Magazine readership remains steady in an increasingly noisy & crowded media landscape.

Your Link to the Profession

74% of readers have read three of the last four issues of Bench & Bar. They spend more than 26 minutes reading an issue.

Your Link to Lawyers

Bench & Bar is the official publication of the Minnesota State Bar Association (MSBA). The MSBA is a voluntary association of lawyers admitted to practice in Minnesota, comprising members from all areas of practice, legal administrators, corporate counsel, paralegals, and up-and-coming law students.

Paid Circulation: 15,000

Your Link to Leaders

Bench & Bar readers are leaders in the profession and in their communities. These influential and affluent individuals hold prestigious positions in government, serve on the governing boards of numerous corporate and nonprofit organizations, and work both to shape the profession and improve the practice of law.

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Bench & Bar readers include managing partners, sole practitioners, legal administrators and other professionals with responsibility for hiring, purchasing, and directing both their own affairs and matters affecting their clients.

70% of our readers are actively involved in purchasing products and services for their organizations.

To advertise contact Erica Nelson at: erica@pierreproductions.com or (763) 497-1778
Our readers consistently rank us as the most highly respected, the most well written, the most informative, the most authoritative, the most reliable, and the most essential to them and their job.

**BENCH & BAR READERS ARE ENGAGED**
- 74% have read three of the last four issues
- 62% refer to their issue more than once
- 54% thoroughly read all or almost all of each issue
- 50% act on editorial content including: saving articles for future reference, discussing with a colleague or client, and passing along to another person

**BENCH & BAR READERS ARE AFFLUENT**
- 98% have one or more degrees beyond the B.A.
- 92% own their own home

**BENCH & BAR READERS ARE BUYERS**
- 70% are involved in purchasing products and services for their organizations
- 71% plan to make major household purchases in the next 12 months

**HOUSEHOLD INCOME**
- Average earn $146,000. 15% earn over $250,000

**GENDER**
- 40% female, 60% male

**EDUCATION**
- 98% have one or more degrees beyond the B.A.

**HOME OWNERSHIP**
- 92% own their own homes

**CURRENT EMPLOYMENT**
- 68% are in Private Practice
- 14% are with For-Profit Corporations
- 9% are in Government Services

**NEW TO THE PROFESSION**
- Nearly 30% are new lawyers (practicing less than 10 years)

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Special Issues:
- **JANUARY**
  - Buyers’ Guide Issue (listing included with cost of ad)
- **MAY/JUNE**
  - Convention Issue – Bonus
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62% of readers refer to a typical issue more than once, and 50% act on what they read.

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Discover the benefits of frequent, direct access to the individuals and organizations shaping the practice of law and the administration of justice in Minnesota today!

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FOUR COLOR ADVERTISING RATES

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ALL RATES ARE NET AND PER INSERTION
New advertisers are required to prepay for first ad insertion. Accounts are then billed and due 30 days from date of invoice. Ads cancelled after space reservation deadline are billed at 100%.

PREFERRED POSITION: Plus $100
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(max. 4 advertisers)

2 NEWSLETTER

**Legal News Digest (LND)***
The e-newsletter of the MSBA. Delivered to 10,500+ subscribers weekly. Average open rate – 30%.
(max. 4 advertisers)

**AD SIZES & FORMATS** (WxH)

- **mnbar.org**............2195 x 280 pixels
- **LND**....................170 x 170 pixels

72 dpi JPG or GIF files, no larger than 100 KB
AD DESIGN/CHANGES: $60 per hour

**ELECTRONIC ADVERTISING RATES**

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All rates are net per insertion. Effective: September 2019
*Legal News Digest does not go out the weeks of Thanksgiving or Christmas.

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