

MediaPack

About us

The Association of Personal Injury Lawyers (APIL) was founded in 1990 by a group of lawyers working on behalf of injured people and is a well-established, national, not-for-profit organisation. APIL fights to ensure injured people receive full and fair redress for their often life-changing injuries.

APIL is run by a committed team of professional staff at the Nottingham headquarters who undertake campaign work at the highest levels of Government and in the press, and provide information and training to help ensure its members offer the highest standards of ethical legal advice.

Ways of marketing to our members

There are many ways in which advertisers and experts can market their services to our members:

- On the web
- Publications - PI Focus, membership and expert and rehabilitation services directory
- Mailing lists
- Apil events
- Expert database (expert services only)

On the web



www.apil.org.uk

There are a number of opportunities available for placing a banner on our web site at www.apil.org.uk, depending on the nature of your business.

The members' password protected area of our website is the most comprehensive information resource available for our members and is easy to navigate through its various forums, groups, publications, and information exchange pages. The information exchange area alone receives around

Publications

PI Focus

APIL's PI Focus is circulated to all current subscribing members of the association. It is also available on subscription to organisations supporting the aims of the association or experts choosing the new enhanced subscription.

Published ten times a year, PI Focus is packed full of news, reports, essential updates, legal articles, case notes and features for personal injury lawyers.

Advertising space is limited in each edition and does book up quickly. The publication is circulated along with a limited number of flyers.



APIL membership directory

The APIL membership directory is a user friendly guide, designed in a paperback format so as not to be as cumbersome as some other directories, and developed primarily for our members.

Users are able to search the directory by a geographical location, by accredited status and alphabetically by surname.

Adverts may be placed in the APIL membership directory, which contains many other useful contacts, along with contact details of all of our members at a given date. It is also possible to purchase the directory due to be published at the end of October.



Expert and rehabilitation services directory

APIL's expert and rehabilitation services providers' directory is published in May. The directory is compiled from APIL's databases which are available online, or as a personal service for APIL members upon request.

The directory contains details of around 800 experts and over 150 rehabilitation service providers at the back of the publication. This directory follows a similar style and format to APIL's membership directory.

The enhanced expert package – including PI Focus subscription Experts may choose to display their photograph and logo, along with more detailed listing within the directory which is also reflected within the online database.

Standard package

All experts listed on the database and website will have a standard listing included within the directory.



Rehabilitation services database entry

APIL is keen to promote helping injured people have access to rehabilitation services. There is therefore no fee to be listed on APIL's rehabilitation services providers' database, nor for inclusion in the directory.

Mailing lists

Purchasing a mailing list of APIL members is an excellent way of marketing your service. Please note that we have contacted our members to ask for permission to disclose their details and those that are supplied have all given their consent.

The list can be either compiled in full, or targeted at selected regional, special interest and membership groups (see attached appendix for listing – please contact the APIL office for precise group numbers as these fluctuate throughout the year).

Apil events

Conferences, exhibitions and sponsorship

APIL runs three residential conferences each year, our annual conference and AGM in April, a catastrophic injuries conference in mid June and a clinical negligence conference in early October.

Each residential conference includes an exhibition of related products and services. A number of sponsorship packages are available depending on the size of the conference and the venue. As with PI Focus, space books up very quickly so please contact the APIL office to check on availability.

Price list 2012

ITEM	DESCRIPTION	COST (Exc VAT)
Advertising in all publications: PI Focus – 4 colour CMYK - adverts may be in greyscale Membership directory - black and white Expert and rehabilitation services directory - black and white	Display advert sizes (h) x (w) below Advertising space is limited - please contact the APIL office to ensure there is space available	
Full page inside front cover	272mm by 185mm bleed: 303mm by 216mm	£1,230 Sold in PI Focus
Full page inside back cover	272mm by 185mm bleed: 303mm by 216mm	£1,130
Full page	272mm by 185mm bleed: 303mm by 216mm	£1,050
Half page	Vertical - 247mm by 87mm Landscape - 123mm by 183mm	£620
Third page	Vertical - 250mm by 55mm Landscape - 80mm by 180mm	£460
Quarter page	123mm by 87mm	£320
Eighth page (PI Focus only)	61mm by 87mm	£210
Back page (PI Focus only)	272mm by 185mm bleed: 303mm by 216mm	£1,530 SOLD
Flyer insert (PI Focus only)	Quantity required - 5,000 per issue Maximum weight 28g	£410
PUBLICATIONS: Purchase of membership directory Purchase of expert witness directory	Your own personal copy Your own personal copy ALL ADVERTISERS RECEIVE A COMPLIMENTARY COPY	£99 £50
MAILING LISTS: Full list of members or by regional group, special interest group or listing by ac- credited members	Per contact name - electronic	22p
WEB BANNER ADVERTISING: Opportunity to place a banner on par- ticular pages of www.apil.org.uk	Differing hit rates for individual pages - please contact the APIL office for details	Prices vary from £400 to £100 per month
EXHIBITIONS AND SPONSORSHIP:	Please contact the APIL office to reserve your exhibition space at one of our prestigious residential events and for details of the sponsorship packages available	Prices vary for each event

Advert specification

PI Focus

	Copy deadline	Publication date
January	No issue	
February	16/12/2011	03/02/2012
March	27/01/2012	02/03/2012
April	02/03/2012	06/04/2012
May	30/03/2012	04/05/2012
June	27/04/2012	01/06/2012
July	01/06/2012	06/07/2012
August	No issue	
September	03/08/2012	07/09/2012
October	31/08/2012	05/10/2012
November	28/09/2012	02/11/2012
December	02/11/2012	07/12/2012



Expert and rehabilitation services directory

Copy required by: 16 March 2012

Publication date: 30 April 2012

Membership directory 2012/2013

Copy required by: 17 August 2012

Publication date: 1 October 2012

Artwork must be supplied by email, CD or on disk in one of the following formats:
 PDF (with embedded fonts, and preserved spot colours for PI Focus only)
 EPS (with all fonts outlined)
 JPEG and TIFF

QuarkXpress for Macintosh, InDesign and Illustrator (with all pictures, links and fonts supplied)

PI Focus is a colour publication while the expert and membership directories are both black and white publications. Adverts not supplied in the appropriate format will be charged for conversion.

Mailing list groups

Membership groups	
	Group
1	Barristers
2	New to PI
Regional groups	
	Group
1	APIL Northern Ireland
2	APIL Scotland
3	APIL Wales
4	Central England
5	Devon and Cornwall
6	East Anglia
7	East Midlands
8	London
9	North East
10	North West
11	South East
12	South of England
13	South West
14	West Midlands
15	Yorkshire
Special interest groups	
	Group
1	Brain injury
2	Child abuse
3	Child injury
4	Clinical negligence
5	Costs and funding
6	Damages
7	Environment
8	International
9	Military
10	Multi party
11	Occupational health
12	Procedure
13	Product liability
14	Spinal cord injury
15	Transport

Please contact the APIL office for exact member numbers in each group as these fluctuate