

WHO WE ARE

MINNESOTA LAWYER

Minnesota Lawyer is the state's only independent newspaper and online resource dedicated to reporting on and enhancing the practice of law in Minnesota.

Our online and newspaper content provides timely, vital information and news. Our website, www.minnlawyer.com, is fully searchable and is the repository for valuable legal insights. Readers can access full-text appellate decisions, verdicts and settlements, legal profiles, events, and learn of the best practices in the legal profession – keeping Minnesota's attorneys on the cutting edge. Readers also have access to the Online Judicial Directory – our exclusive guide to help attorneys prepare to stand before the bench.

MINNESOTA LAWYER is the essential, independent news source for the legal community in our state.

READERSHIP

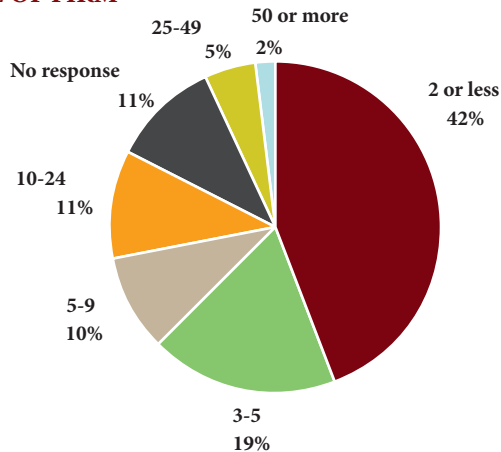
Partners/principal in private firm

39%

Solo practitioners

32%

SIZE OF FIRM



- 85% of Minnesota Lawyer subscribers have purchasing, leasing and specifying authority over products and services used by their firms.
- 67% are at the highest level of involvement—authorizing/approving purchases.

Products and services planned to be purchased or upgraded in the next 2 years

86%	Entertainment and dining out
76%	Dry cleaning
70%	Clothing
62%	Tickets to sporting events
55%	Home furnishings
29%	Financial planning
12%	Primary residence
11%	Investment property

PERSONAL DEMOGRAPHIC PROFILE

AFFLUENT

Average annual household income:

\$239,000

Average net worth:

\$1,360,000

Average market value of their primary residence:

\$419,000

GENDER

Male:

73%

Female:

24%

No Answer:

3%

EDUCATION

99%

of our subscribers have a college degree.

90%

of our subscribers have a post-graduate degree.

SUBSCRIBER HABITS

MINNESOTA LAWYER subscribers have a long tenure with Minnesota Lawyer. 69% have been subscribing to the publication for 10 years or more. On average, subscribers spend 39 minutes reading Minnesota Lawyer and 75% have read all four of the last four issues.

ON AVERAGE, Minnesota Lawyer subscribers have been practicing law for 28 years.