

# The top 5 publications for legal vendor PR

Whether you're rolling out a new product or attempting to position your executives as thought leaders within the legal marketplace, leveraging the credibility and reach of the legal media can escalate your brand's image in the eyes of key decision-makers. But with only a finite amount of time, human resources and money, only so much legal vendor PR can be done, so it's important to prioritize and figure out where you can get the most bang for your media relations bucks.



**Jaffe Staff**

I've been working in the legal industry as a media, marketing and public relations professional for nearly a decade. I've written or ghostwritten for more than half-a-dozen legal trade magazines, and I am very familiar with each publication's content and audience. Given my in-depth knowledge of the legal media landscape, I can say with confidence that I know which publications are the best platforms for legal vendors.

What constitutes the best? The best are not necessarily those with the largest readerships or the broadest scope. In fact, oftentimes, the best will be niche publications, read by a smaller, more concentrated pool of professionals with the power to make purchasing decisions. Other times, the best might be those publications read by support professionals – those individuals who will actually be the end users of a particular product or piece of software.

The following, in no particular order, are my top 5 publications for legal vendor PR.

**Law Technology News** – The legal technology darling of the ALM empire, *Law Technology News* has built itself a reputation as *the* industry leader in legal technology news. If you're a legal technology vendor, this is where you want to see your name in print.

**Peer to Peer** – Along with its white paper series, the International Legal Technology Association's *Peer to Peer* magazine is an essential resource for legal IT professionals and lawyers who aren't afraid to get a little techie.

**Litigation Support Today** – Targeted to the niche audience of litigation support professionals, this publication will position your brand in front of the end users of your product, particularly for those in the data forensics and e-discovery technology spaces.

**ABA Journal** – What better way to speak to a wide audience of attorneys than to get publicity in the national bar association's publication? The *ABA Journal* frequently publishes on issues relating to legal technology and products that facilitate practice management. For vendors that target smaller firms and solo practitioners, this is a key target.

**InsideCounsel** and **Corporate Counsel** – I had to lump these two together because of their similar audiences. Both publications cater to the in-house legal market, which can either be purchasers themselves or greatly influence other purchasers, i.e., outside counsel.

*InsideCounsel*, in particular, has amped up its website content over the past several years, adding bylined article opportunities for legal vendor contributors.

By no means is this an exhaustive list of legal publications for legal vendor PR, but these are some of the best of the best. What other publications do you find useful? Feel free to let me know in the comments section or contact Terry M. Isner at [tisner@jaffepr.com](mailto:tisner@jaffepr.com).