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

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

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

To advertise contact Erica Nelson at: erica@pierreproductions.com or (763) 497-1778
Bench & Bar is published 11 times per year with a paid circulation of 15,000.

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

July
Legislative Update Issue
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!

**AD SIZES & FORMATS**

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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

INSERTS: Rates available on request

**COLOR/GRAPHICS**

Camera ready ads must be 300 dpi, print-ready PDF files. SWOP standards apply.

COLOR: Process/CMYK color

INK COVERAGE: Limit of 300%

AD DESIGN/CHANGES: $60 per hour

**CLASSIFIED ADVERTISING**

Classified ads should be submitted online at: www.mnbenchbar.com/advertising

For questions call Nicole: (651) 789-3753

* Bench & Bar advertisers with a half page ad size or greater are eligible for a 15% discount on mnbar.org and Legal News Digest advertisements during the month(s) they are running in Bench & Bar.
Electronic Advertising

1. MSBA WEBSITE

www.mnbar.org
The online resource of the MSBA.
Reach 20,000* visitors with 125,000* pageviews monthly.
(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)

- www.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

|   15% Off | eAds during months print ad appears in Bench & Bar |

* Approximately

** Bench & Bar advertisers with a half page ad size or greater are eligible for a 15% discount on www.mnbar.org and Legal News Digest advertisements during the month(s) they are running in Bench & Bar.

*** Ads appear in each issue during the month they run.

To Advertise Call: (763) 497-1778
Erica Nelson, Sales Representative: erica@pierreproductions.com
Betsy Pierre, Sales Manager: (763) 295-5420 or betsy@pierreproductions.com
Fax: (763) 497-8810 • www.mnbar.org

Minnesota State Bar Association
600 Nicollet Mall
Suite 380
Minneapolis, MN 55402

e-newsletters may also be accessed by members online.