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TRIAL Readership Profile

More than 45,000 legal professionals are members of the American Association for Justice. AAJ members have diverse professional and private interests, as well as strong buying power—their average annual income is over \$250,000. AAJ members are discerning consumers accustomed to making independent decisions. A subscription to *TRIAL* is a major benefit of AAJ membership. In fact, recent research findings show that many members initially joined AAJ just to receive *TRIAL*.

TRIAL Magazine Usage

The average member has received *TRIAL* for 10 years, including 14% who have received the publication for 20 years or more.

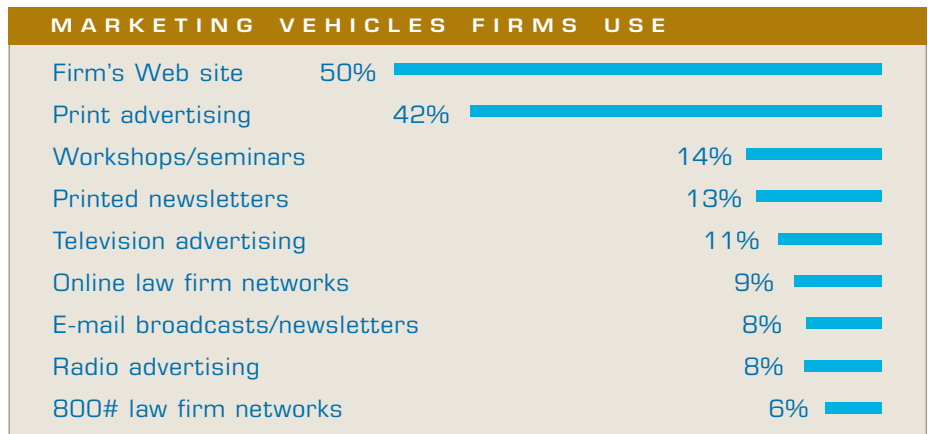
The typical recipient has read three of the last four issues of *TRIAL*. 63.9% have read four out of the last four issues. 43% read or look through half or more of a typical issue, and 10.3% pass their issue along to at least one other person. (This reflects the high percentage of sole practitioner members.)

Readers' Legal Practice

On average, recipients have been in practice 18.5 years and work for firms that employ about 6 lawyers.

Areas of practice:

Personal Injury (General)	77%	Criminal Law	15%
Motor Vehicle Collision/ Highway Design	52%	Family Law	13%
Products Liability	45%	Employment Law	14%
Medical Negligence	44%	Civil Rights	11%
Premises Liability/ Inadequate Security	38%	Consumer Protection/Rights	8%
Commercial Law	25%	Environmental Law	7%
Insurance Law	22%	Railroad Law	5%
Professional Negligence (Non-Medical)	21%	Admiralty Law	4%
Workplace Injury/Workers' Comp	18%	Aviation Law	4%
		Governmental Liability	3%
		Elder Care/Nursing Homes	4.5%
		HMO/Managed Care	1%



Readers' purchasing involvement:

Involved in some way	78%
Approve/authorize purchases	55%
Determine needs	40%
Evaluate products/suppliers	30%
Recommend/specify purchases	29%
Make purchases	32%
Part of a buying committee	8%
Involved in other way	4%

Types of software firm currently uses:

Word processing	74%
Online legal research services	67%
Calendaring	59%
Time and billing	53%
Web browser	48%
Case management	42%
Spreadsheet	41%
Database	38%
Automated forms	37%
Litigation support	27%
Desktop publishing	22%
Document assembly	21%
Imaging	18%
Docket	15%
Trial presentation	15%
Auto citation	14%
Case-related presentations	10%
Graphic design	9%
Voice recognition	8%

34% of these respondents indicated their firms plan to purchase or upgrade software in the next 12 months.

Among those firms who do not use litigation support software, following are the reasons:

No need for it	25%
Too expensive	22%
Lack of time to research	21%
Not enough guidance to choose correct software	21%
Requires too much training	11%

Moderate to strong influential factors when making purchasing decisions:

Recommendations from colleagues	67%
Advertisements in legal publications	59%
Direct mail brochures	47%
Online resources/Web sites	42%
Seeing products/services at legal trade show	23%

Readers' time spent on the Internet per week:

25 hours or more	4%
20-24 hours	8%
15-19 hours	6%
10-14 hours	18%
5-9 hours	29%
3-4 hours	14%
1-2 hours	11%
Less than 1 hour	5%
None	3%

Reader Demographics

Gender:

Male	81%
Female	19%

Typical recipient:

47 years old
 Male
 Average pretax household income:
 \$251,000

Readers' geographic distribution:

South Atlantic (DC, DE, FL, GA, MD, NC, PR/VI, SC, VA, WV)	22%
East North Central (IL, IN, MI, OH, WI)	12%
Middle Atlantic (NJ, NY, PA)	15%
Pacific (AK, CA, HI, OR, WA)	11%
West South Central (AR, LA, OK, TX)	11%
East South Central (AL, KY, MS, TN)	7%
West North Central (IA, KS, MN, MO, NE, ND, SD)	7%
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	7%
New England (CT, MA, ME, NH, RI, VT)	6%