

Reader Survey

Total Readership	15,062
Paid Circulation	3,012
Average Shelf Life	2.2 yrs.
Average Time Spent Reading a Typical Law Tribune Issue	32 min.
Reading more than 10 years	67%
Read last 5 issues	73%

Legal Profile

Median Size of Law Firm	13 lawyers		
Partners	46.2%	Solo Practitioners	20.2%
Associates	6.9%	Corporate Council	9.3%
Business/Industry	4.5%	Government Atty's	4.9%
Other Legal Positions	5.3%	Other	0.4%

Legal Specialties

Administrative	19%
Bankruptcy	12%
Commercial/Corporate	36%
Criminal	23%
Environmental/Construction	11%
Family	26%
General Practice	32%
Insurance	11%
Labor & Employment	22%
Litigation	50%
Personal Injury	34%
Product Liability	18%
Real Estate & Land Use	43%
Technology	11%
Trust, Estate & Probate	18%

Retain 10+ law firms past year 55%

Referred to 10+ law firms past year 59%

Personal

Average Age of Subscriber	.51
Male Subscribers	.67%
Female Subscribers	.33%

Professional Purchase Profile

Acted on advertisement seen in paper	42%
Plan to purchase in the next 12 months	
Software	62%
Services	82%
Office Equipment	58%
Plan to purchase laptop or PDA	41%

Personal Financial Profile

Average Individual	
Employment Income	\$263,700
Average Household Net Worth	\$1,297,000
98% own their own homes,	
with an average value of	\$585,900
31% own secondary or weekend	
homes with an average value of	\$306,800
93% own investment portfolios,	
with an average value of	\$990,100
Percentage owning 1+ luxury car	38%
Rountrip flights in past year	4
Number of nights in resorts past year	14

Plan to purchased in the next 12 months

Cultural Event tickets	70%
Fine jewelry/watches	25%
Automobile	26%
Designer clothes/shoes	25%

Other Publications Read

Hartford Courant	59%
New Haven Register	24%
Fairfield County Business	6%
Business New Haven	9%

**Percentages may add up to more than 100% due to multiple answers.*