



# ABOVE THE LAW

A LEGAL WEBSITE

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2014 MEDIA KIT



## WHAT IS ABOVE THE LAW?

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AboveTheLaw.com is an indispensable source of news, commentary, advice, and entertainment for the legal industry. Our readership includes everyone from general counsel and senior partners at the nation's biggest firms to the ranks of 1Ls and Pre-laws.

Written by lawyers for lawyers, Above the Law's staff covers institutions such as the Supreme Court, law schools, as well as life at firms both big and small. It's the first with salary and bonus information, and is a hub of advice for legal professionals and students at all career stages. As of July 2013 Above the Law reaches 1,000,000 unique visitors per month.

Like all of Breaking Media's sites, Above the Law has strong community aspects, with pieces from **policy makers** and **industry opinion leaders**, comments/message board sections, social networks and live events facilitating networking between groups who've previously had limited opportunities to benefit from their peers' experiences.

Since Above the Law is about building communities, we focus on issues in the legal world that are relevant to both current and future professionals. As such, Above the Law has become a staple read in the legal space.

In short, we believe that by leveraging the strength of the Above the Law community we can be your brand's ultimate marketing solutions provider in the legal industry.



ABOVE THE LAW



### David Lat, Managing Editor

**David Lat** is the founder and managing editor of Above the Law, a legal news website. He also founded Underneath Their Robes, a blog about federal judges, and served as editor of the politics blog Wonkette. His writing has appeared in the New York Times, the Wall Street Journal, the Washington Post, the New York Observer, Washingtonian magazine, and New York magazine, among other publications. David has received several awards for his work on Above the Law, including recognition as one of the American Lawyer’s Top 50 Big Law Innovators of the Last 50 Years, one of the ABA Journal’s Legal Rebels (a group of innovators within the legal profession), and one of the Fastcase 50, “the fifty most interesting, provocative, and courageous leaders in the world of law, scholarship, and legal technology.” Prior to his entry into the media world, David worked as a federal prosecutor in Newark, New Jersey; a litigation associate at Wachtell, Lipton, Rosen & Katz, in New York; and a law clerk to Judge Diarmuid F. O’Scannlain, of the U.S. Court of Appeals for the Ninth Circuit. David graduated from Regis High School, Harvard College, and Yale Law School, where he served as book reviews editor of the Yale Law Journal.

### Elie Mystal, Editor

**Elie Mystal** joined ATL in 2008 by winning the ATL Idol Contest. Prior to joining ATL, Elie wrote about politics and popular culture at City Hall News and the New York Press. Elie received a degree in Government from Harvard University and a J.D. from Harvard Law School. He was formerly a litigator at Debevoise & Plimpton but quit the legal profession to pursue a career as an online provocateur. He's written editorials for the New York Daily News and the New York Times, and he has appeared on both MSNBC and Fox News without having to lie about his politics to either news organization.



### Brian Dalton, Director of Research

**Brian Dalton** is a graduate of Middlebury College and Fordham Law. He joined Breaking Media in October 2011 after spending seven years at Vault.com, most recently as Director of Research and Consulting. Before that, he was, among other things, an associate at a Manhattan law firm, a French teacher in Brooklyn, a Peace Corps volunteer in Mali, and a security guard at a waterslide park in Albuquerque, NM.

### Staci Zaretsky, Assistant Editor

**Staci Zaretsky** became an editor for ATL in June 2011. Before becoming an editor, she helped write ATL's Morning Docket under the pseudonym Morning Dockette. Her writing has been featured on other legal blogs, such as Lawyerist and Ms. JD. Staci graduated from Lehigh University, and Western New England University School of Law, where her writing was published in the Western New England Law Review. In her spare time, Staci enjoys watching reality television, shopping for clothes she doesn't need with money she doesn't have, and singing along to Lady Gaga's latest hits.

### Joe Patrice, Assistant Editor

**Joe Patrice** joined ATL in 2013. Joe received a degree in Economics and Political Science from the University of Oregon and a J.D. from the NYU School of Law. From 2001, he worked as a litigator for both Cleary, Gottlieb, Steen & Hamilton and Lankler Siffert & Wohl, representing a variety of individuals, institutions, and foreign sovereigns in criminal and civil matters. Joe left legal practice in 2012 to pursue writing, contributing to numerous publications, including ATL, before joining the full-time staff.



## OUR AUDIENCE

Above the Law's readership is educated, affluent, and powerful.

### Reader Profile

**61%** have an income of \$100k or more.

**18%** have an income of \$200k or more

**50%** are married.

### Professional Profile

**61%** Associate

**34%** Partner

**5%** Counsel

**60%** say they have significant input or final say in making decisions at their workplace.

### Professional Status

**69%** Private Practice

**17%** Government/Public

**11%** In-House/Corporate

### Practice Areas

**54%** Litigation

**21%** Corporate

### Law School Status - 20% of the ATL audience

**43%** 2L

**32%** 3L

**25%** 1L

### Firm Size

**35%** 250+

**25%** 21-250

**40%** 1-20



The latest news and commentary for every segment of the legal profession.

### Big Law

The latest news and gossip about the nation's largest and most powerful law firms.

### Small Law Firms

Insightful takes on the world of small law firms and solo practitioners.

### In-House Counsel

Analysis and advice aimed at corporate counsel, anchored by the chief counsel of Aon and the senior counsel of a major technology company.

### Law Schools

Timely dispatches from the world of legal education.

### Legal Technology

A look at how technology is transforming the practice of law.

### Career Center

Data-rich insights, partner, and expert advice covering all aspects of a JD's career path, from pre-law to partner.

### Government

Legal news and insights concerning the legislative branches of government, the D.O.J., regulatory and administrative agencies, and lobbyists.



# ATL offers full-service marketing solutions from brand awareness to lead generation, with expert consulting and actionable insights on ROI metrics.

Tell us about your target audience, and we'll create a custom program with identifiable goals along the way.

### Brand Awareness Campaigns:

- High-impact Banners
- Viral Content and Infographics
- Thought Leadership Series
- Newsletters

### Lead Generation Campaigns:

- Webcasts and Video Conferences
- Live Events
- Sponsored Content

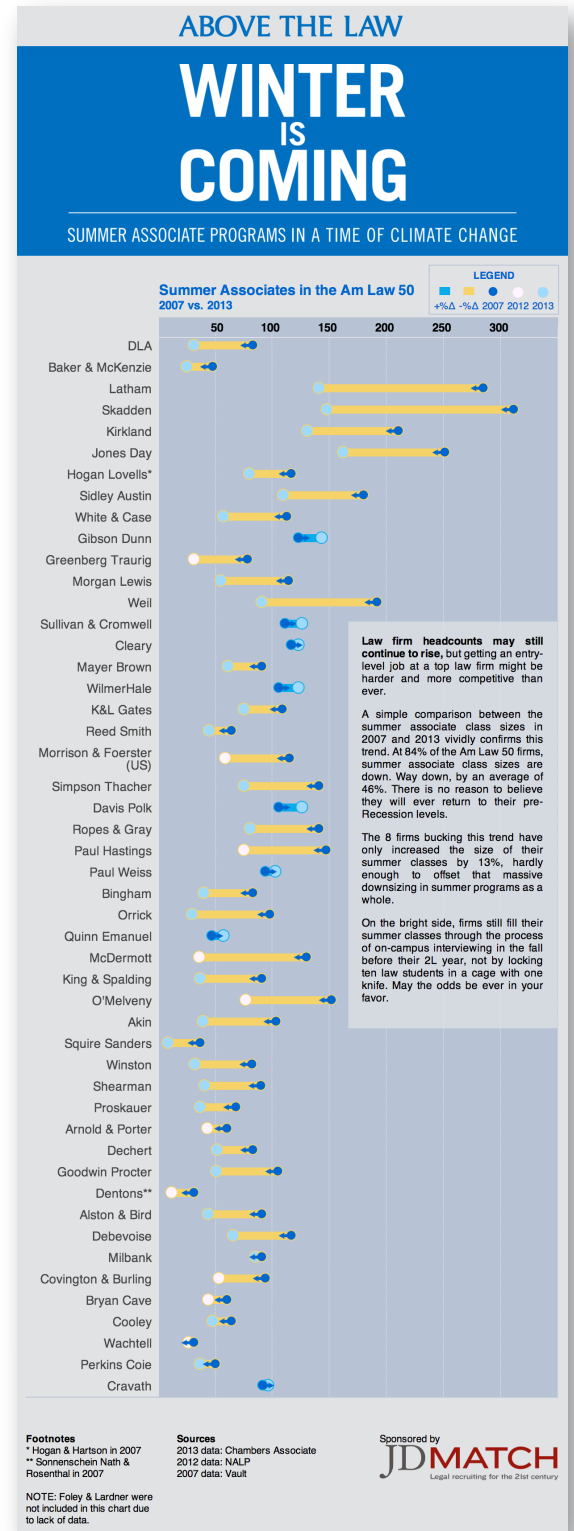
Lawline.com AND ABOVE THE LAW PRESENT

SEPTEMBER 18th 2013 | 5:00-8:30 PM  
LIVE EVENT & NETWORKING RECEPTION IN NYC

## WHISTLEBLOWERS AND TRAITORS

SNOWDEN, MANNING, AND THE RULE OF LAW

**SIGN UP NOW \$279**

An ATL Infographic



# PREMIUM AD POSITIONS

All pages feature above-the-fold ad positions, including 728x90 leaderboard and 300x600 big box.

The screenshot displays the homepage of 'Above the Law'. At the top left is the 'ABOVE THE LAW' logo. To its right is a 'PUSH legal' banner with the tagline 'A MOBILE LAW LIBRARY'. Further right is a 'DOWNLOAD TODAY' banner featuring images of mobile devices and the NACDL logo. Below these banners is a search bar with a red arrow pointing to it. A navigation menu includes categories like 'BIG LAW', 'SMALL LAW FIRMS', 'LAW SCHOOLS', 'IN-HOUSE COUNSEL', 'LEGAL TECHNOLOGY', and 'CAREER CENTER'. A secondary menu lists topics such as 'PLUS ASIA', 'BONUSES', 'RESEARCH', 'ELECTION 2012', 'LAWSUIT OF THE DAY', 'ARCHIVES', and 'LATERAL LINK'. The main content area features a large article titled 'Congratulations to All Bar Exam Finishers! (And more horror stories from across the land.)' with a mouse image. To the right of this article are several smaller article teasers. On the far right, there is a Facebook widget for 'Above the Law' and a large advertisement for 'WESTLAW CASE NOTEBOOK' by Thomson Reuters, which includes a 'LEARN MORE' button and a red arrow pointing to it. The bottom of the page shows a 'LATEST STORIES' section with a link to a 'Collection Agency' article.





# INTEGRATED HOMEPAGE EXPERIENCE VIA BRAND ROADBLOCKS AND SITE SKINS

With a homepage roadblock and skin, your brand has exclusive ownership of the most valuable audience and content experience on Above the Law—the front page visit.

A dominating daily presence, the roadblock serves as a tool for both building awareness of your product and cultivating affinity for your brand.

Your brand exclusively owns all banner positions on the homepage on the day of your roadblock.

The screenshot shows the homepage of 'Above the Law' with a prominent 'BONOBOS' brand roadblock and site skin. The roadblock features a man in a suit and the text 'STYLE THAT HOLDS UP IN COURT' and 'PLEAD THE FIT'. The site skin includes a navigation bar with categories like 'Big Law', 'Small Law Firms', and 'Law Schools'. The main content area is titled 'TOP STORIES' and features a large article about Angelina Jolie's cancer risk, along with several smaller articles. A sidebar on the right contains social media links and a 'More subscription options...' link. The bottom of the page features 'SPONSORED CONTENT' for 'Digital Canary in the Virtual Mine #2: What's In Your Apps? Prying Eyes Are Ready To Discover...'. The 'BONOBOS' logo is repeated vertically on the left side of the page.



# SPONSORED CONTENT OPPORTUNITIES

## Above the Law can create custom content to fit your brand and match our reader preferences.

A custom content series can run at any frequency for any length of time. All custom content is seamlessly integrated into the main editorial well of the site and has the look and feel of other Above the Law posts.

Custom content is presented by your brand, and you have approval over the content before it goes live.

**ABOVE THE LAW** NEXFIRM THE FIRM BEHIND YOUR FIRM A Team of Experts to Support Your Business

Big Law Small Law Firms Law Schools In-House Counsel Legal Technology Career Center Jobs Search

Plus Asia Bonuses ATL's Law School Rankings Lawsuit of the Day Archives Leaving Biglaw? Send Tips tips@abovethelaw.com or text (646) 820-8477

SAVE THE DATE Join ATL in Los Angeles for cocktails at a fashion law forum Nov 12th »

**Nexfirm**  
24 Oct 2013 at 4:31 PM  
ADVERTISING. ASK THE EXPERTS. SHAMELESS PLUGS. SMALL LAW FIRMS. SOLO PRACTITIONERS  
**10 Things You Are Screwing Up While You Are Worrying About The Little Things**  
By NEXFIRM

*Ed. note: This post is sponsored by NexFirm. At NexFirm, we see dozens of new firms launch each year, and we seem to bond with both the people and the practice every time around. Their accomplishments feel like our success, and their disappointments, our failures. It makes for a great professional relationship, but it can also be painful when we see them repeat the same, predictable, new firm mistakes — especially ones that can be avoided with some guidance and forethought.*

Attorneys who are launching their own firms tend to wing their hands over every small decision and miss the big picture. You feel overwhelmed, so you want

ABOVE THE LAW Above the Law Like 21,861  
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NEXFIRM THE FIRM BEHIND YOUR FIRM A Team of Experts to Support Your Business CLICK TO LEARN MORE >>

SPONSORED CONTENT

24 Oct 2013 at 10:00 AM  
ASIA CHRONICLES

**IN-HOUSE OPENING IN CHINA AT LEADING INTERNET / SOCIAL MEDIA COMPANY**

Presented by KINNEY RECRUITING

**KINNEY RECRUITING**  
Asia Chronicles

*Ed. note: The Asia Chronicles column is authored by Kinney Recruiting. Kinney has made more placements of U.S. associates, counsels and partners in Asia than any other recruiting firm in each of the past six years. You can reach them by email: asia@kinneyrecruiting.com.*

We currently have a very exciting and rare type of in-house opening in China at one of the world's leading internet and social media companies. Our client is looking for an IP Transactional / TMT / Licensing attorney with 2 to 5 years experience. The new hire will



## Newsletters & Dedicated Emails (List Rental)

Newsletter sponsorships match buyers and sellers around compelling content. AboveTheLaw.com's topical, opt-in newsletters deliver editorial information straight to the attorney's inbox. Each newsletter offers a single, prominent 728x90 ad unit meaning your brand is always the exclusive advertiser. Our growing readership of over 23,000 opt-in subscribers (a 54% increase over last year) testifies to the timeliness and relevancy of our newsletter product.

NEWSLETTER NAME	FREQUENCY DAY(S)	SENT
Above The Law	Daily	Daily Monday-Friday
Small Law Firm Weekly	Weekly	Friday
Partner Weekly	Weekly	Tuesday
In-House Weekly	Weekly	Wednesday



**ABOVE THE LAW**  
— SPONSORED CONTENT —

**LAW PreDiscovery™, LexisNexis® Early Data Analyzer and Concordance® Software—New Updates**

Over the last few years, LexisNexis has worked with our customers on the front lines of e-discovery. And now with the latest round of customer-inspired enhancements—including near-dupe analysis, enhanced exporting, Web tools and more—we deliver even greater control and a more seamless, streamlined e-discovery experience.

Here's just a sneak peek at what's new and upcoming:

**What's new in LAW PreDiscovery™ 6.4?**  
LexisNexis Near Dupe Integration into LAW PreDiscovery  
Perform near-duplication analysis directly from within LAW PreDiscovery.

**More LAW PreDiscovery enhancements**  
Benefit from stronger administrative control, management console workstation limits, migration of storage for search reports to the SQL back end, and TIFF/PDF conversion improvements.

**What's new in LexisNexis® Early Data Analyzer 1.4?**  
Export Enhancements

- Easily identify which custodians hold duplicates of significant original documents.
- Export MSG files in HTML or MHTML format to reduce the risk that reviewers might inadvertently reply to or forward messages.
- Generate a native export based on a list provided by an external review application.

Import Enhancements

**Better together**

Learn more about our integrated, industry-leading discovery tools:

[>>LexisNexis Early Data Analyzer](#)  
[>>LAW PreDiscovery™](#)  
[>>Concordance®](#)



# RUN OF SITE RATE CARD

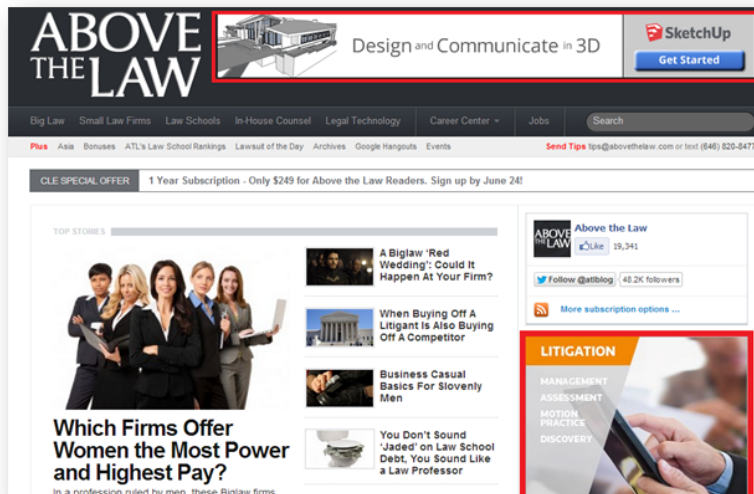
All banners are sold on a CPM\* basis. We offer discounts based on the size of your investment.

UNIT	DIMENSIONS (IN PIXELS)	RATE
Box (above the fold)	300x250	\$25
Box (below the fold)	300x250	\$10
Big box	300x600	\$40
Leaderboard	728x90	\$15
Newsletter leaderboard	728x90	\$45
Sponsored Content	300x200 / 300 words text)	\$3,000

\*CPM stands for “cost per thousand impressions.” To have your ad appear 500,000 times at a CPM of \$10 would cost \$5,000 [500,000 impressions x (\$10/1000)].

The minimum buy for any campaign is \$2,500 per month.

For channel-specific targeting, sponsored content opportunities and custom solutions please contact [advertising@breakingmedia.com](mailto:advertising@breakingmedia.com)



Leaderboard: 728x90

Box: 300x600 or 300x250\*  
\* Additional options available below the fold



## CO-BRANDED EVENTS

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Co-branded events provide a unique, interactive experience designed to engage your target audience.

In 2013 ATL hosted 14 events in eight cities with over 1,300 attendees. Our most popular event formats include:



### Networking cocktail receptions

75-150 attorneys. Program runs for one hour in either a panel or keynote format. Program may be available for CLE credit and webcast for distribution live and online.



### Law Firm Partner Dinners

10 partners and/or in-house counsel and an ATL host. Intimate opportunity to get to know your prospects.



### Bridge the Gap

Young attorneys and law students. Half-day events with panel discussion on how to navigate the transition to practice in addition to a networking lunch.



### Student Events

Trivia, bar crawls, scavenger hunts, luncheon debates.



David Lat and the managing partners of two Am Law 50 firms at an ATL partners-only event at the NoMad Hotel in New York City

Event costs can be defrayed with non-competitive co-sponsors.



## Research Solutions:

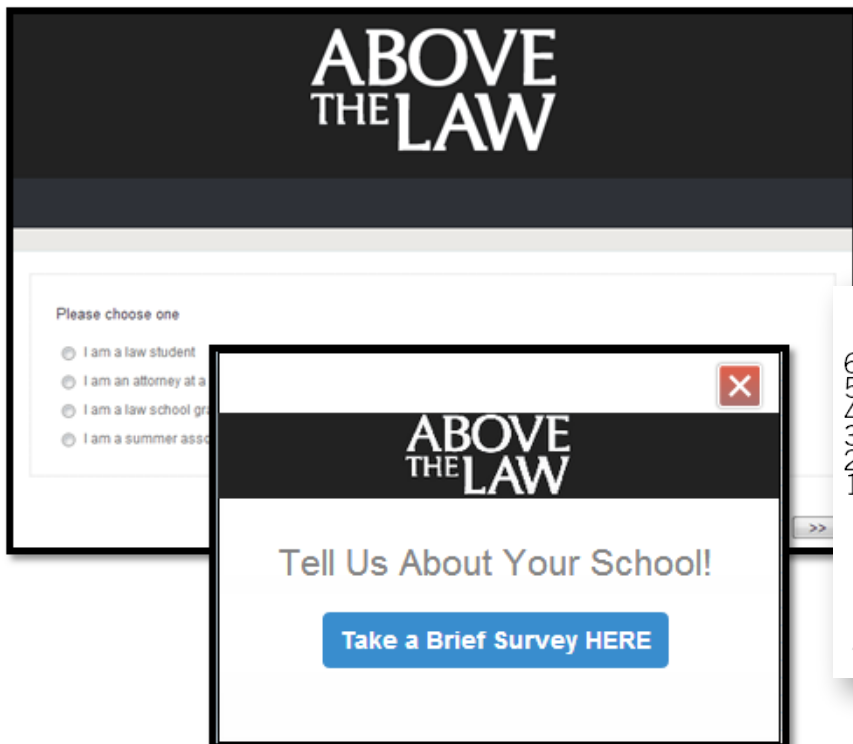
The ATL Research Team has direct access to partners, associates, in-house counsel, government/non-profit attorneys, job candidates, law students and undergraduates within our 1,000,000+ audience. The team can survey your target audience quickly and efficiently to provide you with immediate feedback on your branding and recruitment programs. Each research project and report is custom designed. Past projects include:

- Recruitment Accept/Decline Offer Rates
- Employee Program Efficiency, Employee Engagement
- Brand Awareness, Brand Health and Reputation Management

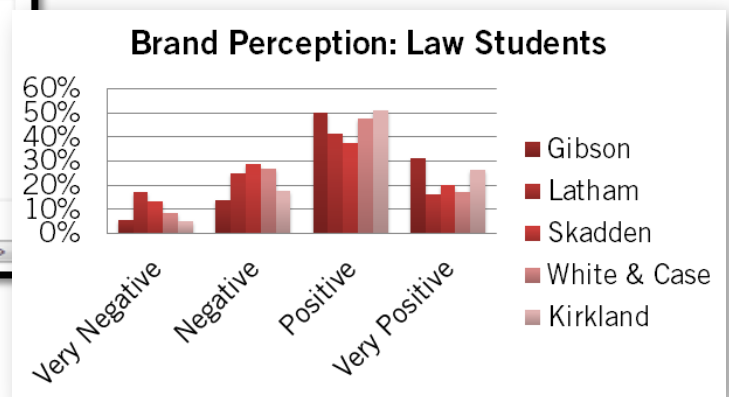
## Research Methods:

\* **Site Intercepts:** Target responses from subsets of your market segment (e.g. by region, search term, device type, etc.)

\* **Insider Survey:** With 14,500+ respondents, this survey offers access to thousands of data points that reveal how law firms and law schools stack up regionally, among competitors, with respect to potential recruits, internally, and more.



User experience of an ATL survey (left)  
User experience of a site intercept (lower left)  
Sample data presentation (below)





# CAREER CENTER

The ATL Career Center is a comprehensive resource for lawyers and students at every stage of their careers, from pre-law to partner. In addition to providing data-rich information on firms and schools, the Career Center offers advice for students and lawyers on the full range of legal careers, including clerkships, solo practice, in-house, public interest, and more. Opportunities for Law Firms, Law Schools, Government, In-House and Non-Profit Employers include:

\* **Branding solutions**

- Banner advertising & content

\* **Social Media & Multimedia Engagement**

- One-click following on Facebook, Twitter, LinkedIn and YouTube

\* **Target Advertisements geographically or by school**

\* **Newsletters sponsorship**



**Job Listings / Internships:**

Are you a recruiter? AboveTheLaw.com reaches over 850,000 professionals every month, so list your job with us and you'll find the right candidate right now.

Job postings: \$200

Job of the Week - promoted on ATL's homepage: \$1,500

Featured Job - highlighted on the job board and the ATL Career Center: \$1,500

**New Feature: Student Jobs & Internships:**

Above the Law has 95% market penetration among law students. Add your job for as low as \$50 a month, or add a Featured Job for \$200.

**Recruiter Directory:**

- \* Receive a fun and informative profile in ATL's Recruiter Directory
- \* Featured branding opportunities to make your team stand out
- \* Includes up to 5 job postings a month

Contact [careers@breakingmedia.com](mailto:careers@breakingmedia.com) for more information.

# AboveTheLaw.com is one of the most influential sites from Breaking Media.

**Breaking Media** was founded in 2006 as a network of targeted business-to-business web sites, e-newsletters, events and social media channels that speak to the purchase decision makers and opinion leaders of the influential, affluent business communities we serve.

Today our network is composed of three brands that reach 2.8 million people monthly:

*Above the Law*, the leading site about the legal profession

*Dealbreaker*, the popular and outspoken Wall Street site

*Fashionista*, the leading digital source for news and insights on the fashion industry

*Breaking Defense*, the online defense magazine

*Breaking Energy*, news, analysis, thought leadership, reference materials and discussions about energy market trends.

*Breaking Government*, government news, analysis and commentary

The Breaking Media management team is headed by CEO **John Lerner**, who has 20 years of experience in the B2B and niche consumer markets, running the online businesses of VNU, Nielsen and F+W.

The company was founded by **Carter Burden III**, founder and CEO of managed hosting provider Logicworks, and **Justin Smith**, currently the President of the Atlantic Media Company and the CEO of Bloomberg Media Group .

For more information e-mail [advertising@breakingmedia.com](mailto:advertising@breakingmedia.com) or call **Hsiaolei Miller** (pronounced "chalet"): (212) 334-1871 x 127