

BY THE NUMBERS: PRINT — LAW



81

percent

of readers have
purchasing authority



TOP PRACTICE
AREAS OF READERSHIP:

Civil Litigation	48%
Estate Planning	46%
Personal Injury/Plaintiff	35%
General Practice	26%
Criminal	24%
Family	24%
Business	23%
Insurance	23%
Labor & Employment	21%
Construction/Public Contracts	18%
Tax	13%
Elder	11%
Intellectual Property	7%

On average,

71

percent

keep their issues
of Wisconsin Law
Journal for
3 months

DEMOGRAPHICS

Average reader's income:

\$234,000

with average net worth of \$1.5 million

64%

of the subscriber's firms have
10 or fewer attorneys

Average number of attorneys
in subscriber firms = 10

97
percent

of readers say we are
"excellent" or "good"
in reliability

3 in 4

of our readers say
we are very important
as a source of
legal information

42
minutes

Average amount of
time spent with
every issue.