

20
10

EDITORIAL CALENDAR

CALIFORNIA LAWYER

THE PREFERRED
PUBLICATION
OF PRACTICING
ATTORNEYS

20
10

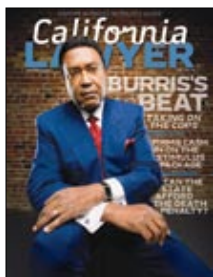
NEWS

TRENDS

TECHNOLOGY

CULTURE

California LAWYER



California Lawyer is the nation's leading legal magazine, covering the nation's most dynamic and talked about legal market. Every month, we provide our upscale readers with timely legal analysis, in-depth features, technology updates, and practical advice on substantive law. To date, we have won an astounding 57 Maggie awards from the Western Publications Association for excellence in editorial content and design. We have also won national honors from the Society of Publication Designers. In the world of legal publications, *California Lawyer* is in a league of its own.

"California Lawyer truly keeps me up to date on issues challenging our legal profession. It also regularly provides me with helpful practice pointers and keeps me posted on the latest in law office technology and marketing developments. There is simply no other available monthly attorney magazine that provides such coverage."

Steve Ruben,
San Francisco family law specialist



CALIFORNIA LAWYER has been honored by the Western Publications Association with 57 Maggie Awards for editorial and design excellence

20
10

	Focus & Features	Sponsored Roundtables	DEADLINES	
			space	materials
JANUARY	Litigation & Technology CRM Software Technology Guide	White Collar	Dec. 2	Dec. 10
FEBRUARY	Professional Liability Insurance Wireless Tech Expert Witness Guide	Securities	Jan. 4	Jan. 13
MARCH	Lawyers Of The Year (CLAY Awards) Digital Literacy ADR Guide	Products Liability	Feb. 3	Feb. 12
APRIL	Business Development Business Travel Digital Security Courtroom Resource Guide	Employment	March 3	March 12
MAY	Diversity Tech Troubleshooting Technology Guide	Antitrust	April 7	April 16
JUNE	Forensic Accounting Courtroom Tech Expert Witness Guide	False Claims	May 5	May 14
JULY	Finance Small Firm Solutions Recruiters Guide	Diversity	June 7	June 16
AUGUST	Litigation & Technology Green Tech ADR Guide	Class Action	July 7	July 16
SEPTEMBER	California 50 Cell Phone Apps Technology Guide	Securities	Aug. 5	Aug. 16
OCTOBER	Corporate Website Development Expert Witness Guide	Intellectual Property	Sept. 2	Sept. 14
NOVEMBER	Globalization Hot Products Courtroom Resource Guide	Employment	Oct. 7	Oct. 18
DECEMBER	In-House Counsel Survey Tech: 2011 CLE and Office Resources Guides	Environmental Law	Nov. 4	Nov. 15



CALIFORNIA LAWYER

THE #1 CHOICE OF ADVERTISERS

PRESTIGE

California Lawyer consistently earns top awards for editorial excellence.

SIZE

California has 20% of all practicing attorneys nationwide.

REACH

California Lawyer circulates to California's practicing attorneys and to:

- California Judiciary
- Managing Partners in the top 250 firms
- Corporate Counsel nationwide
- Information Technology directors
- Administrators

PLUS DISTRIBUTION AT TRADE SHOWS

VALUE-ADDED PROGRAMS

- Legal Resource Center Listing
- Ad readership studies
- Seminars
- Promotional events
- Reprints

44 Montgomery St., Ste. 250, San Francisco, CA 94104
Phone: 415-296-2400 | Fax: 415-296-2440

915 E. First St., Los Angeles, CA 90012
Phone: 213-229-5300 | Fax: 213-229-5367

WWW.CALLAWYER.COM