

# List rental opportunities from the Law Society



The Law Society

## Target solicitors and law firms in England and Wales

### The largest list of practising solicitors available

Sourcing data that complies with the DPA and DMA can prove difficult, time consuming and expensive.

Due to the unique position of the Law Society, we have access to the data of over 55,000 solicitors and almost 15,000 law firms in England and Wales - providing you with the most up-to-date and comprehensive data available. So you can be sure your direct mail campaign has maximum impact.

Our lists should be an integral part of your direct marketing campaign, ensuring you achieve the ultimate reach to the correct audience.

No other organisation offers such a high quality list of practising solicitors, resulting in our clients returning again and again.

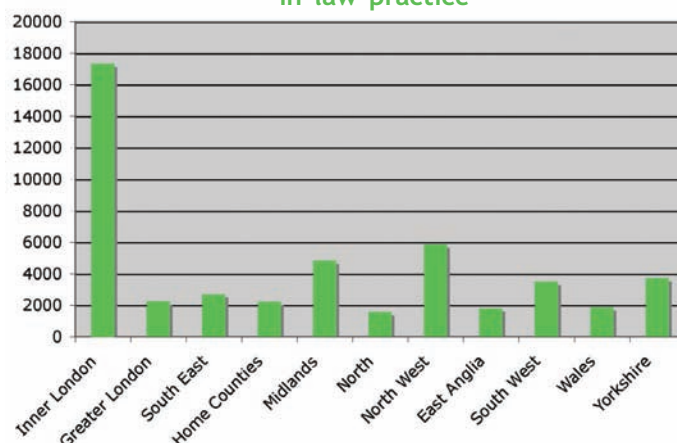
Using our professional service, our lists can be tailored to suit your exact campaign requirements.

### No other legal title provides lists so accurate and trustworthy

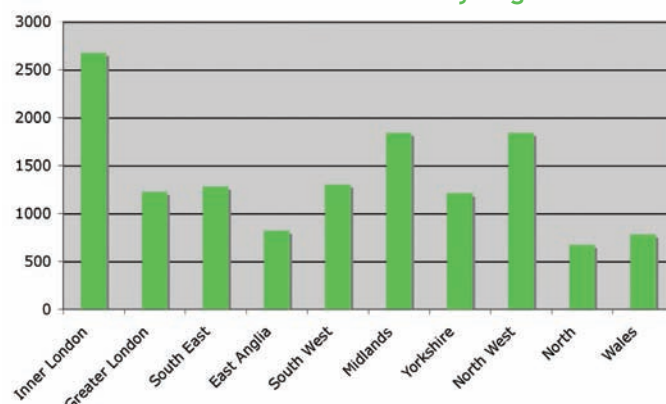
- The Law Society has a long standing reputation with clients for providing credible and unique lists
- Accurate data is key to your campaign's success. Solicitors are legally obliged to inform us when they move jobs or change address, this ensures that our lists are up-to-date
- Lists are updated weekly so you can be assured of accuracy
- With a return rate well below the industry standard, it will help ensure less wastage
- Compliant with the Data Protection Act and committed members of the Direct Marketing Association, Law Society lists give you peace of mind, guaranteeing your campaign will reach the right people.

### The most comprehensive legal list with a number of selections available

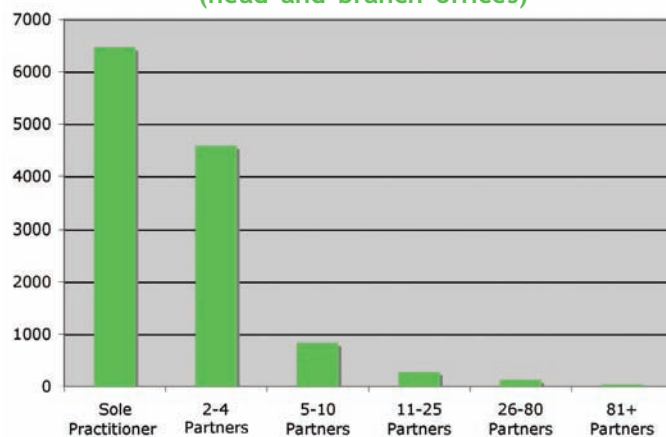
Number of solicitors by region with a PC and in law practice<sup>1</sup>



Number of law firms by region<sup>1</sup>



Number of firms by partner size (head and branch offices)<sup>1</sup>



Contact us on 020 7841 5543 or email: [directmail@lawsociety.org.uk](mailto:directmail@lawsociety.org.uk)

# Many additional selections are available including:



The Law Society

- **Age:** using date of birth
- **Date of admission:** this is the date on which the solicitor was admitted to the Roll, at which point the solicitor can practice; this would indicate the number of years practised
- **Job title:** senior partner, ordinary partner, associate, assistant, trainee
- **Geographical Area:** using postcodes
- **Size of Law Firm:** this is based on number of partners in the firm, not the number of employees
- **Gender:** male or female

"We have used the Law Society's data service regularly over several years. The data is accurate and cost effective, and targets the solicitors we want to reach. We will continue to use the service to ensure our message is always delivered promptly to the right audience."

Matthew Arnold,  
Countrywide Legal Indemnities

## The cost effective way to drive response

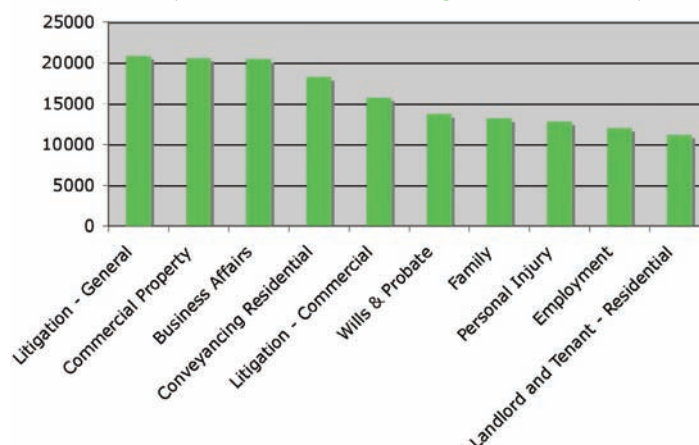
At a cost of £235 plus VAT per '000 names (minimum charge £470 plus VAT), our lists offer you the advantage of reaching an unrivalled, up-to-date audience.

<sup>1</sup> Source: Law Society Regis Database 2009

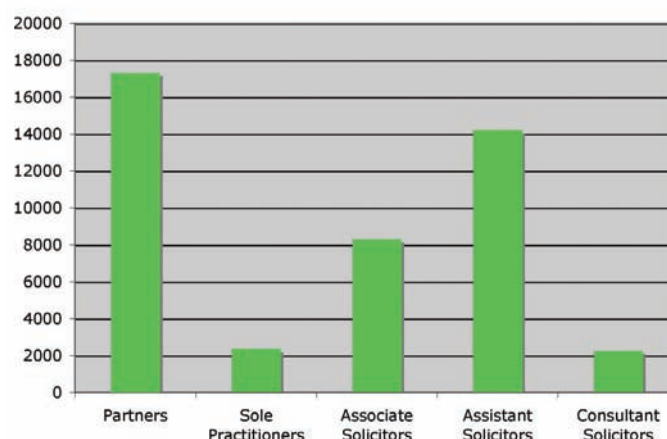
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The Law Society  
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Top 10 areas of law practised by solicitors<sup>1</sup>  
(NB. Total of 54 categories available)



Number of specific job titles in law firms<sup>1</sup>



Type of Employer <sup>1</sup>	Number of solicitors
Private Practice	47305
Commerce and Industry	4493
Trade Union	42
Government Department	69
Local Government	2151
Court	58
Government Funded Services	91
Crown Prosecution Service	1471
Educational Establishment	111

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