In what environment do you work?

	Percent
Law Firm	64.4%
Corporate Legal Dept/ Legal Technology Dept	17.5%
Government Agency	13.5%
Non-profit organization/Association	1.1%
Other	3.6%
Total	100.0%

## WORK AT TOP FIRMS

How many attorneys work within your organization?

	Percent
0 - 1	6.4%
2 - 5	11.7%
6 - 10	5.6%
11 - 25	10.9%
26 - 50	10.2%
51 - 100	13.5%
101+	36.1%
Not Applicable	5.6%
Total	100.0%

## LONG-TERM EMPLOYEES

Total length of time employed as a litigation support professional:

	Percent
Less than 1 year	2.2%
1 - 3 years	12.0%
4 - 6 years	21.1%
7 - 9 years	12.7%
10 - 12 years	12.7%
13 - 15 years	10.2%
16 - 20 years	5.8%
More than 20 years	21.8%
Not applicable	1.5%
Total	100.0%

## WHY THEY SUBSCRIBE

What are your reasons for subscribing to Litigation Support Today? (select all that apply)

	Percent
Advance in my career	41.3%
Keep updated on the profession	94.3%
Keep pace with technology	74.8%
Improve skills	53.7%
Expert advice	35.3%
Product reviews	38.3%
Survey results	35.3%
Track professional developments	36.0%
Other	<1%

## LENGTH OF SUBSCRIPTION

How long have you or your employer been a subscriber to Litigation Support Today?

	Percent
1 - 2 years	53%
3 - 5 years	47%

## USE BACK ISSUES

Do you keep back issues of Litigation Support Today?

	Percent
Yes	76%
No	24%

## AGE

What is your age?

	Percent
18 - 24	0.0%
25 - 34	20.0%
35 - 44	27.3%
45 - 54	38.5%
55 - 64	13.8%
65+	0.4%
Total	100.0%

## EDUCATION

What is the highest level of formal, general education you have completed?

	Percent
Doctorate degree	0.4%
JD	4.5%
Master degree	9.4%
Bachelor of arts/science degree	44.4%
Associate of arts/science degree	21.8%
Some college	17.3%
High School	2.3%
Total	100.0%





## Editorial content that enhances advertising response

Litigation Support Today's editors and writers are experts at developing articles and stories that capture and hold the attention of today's busy litigation support professional. You can be sure that every custom issue will be thoroughly read and referred to whatever the central editorial topic might be... such as ediscovery, new products, best practices, cutting edge ideas or information on any aspect of the litigation support practice. Readers rely on Litigation Support Today to keep abreast of their profession and to stay alert to the latest developments and technology that can help them on the job.



### Some editorial themes...

- |                    |                          |                               |                   |
|--------------------|--------------------------|-------------------------------|-------------------|
| ▶ Attorney Support | ▶ Career Focus           | ▶ Document Processing         | ▶ Latest Software |
| ▶ E-Discovery      | ▶ Courtroom Presentation | ▶ Electronic Files Processing | ▶ Legal Analytics |
| ▶ Trial Support    | ▶ Data Processing        | ▶ The Cloud                   |                   |
| ▶ Best Practices   | ▶ Document Discovery     | ▶ Trial Technology            |                   |

Complete your marketing strategy with Litigation Support Today's effective electronic media options!



#### Powerful Direct E-Blast program

Your message is sent by email, directly to our exclusive list of litigation support readers. Offer them webinars, white papers, introduce new products or other items. Limited E-mailing dates available. Make your reservations early.



#### Online Banner Ads

Select from six standard banner ad sizes. Combination discounts available for marketers who use BOTH print and electronic advertising

### TRUE ADVERTISING VALUE!

#### ***Litigation Support Today Delivers:***

- Targeted, core-market circulation.
- The largest audience of top litigation support buying influences.
- Extended market reach and exposure.
- Editorial content wholly dedicated to the litigation support professional.
- Cost-efficient advertising!

#### Advertising Sales Contact

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**Litigation Support**  
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