

MISSION

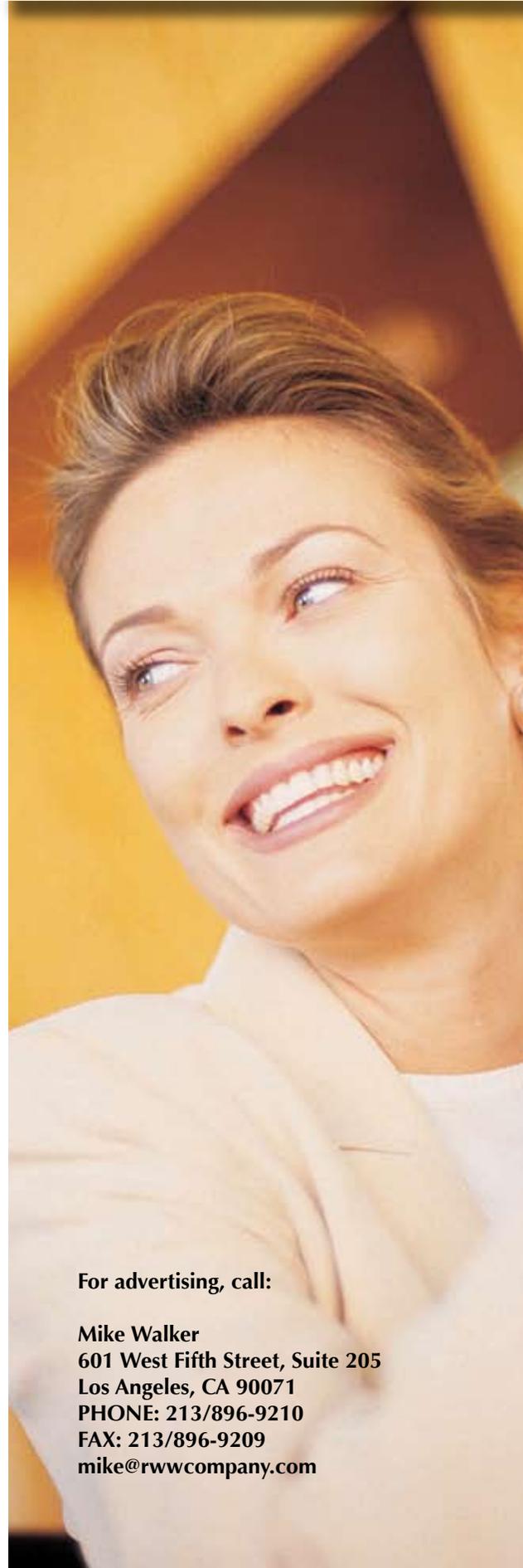
The California Bar Journal is edited for lawyers, judges and other legal professionals. Each issue contains news articles that report on the major legal and ethics issues of the day - locally, statewide and nationally. It covers new trends in law office management, client relations, prevention of lawyer discipline risks, legislation, and new technology.

PROFILE

- The California Bar Journal is the only official publication of the State Bar of California, and is sent to all Bar members every month.
- The California Bar Journal circulation is now over 206,000 and continues to grow.
- The California Bar Journal readers are all current State Bar members, are renewed annually and updated continuously.
- The California Bar Journal readers are primarily in private practice, although 10% are working as In-House Counsel, 3% are in public positions, and 11% continue their membership but are in other positions.
- The California Bar Journal is the publication of choice for its readers, the one they feel is most useful to them, and they spend more time reading it each month than any other legal publication – an average of 34 minutes each issue.
- Virtually all are involved in one way or another in the buying responsibilities within their organization for products, services, systems and education.

For advertising, call:

Mike Walker
601 West Fifth Street, Suite 205
Los Angeles, CA 90071
PHONE: 213/896-9210
FAX: 213/896-9209
mike@rwwcompany.com



Circulation Trends

2006 – September	206,562
2006 – January	203,896
2005 – January	199,812
2004 – January	192,293
2003 – January	187,693
2002 – January	180,084
2001 – January	177,102
2000 – January	167,705

All readers are “qualified” within one year, as memberships renew annually. All members of The State Bar of California must notify the Bar within 30 days of any address/membership changes — and changes average 180 per business day. This circulation is more current than any of the non-Bar publications in the U.S. regardless of circulation audits.



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20%!

Nearly 20% of all attorneys in the United States are licensed to practice in California. If you advertise exclusively in the national publications, you will miss the "California Opportunity."

For example, in 2006:

<u>Publication</u>	<u>California circulation</u>	<u>Percent of California lawyers</u>	<u>Missed sales opportunities</u>
CALIFORNIA BAR JOURNAL	206,562	100%	-0-
ABA Journal	40,385	19.5%	166,177
American Lawyer	2,259	1.1%	204,303
Law Technology News	6,280	3%	200,282
The National Law Journal	1,700	0.08%	204,862
TRIAL	4,612	2.2%	201,950

Each national law publication is weak in California circulation. To guarantee that your message reaches all California attorneys, you need The California Bar Journal. Don't overlook more than 206,000 attorneys all in one place.

Advertise in the California Bar Journal today.

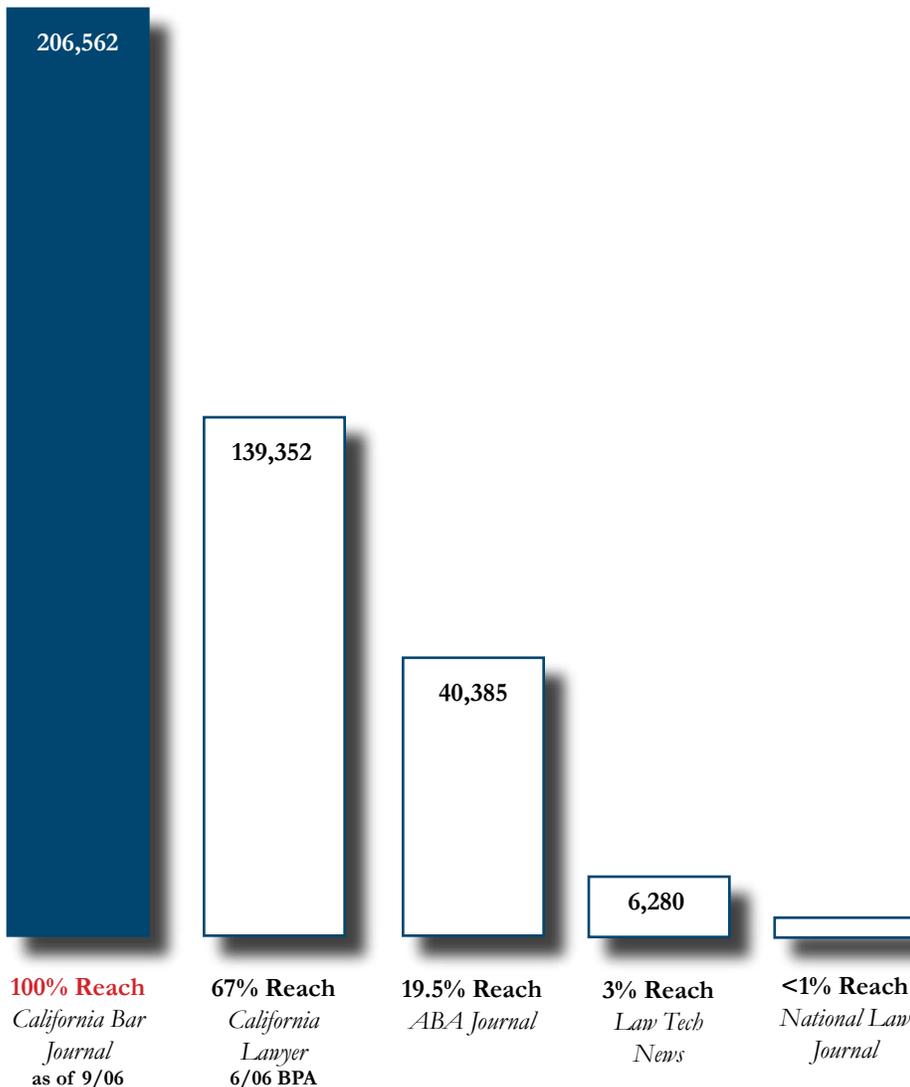


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Circulation Comparison

If you want to reach California Attorneys,
shouldn't you reach for all of them?



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INSERT Rates

FULL RUN FURNISHED/Pre-Printed
 Effective January 1, 2007

<u>INSERT SIZE</u>	<u>NET RATES</u>
2 Pages*	\$14,960
4 Pages	19,388
6 Pages	25,480
8 Pages	31,850
12 Pages	41,806

- Minimum: Single sheet, both sides, not to exceed 7 1/2" X 10".
- Prices may vary depending on paper stock weight. Consult advertising representatives.
- Maximum dimensions: 7 1/2" Wide X 10" Deep.
- Folding of inserts available at extra cost.
- Three (3) copies of sample insert or prototype must be submitted to advertising representative before published closing date of issue in which insert is to appear.
- Quantity required: 210,000

PARTIAL RUN FURNISHED/Pre-printed
 Effective January 1, 2007

Note: Only one partial insert allowed per issue. Call for availability.

2 Page Insert

(Minimum: single sheet, printed both sides)

Cost per thousand: \$115.00
Minimum Quantity: 65,000
Minimum Charge: \$6,353.75 NET*
\$500 list sort charge

Rate is NET and is not 15% agency commissionable.

- Minimum: Single sheet, both sides, not to exceed 7 1/2" X 10".
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