

A top-down view of a cluttered desk with a red tint. In the center is an open laptop displaying a website. To its left is a calculator and a cup of coffee on a saucer. To its right is a smartphone and a pair of glasses. The desk is covered with various papers, folders, and a pen holder. The text 'LTO Legal Tribune Online' is overlaid in the center.

LTO Legal Tribune Online

Media Data 2019

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Largest digital magazine of the legal industry with over 2.3 million page impressions and 1.4 million visits per month



Largest online job market for legal employments with 1.4 million hits per year and constantly more than 1,000 job offers



Twice honoured as the "Specialist Medium of the Year"



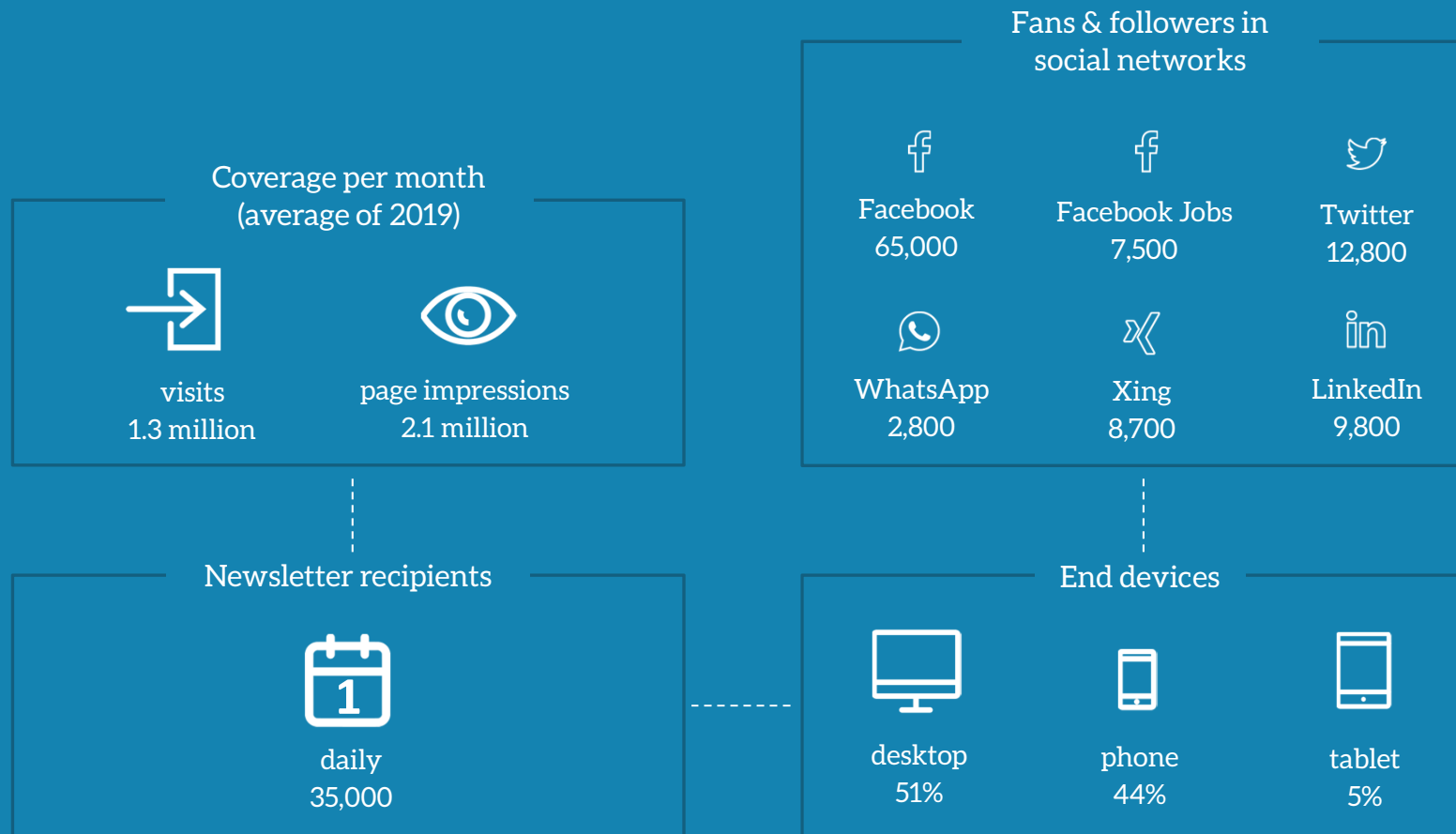
Awarded "Best Website of the Year 2016" in the category of »Career and Education«



Amongst the top 10 German digital specialist magazines - as the only media in the legal and tax sector



More than 110,000 fans and followers on Facebook, Twitter, Whatsapp, Xing and LinkedIn



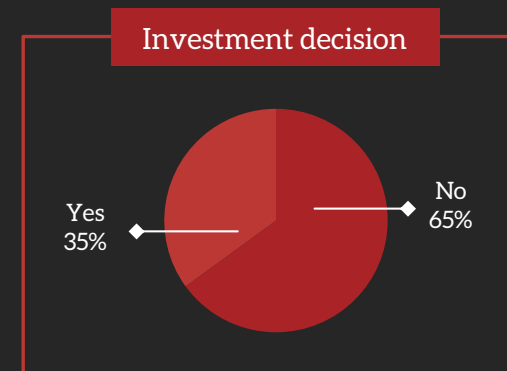
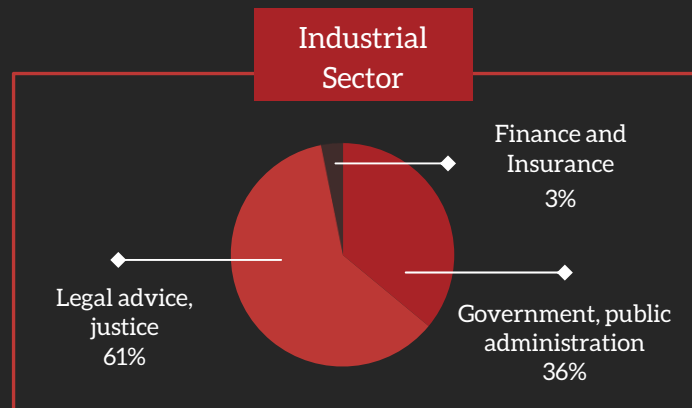
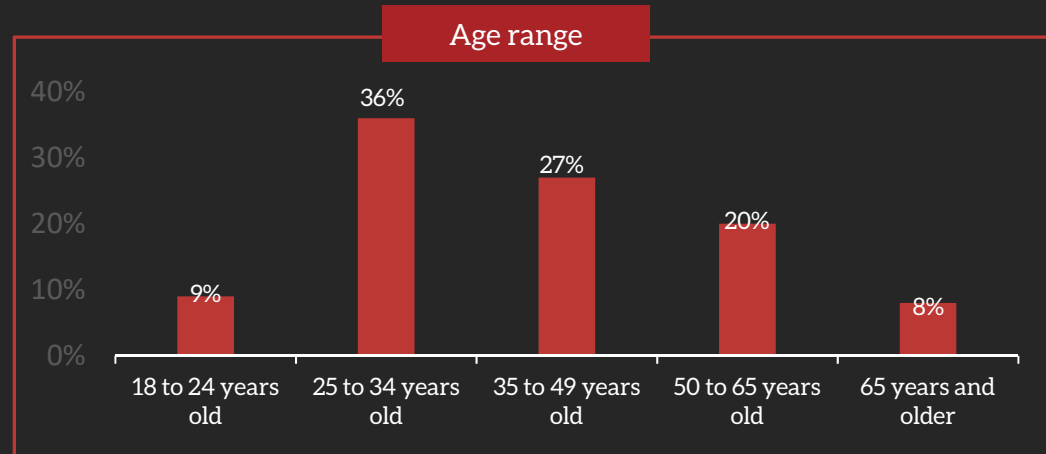
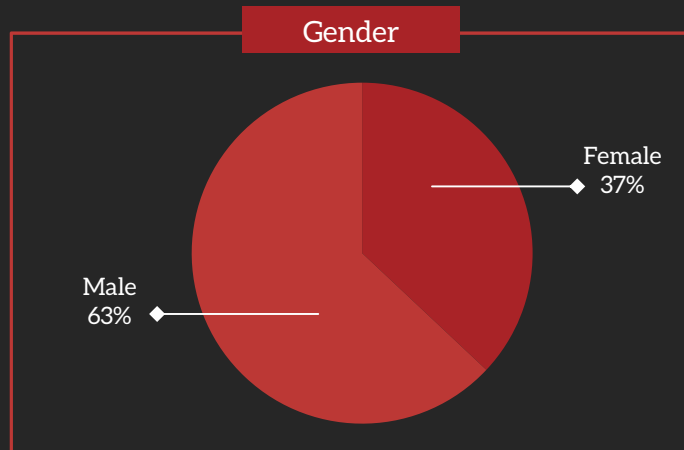


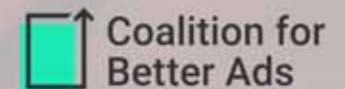
Image & Web Advertising

The banner advertising on LTO follows the recommendations of the Coalition for Better Ads. All sides benefit from this concept:

- Our readers benefit with less adverts per page and significantly faster loading times.
- Our advertisers benefit with higher exclusivity, better visibility and a lasting impact.

These are our principles:

- Each campaign has a fixed duration of at least one week.
- During this period, we show your advertising medium on every single call the website is invoked – whether from a desktop computer, tablet or smartphone.
- Only one advert is shown on each page. The only exception is the start page with two advertising mediums.
- Our banner formats are based on the standards made by ‘Coalition for Better Ads’.



Banner advertising on the start page & in categories

———— Homepage ————

On our homepage we offer you two advertising spaces: »Top« directly in the visible area in the format billboard, skyscraper or super banner. »Middle« a little below the visible area in a medium rectangle format.

———— Categories ————

After booking a category, your campaign will be projected on the category side (e.g. academic studies & legal clerkship) and on all in this category published articles without a specifically assigned field of law - whether topical or archival.

Placement	€/Week
Homepage Top	1.995 €
Homepage Middle	1.495 €
Legal Profession	995 €
Jobs & Career	995 €
Judiciary	995 €
Review	995 €
Academic Studies & Legal Clerkship	995 €
Events	995 €
Law Firms & Companies	995 €

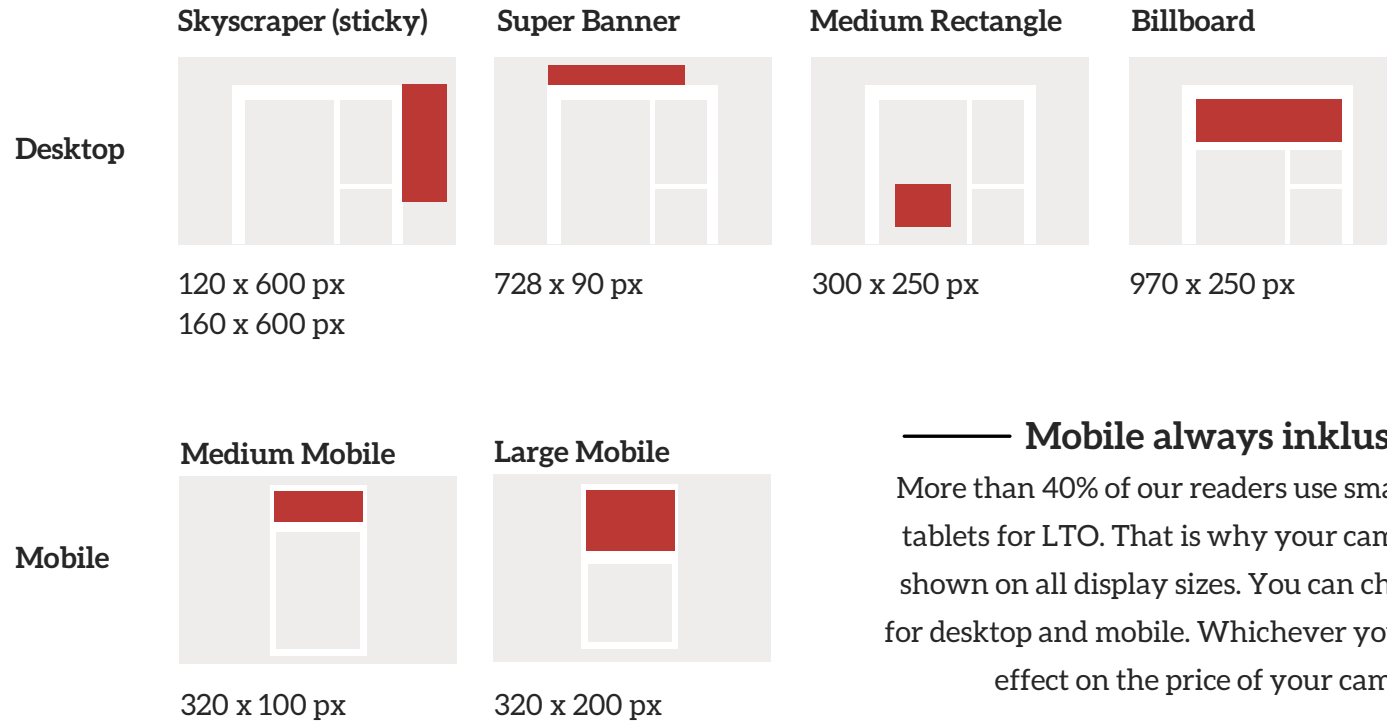
Banner advertisement in fields of law

After booking a banner in a legal field, we show your advertising medium on all articles that belong to that respective legal area - whether topical or archival. In addition, your campaign will be shown on the general overview page of that field of law, e.g. the overview page for employment law.

Our advice

Use the banner advertisement in a specific field of law as a support for your job advertisements! If, for example, you are looking for an M&A expert, place an additional banner in the M&A field of law.

Field of Law	€/Week
Common and Unique Administrative Law	495 €
Employment Law	495 €
Banking, Finance & Insurance Law	495 €
Building Law, Real Estate Law	495 €
Data Protection, IT Law	495 €
European Union law	495 €
Family and Inheritance law	495 €
Media Law and Copyright Protection, Industrial Legal Protection	495 €
Tenancy and Proprietary Law	495 €
Public Law	495 €
Private Equity, M&A, Cartel Law	495 €
Social Law	495 €
Tax Law	495 €
Criminal Law	495 €
Traffic Law	495 €
Economic Law, Commercial Law and Corporation Law	495 €
Civil Law	495 €

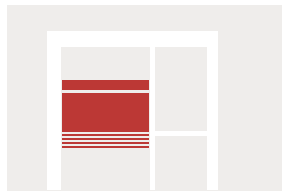


—— **Mobile always inklusive** ——

More than 40% of our readers use smartphones and tablets for LTO. That is why your campaign will be shown on all display sizes. You can choose a format for desktop and mobile. Whichever you prefer has no effect on the price of your campaign.

NEW: The high-coverage image ad format on LTO home page, LTO newsletter & social media.

Advertorial



- Roof line 60 characters,
- Title 80 characters,
- Teaser 240 characters,
- Article text: 200 - 800 characters
- (each incl. spaces)
- Figure 620 x 347 px, max. 200 kb

Total price: 2.995 €

Newsletter "LTO Daily"

A placement in the newsletter
recipients: 35.000
opening rate: 35%
Every working day at 18 o'clock

LTO Homepage

One week on the home page
Afterwards 12 months in the
archive callable
Views per week: 100.000

Social media

Facebook, LinkedIn and Xing
posting
Follower: 83,000

Start offer:
Newsletter Topbanner
(650 x 80 px)
free of charge for each
advertorial booking

Job Market & Recruiting

5 good reasons to use LTO jobs for your recruiting: LTO Jobs...

1. ...is the **largest online job market for legal employments** with 1.4 million hits and 300,000 users per year.
2. ...offers the **largest selection of jobs** in Germany for the sector law and tax with around 1,000 job opportunities at all times.
3. ...is the **most popular job market** for young lawyers and high potentials.
4. ...is the only job market to offer a **free active-sourcing-option** for every job advertisement.
5. ...offers access to readers of **42 professional journals** and **5 social networks**.

TopJOB basic

Our basic offer for your search for lawyers.

- ✓ 4 weeks duration
- ✓ Top list position at the start
- ✓ 1 week on the LTO start page
- ✓ 1 week on all LTO article pages
- ✓ Newsletter-Posting
- ✓ "Jobs of the week" - article
- ✓ Article posting in 5 social networks
- ✓ Daily access statistic via Reporting Link
- ✓ Publication within 48h
- ✓ **New:** Direct approach of a candidate*

Price: 1,495 €

TopJOB plus

Our expanded service for your search for jurists.

- ✓ 6 weeks duration
- ✓ Top-Placement on front page
- ✓ 1 week on the LTO start page
- ✓ 1 week on all LTO article pages
- ✓ Newsletter-Posting
- ✓ "Jobs of the week" - article
- ✓ Article posting in 5 social networks
- ✓ Daily access statistic via Reporting Link
- ✓ Publication within 48h
- ✓ **New:** Direct approach of a candidate *
- ✓ Single posting on Facebook
- ✓ 2x refresh after each 14 days

Price: 2,495 €

TopJOB premium

Our print and online combination offer for your search for jurists.

- ✓ 8 weeks duration
- ✓ Top-Placement on front page
- ✓ 1 week on the LTO start page
- ✓ 1 week on all LTO article pages
- ✓ Newsletter-Posting
- ✓ "Jobs of the week" - article
- ✓ Article posting in 5 social networks
- ✓ Daily access statistic via Reporting Link
- ✓ Publication within 48h
- ✓ **New:** Direct approach of a candidate *
- ✓ Single posting on Facebook
- ✓ 2x refresh after each 14 days
- ✓ Full page print publication
- ✓ Up to 26 professional journals
- ✓ Approx. 40,000 printed copies

Price: 4,995 €

Refresh and extension option

All TopJOB job advertisements can be extended as often as you like at a net price of EUR 495. You have up to four weeks after your job ad expires to extend it. The extended job advertisements run again for 4 weeks and receive an advertisement refresh with renewed top list placement. In addition, they are listed again on the LTO home page (1 week) and on LTO article pages (1 week). Content adjustments are not possible for renewals.

Collective and location ads

Collective advertisements (a job title with any number of legal fields and locations) are only possible as TopJOB premium - with a large reach and visibility in the print sector. Location job advertisements are possible by specifying up to three legal areas. You can enter up to three locations for legal area job advertisements.

Additional LTO-Jobmatch contact releases for your job advertisement

During the term of your TopJOB advertisement, you have the option of purchasing an unlimited number of additional activation codes for LTO Jobmatch at a fixed price of EUR 495.00 net per code. These codes can be used indefinitely for all contact activations/candidates at **no additional cost**. This applies regardless of the activation value of the candidates when using LTO Jobmatch alone. Each code is only valid for one activation.

Agency commission

We grant an agency commission of 15%. Please note that our end-user annual offers are not agency commission-compliant.

Recruiting without limit with the LTO Job-Flatrate

Unlimited job advertisements and direct contact with any number of candidates at a fixed price - we offer this all-round carefree package for the first time in 2019. Duration until end of year, price on request. We grant 15% agency commission.

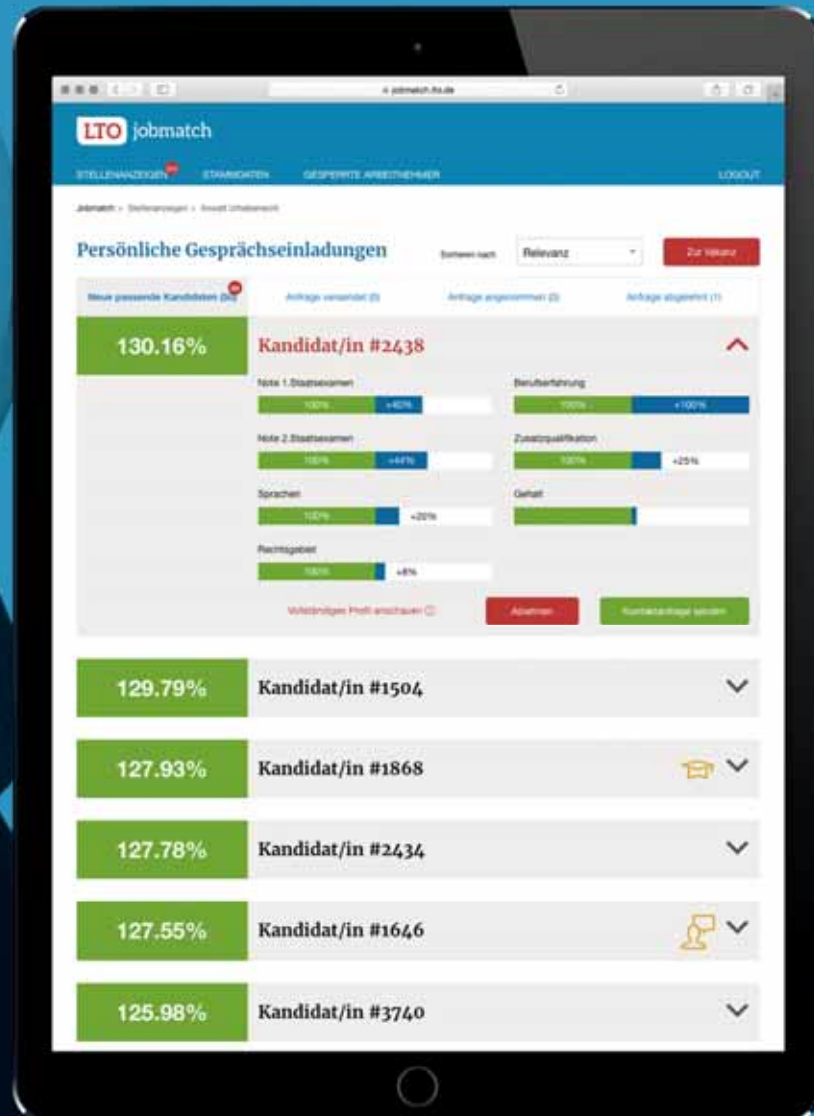
Services at LTO Jobs - Germany's largest industry job market for lawyers:

- ✓ Place as many legal job advertisements as you like to search for fully qualified lawyers, jurists, commercial lawyers, legal trainees or academic staff.
- ✓ The advertisements are valid for an unlimited period of time within the contract period and are placed on a top list once.
- ✓ Our team places and optimises your advertisements and you receive an LTO real-time reporting link.
- ✓ Upgrade individual job advertisements (495 EUR net) for even more visibility by placing them on the LTO homepage and article pages for one week, as well as an additional top list placement.

Please note that you may only place one job ad per open vacancy. Changes to vacancies can be made at any time.

Services at LTO Jobmatch - Germany's fastest growing active sourcing solution for lawyers:

- ✓ Search the LTO-Jobmatch database with more than 2,600 lawyers - more than 650 of them with honors.
- ✓ Search for any number of open positions.
- ✓ Address any number of candidates.
- ✓ By request, we will first create your employer area and answer any questions you may have.



LTO Jobmatch is the new form for recruiting

- ✓ Search for candidates for as many vacancies you need
- ✓ Suitable candidates are found **within a few minutes** and clearly displayed to you
- ✓ **Compare** suitable candidates **free of charge** on the basis of exam grades, additional qualifications, professional experience, language skills, salary expectations and other criteria.
- ✓ You pay only in **case of success**, namely if a personal contact to an interested and at least 100% suitable applicant is established and confirmed by the applicant.
- ✓ **Fair pricing structure:** The contact fees vary according to the qualifications and experience of the candidates and will be displayed to you before contact exchange.
- ✓ **LTO Jobmatch makes your recruiting easier, faster and more cost-effective.**

Detailed information can be found at (in German):
www.lto.de/jobmatch-arbeitgeber

Law Firm - and Employer-Branding

Enhance the editorial reporting about your law firm with your brand and position yourself as an employer on the most popular job market for young lawyers and high potentials.

Branding via law firm profile

A law firm profile addresses (potential) clients and other industrial participants. It complements editorial reporting on your law firm.

- ✓ Equip the freely configurable layout with your logo and corporate identity.
- ✓ Inform about practice areas, industry specialisation, locations or awards.
- ✓ Linking and placement of your logo in the segment „law firms in the news" on the start page and article pages
- ✓ Link from all industry news about your law firm to your firm profile and placement of your logo underneath these news.
- ✓ High visibility in search engines

Employer Branding via employer profile

Take advantage of LTO's reach within students, trainees and young lawyers to position yourself as an attractive employer.

- ✓ Provide informations about e.g. entry opportunities, requirement profiles, benefits, development opportunities, law firm or company structures, legal clerkships, internships and research assistance.
- ✓ Placement on the homepage and online job market as „Top-Employer“
- ✓ Single post on our Facebook page "LTO Jobs für Juristen" ("LTO jobs for lawyers")
- ✓ More effective job advertisements in LTO job market by linking them to an employer profile
- ✓ Listing of your job advertisements on the employer profile
- ✓ High visibility in search engines

Minimal effort for you:

After receiving your order, our team creates the profile based on your website's information and other sources. You check the result and inform us of your change requests.

Legal Disclosure

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NEW from April 2019: The free [LTO Event Calendar!](#)

[Click here to register your event.](#)