

LIST RENTAL OPPORTUNITIES FROM 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.

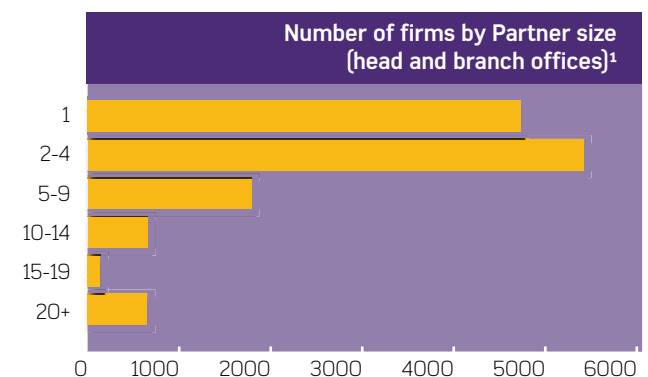
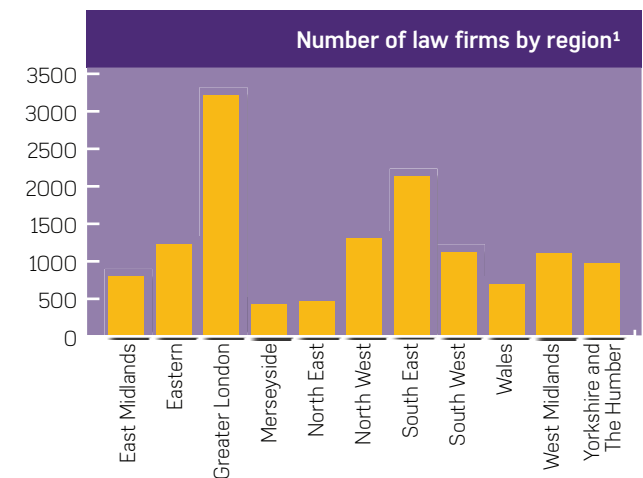
Our lists should be an integral part of your direct marketing campaign, ensuring you achieve the ultimate reach to the correct audience.

- 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

- Longstanding reputation with clients for providing credible and unique lists
- With a return rate of less than 1% you can rely on achieving good response levels
- Accurate data is key to a successful campaign. As solicitors are legally obliged to inform us when they move jobs or change address, we ensure that our data is always up to date
- Lists updated weekly... so you can be assured that the lists provided are up-to-date and accurate to reduce your wastage
- Compliant with the Data Protection Act and committed members of the Direct Marketing Association, the *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



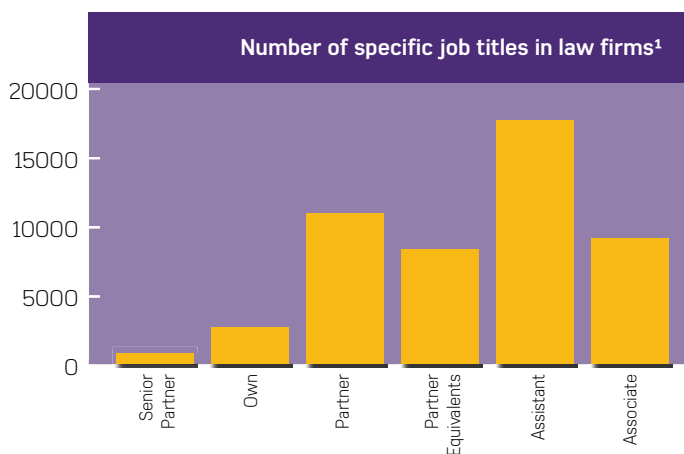
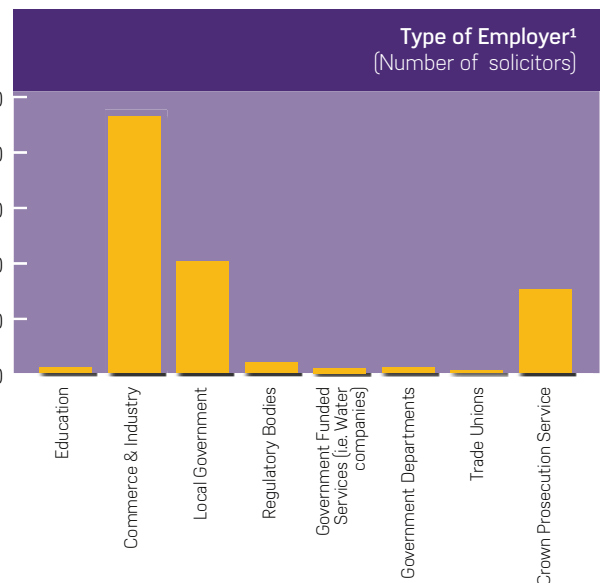
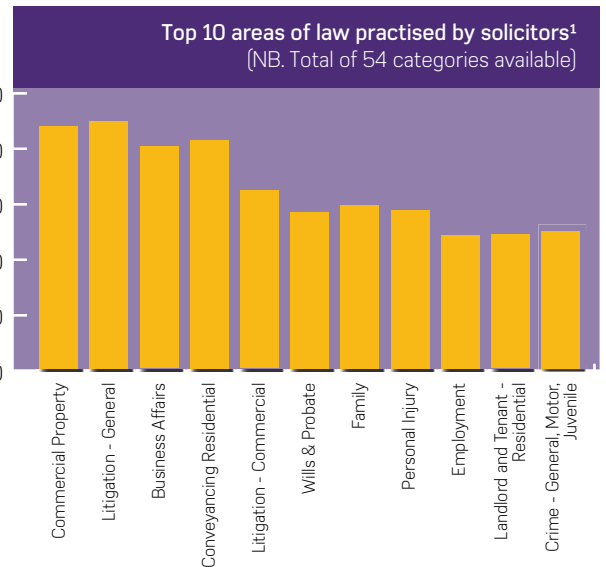
Other sections available include:

To create a mailing list of individual solicitors, you may select from the database using the following criteria:

- **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 practise; 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.

¹Source: Law Society Regis Database 2008

Contact: Steve Mitchell
Tel: 020 7841 5543 Fax: 020 7841 5509
Email: directmail@lawsociety.org.uk

The Law Society
113 Chancery Lane
London WC2A 1PL