

A wide-angle photograph of the Boston skyline across a body of water. The skyline includes several prominent skyscrapers, including the Freedom Tower (100 South Street) on the left and the Prudential Center on the right. A large, multi-arched stone bridge spans the water in the foreground. The water is dark blue, and there are some small boats visible. The sky is clear and blue.

FINDLAW.COM BOSTON MEDIA KIT

FOR MORE INFORMATION

Contact your Client Development Consultant
or call 1-888-777-4962.

Lawyermarketing.com



THOMSON REUTERS

CONTENTS

FINDLAW OVERVIEW

- How people look for legal help
- FindLaw.com is #1

OUR AUDIENCE

BOSTON MEDIA COVERAGE

ADVERTISING OPPORTUNITIES

SUCCESS STORIES



HOW PEOPLE LOOK FOR LEGAL HELP

CONSUMERS WHO NEED LEGAL HELP SEARCH ONLINE, AND THEIR DESTINATION IS findlaw.com

FindLaw.com remains the leader in helping consumers solve their legal problems. Every month, four million people search FindLaw.com to find legal information and to search for attorneys that specialize in their legal issue.

CONNECT WITH PEOPLE WHEN THEY NEED YOU MOST
FindLaw.com is the best location to promote your practice and make your firm stand out from the crowd.



#1 LEGAL WEBSITE FINDLAW.COM

Why do consumers come to FindLaw.com for their legal information? It's easy to use, comprehensive and offers up-to-the-minute legal information. But don't just take our word for it — the proof is in the numbers.

FindLaw.

15,000,000

PAGES VIEWED PER MONTH

4,000,000

PEOPLE VISIT FINDLAW.COM EACH MONTH

700,000

PEOPLE SEARCH THE FINDLAW.COM LAWYER DIRECTORY EACH MONTH*

230,000

SUBSCRIBERS TO FINDLAW'S RSS FEEDS

85,000

LEGAL QUESTIONS SUBMITTED TO FINDLAW ANSWERS, WITH 7,500 NEW QUESTIONS SUBMITTED EACH MONTH BY PEOPLE WITH LEGAL NEEDS*

25,000

LINKS TO FINDLAW'S 41 LEGAL NEWS BLOGS WHERE PEOPLE USE FINDLAW'S CONTENT*

3,000

MENTIONS OF FINDLAW ON SOCIAL MEDIA SITES

*Source: Omniture HitBox Traffic Reporting, January–December, 2009 |

OUR AUDIENCE

FindLaw's 4 million monthly unique users include affluent decision makers who turn to FindLaw.com to find information or an attorney, helping them make smarter legal decisions in their professional and personal lives.

FindLaw.com visitors are:

AFFLUENT

- \$87,057 Mean HHI (12% have a HHI above \$150K)

HIGHLY EDUCATED

- 69% are college grads or hold graduate degrees

MAKING IMPORTANT DECISIONS

- 66.3% are married
- 69.4% own a single family home

DEMOGRAPHICS

- 53% Female, 47% Male
- 67% Ages 25-54 (Median age: 47.1)



BOSTON MEDIA COVERAGE

WE'RE ABOUT TO DRIVE EVEN MORE POTENTIAL CLIENTS TO FINDLAW.COM IN ATLANTA.

Every month, more than 59,000 people in Boston visit FindLaw.com for legal help. Beginning November 1st, that number will grow even more as FindLaw saturates the Boston market with more than **2.1 million ad impressions per week**, delivered by broadcast cable TV, radio, billboard, transit and online advertisements.

Our consumer ad campaign, *When Life Gets Legal*, brings everyday legal issues to light through a series of relatable vignettes that will drive consumers searching for legal help to FindLaw.com.

WILL YOU BE THERE?



[WATCH OUR COMMERCIAL HERE](#)

ADVERTISING OPPORTUNITIES

PUT THE POWER OF FINDLAW.COM TO USE FOR YOUR FIRM
FindLaw Lawyer Directory advertising gives you access to people who are looking for a solution to their legal issues — ensuring your firm is there when they are ready to call an attorney. Our advertising solutions give you prominent placement, showcasing your expertise and making it easy for qualified potential clients to connect with your firm.

MORE QUALIFIED CLIENTS

Our studies show that FindLaw.com referrals are more than twice as likely to contact the firm as those referred from Google.**

Contact your Client Development Consultant or call 1-888-777-4962 to learn how you can launch your firm to the top of findlaw.com search results.

FindLaw.

FindLaw®

Learn About the Law

Find a Lawyer

FindLaw Answers

Legal Forms

News

Lawyer Directory » Car Accident » Massachusetts » Boston

Boston, MA Car Accident Lawyers, Attorneys and Law Firms

Related practice areas: [Personal Injury](#)

Legal issue (e.g., Bankruptcy)






Motor Vehicle Accidents -- Plainti

Location (e.g., Chicago, IL or 60611)

Boston, MA



Find

Name	Contact
 Kelley & Trehub - Massachusetts Motor Vehicle Accident Attorneys Wellesley, MA www.kelleyandtrehub.com Massachusetts Truck, Motorcycle, Auto Accident Lawyers. Just Compensation for your injuries. Call Kelley & Trehub	(866) Visit Website View Profile
 Cohen & Associates, P.C. Salem, MA www.jmcohenlaw.com Contact us for your Motor Vehicle Accident Claim needs. Click here or call today.	866-6 Visit Website View Profile OFFERS CONSULT
 Connell & Foresta - Car, Motorcycle & Truck Accident Lawyers Boston MetroWest / Throughout Massachusetts Experienced Massachusetts Auto, Motorcycle and Truck Accident Lawyers. Specializing in Motor Vehicle Injuries. Call	617-3 View Website View Profile
 David R. Hagemeyer Hyde Park, MA Map this www.davidhagemeyerlaw.com Car Accident Focus Areas: Motorcycle Accidents , Motorcycle Insurance Issues for Bikers , Brain and Head Injuries	View Website View Profile OFFERS CONSULT
 Denner Pellegrino, L.L.P.	View Website

SUCCESS STORIES

HEAR WHAT ATTORNEYS ARE SAYING ABOUT FINDLAW

"FindLaw delivers to me more inquiries from potential clients than all other Internet services I contract combined. Their recommendations for layout, content, etc. are right on the money, which dovetails exceedingly well with their optimization program. I consider this to be an excellent investment."

Barry D. Lang, M.D.
Barry D. Lang, M.D. and Associates

"I am totally pleased with my FindLaw FirmSite and Directory products. So far, my investment has resulted in actually opening one high-quality new case per month, has paid for itself several times over in less than a year and the intangible return has been even greater. Smartest marketing I've ever done."

Charles P. Kazarian, Esq.
Charles P. Kazarian, P.C.

"We are very pleased with our FindLaw website to date. The firm has acquired clients that have produced fees of approximately ten times the investment we have made with FindLaw. We look forward to consulting with Steve to find new ways you can further assist us with increasing Web traffic in the areas we discussed."

Arthur Goldberg, Esq.
Nathanson & Goldberg, P.C

"I received the first call from a prospective client just days after I showed up in the FindLaw Directory. Within my first 30 days as a FindLaw customer, my website and directory placements had generated enough business to more than pay for the first year of FindLaw charges. In my opinion, FindLaw is the gold standard for Internet legal advertising. I have tried other services, and none achieves the results I get from FindLaw. '

Robert Perez, Attorney at Law

BE SEEN WHERE IT MATTERS

**CONTACT YOUR CLIENT DEVELOPMENT
CONSULTANT TODAY TO GET IN ON THE ACTION**

We will help you plan the best approach to reach more new clients.

Call 1-888-777-4962 or visit
Lawyermarketing.com today.

FindLaw.

