

WAYS OF MARKETING TO OUR MEMBERS

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.

With a membership of well over 4,700 lawyers, APIL provides many services to its members, including information exchange in the form of publications, briefing notes and searchable contact databases.

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

There are a number of opportunities available for placing a banner on our web site at 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 20,000 hits a month.

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.

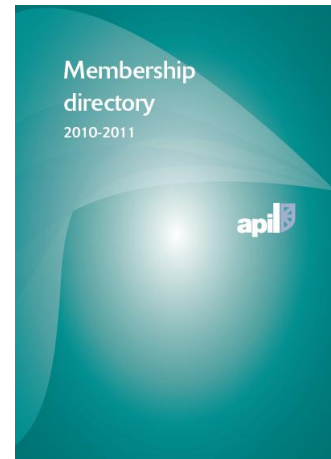
Advertising space is limited in each edition and does book up quickly. The publication is circulated along with a limited number of flyers.

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 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 services 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 a 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.

Display advertising

Advertisers and experts may also choose to place an advert in the publication.

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 at the end of June/early July 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.

EXPERTS AND ADVERTISING PRICE LIST 2011

ITEM	DESCRIPTION	COST (EXC VAT)
<p>ADVERTISING IN ALL PUBLICATIONS:</p> <p>PI Focus – 4 colour CMYK - adverts may be greyscale</p> <p>Membership directory – black and white</p> <p>Expert and rehabilitation services directory – black and white</p>	<p>Display advert sizes (h) x (w) below</p> <p>Advertising space is limited - please contact the APIL office to ensure there is space available</p>	
Full page inside front cover	272 mm by 185 mm Bleed: 303 mm by 216 mm	£1,230 Sold in PI Focus
Full page inside back cover	272 mm by 185 mm Bleed: 303 mm by 216 mm	£1,130
Full page	272 mm by 185 mm Bleed: 303 mm by 216 mm	£1,050
Half page	Vertical – 247 mm by 87 mm Landscape - 123 mm by 183 mm	£620
Third page	Vertical – 250 mm by 55 mm Landscape – 80 mm by 180 mm	£460
Quarter page	123 mm by 87 mm	£320
Eighth page	61 mm by 87 mm	£210
Back page (PI Focus only)	272 mm by 185 mm Bleed: 303 mm by 216 mm	£1,530 SOLD
Flyer insert (PI Focus only)	Quantity required – 5,000 per issue Maximum weight 28g	£410

PUBLICATIONS:		
Purchase of membership directory	Your own personal copy	£99
Purchase of expert witness directory	Your own personal copy	£50
	ALL ADVERTISERS RECEIVE A COMPLIMENTARY COPY	
MAILING LISTS:		
Full listing of members Or by regional group, special interest group, membership group Or listing by accredited members	Per contact name – electronic	22P
WEB BANNER ADVERTISING		
Opportunity to place a banner on particular 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
EXPERT DATABASE ENTRY:		
Standard package	1 January to 31 December 2011 Includes: <ul style="list-style-type: none"> • Listing on the APIL website • Hyperlink to your own website • Hyperlink to your email address • CV on the APIL web site • Inclusion in APIL's bespoke service • Standard entry in APIL's expert and rehabilitation services directory • Opportunity to market yourself as "APIL expert" or "Expert, Association of Personal Injury Lawyers" in full 	£75
New enhanced package	All of the above benefits PLUS <ul style="list-style-type: none"> • Annual subscription to PI Focus (worth £95) – ten issues - COMPLIMENTARY • Photo or logo • 255 character listing showing areas of expertise on website and in directory 	£150

SPECIFICATION FOR ADVERTS

PI Focus

	Copy deadline	Publication date
January	22/11/2010	05/01/2011
February	04/01/2011	02/02/2011
March	26/01/2011	02/03/2011
April	25/02/2011	06/04/2011
May	No issue	
June	22/04/2011	01/06/2011
July	20/05/2011	29/06/2011
August	No issue	
September	22/07/2011	31/08/2011
October	29/08/2011	07/10/2011
November	23/09/2011	02/11/2011
December	21/10/2011	30/11/2011
2012		
January	15/11/2011	04/01/2012

Expert directory 2011

Copy required by: 15 March 2011

Publication date: 30 April 2011

Membership directory 2011/2012

Copy required by: 15 August 2011

Publication date: 30 September 2011

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