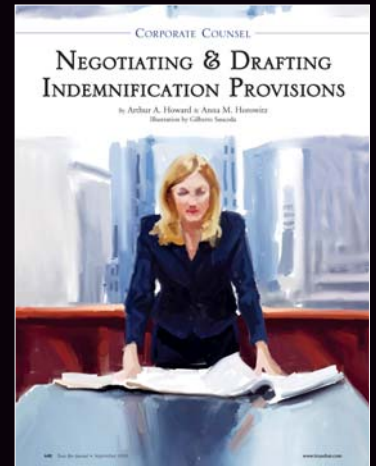
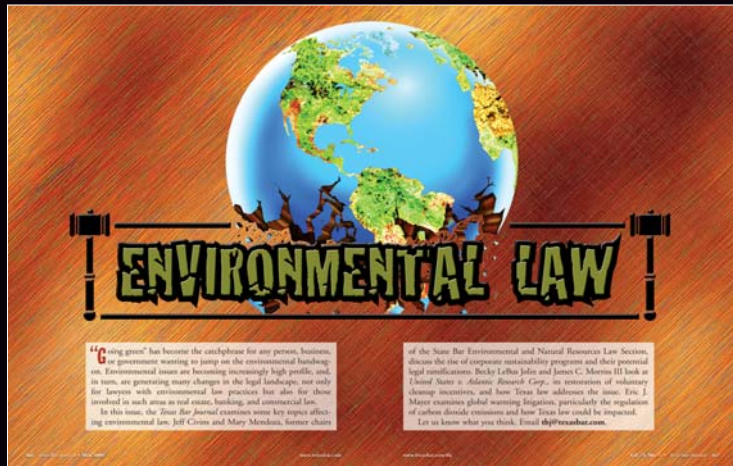


TEXAS BAR JOURNAL *Media Kit*

2009 EDITORIAL CALENDAR



*The Only Legal Publication
Reaching Every Attorney in Texas*

January

Issue Focus – 2008 Year in Review

Space Deadline: Nov. 20, 2008

Copy Deadline: Nov. 27, 2008

February

Issue Focus – Lincoln Bicentennial

Space Deadline: Dec. 19, 2008

Copy Deadline: Dec. 26, 2008

March

Issue Focus – Lawyers and the Financial Crisis

Space Deadline: Jan. 23, 2009

Copy Deadline: Jan. 30, 2009

April

Issue Focus – Going Green

Space Deadline: Feb. 20, 2009

Copy Deadline: Feb. 27, 2009

May

Issue Focus – Future of Civil Litigation

Space Deadline: March 20, 2009

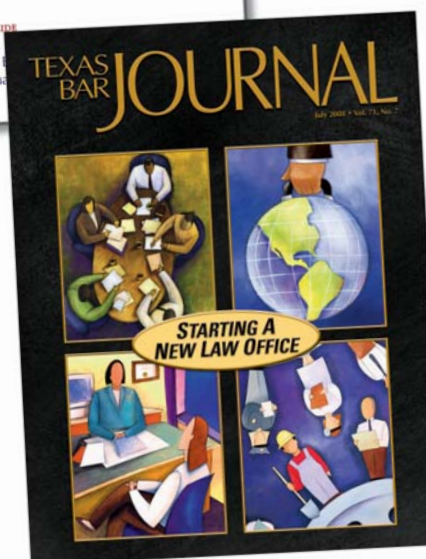
Copy Deadline: March 27, 2009

June

Issue Focus – Short Story Fiction Writing Contest

Space Deadline: April 22, 2009

Copy Deadline: April 29, 2009



July/August

Issue Focus – Electronic Lawyer

Space Deadline: May 22, 2009

Copy Deadline: May 29, 2009

September

Issue Focus – Legislative Update

Space Deadline: July 22, 2009

Copy Deadline: July 29, 2009

October

Issue Focus – Children and the Law

Space Deadline: Aug. 21, 2009

Copy Deadline: Aug. 28, 2009

November

Issue Focus – Professionalism:

20 Years of the Texas Lawyer Creed

Space Deadline: Sept. 23, 2009

Copy Deadline: Sept. 30, 2009

December

Issue Focus – State Bar of Texas

70th Anniversary

Space Deadline: Oct. 23, 2009

Copy Deadline: Oct. 30, 2009

Issue focus subject to change.



The *Texas Bar Journal* – the official publication of the State Bar of Texas – is published 11 times per year. With 97,000 subscribers, the *Texas Bar Journal* is the only legal publication reaching every attorney in Texas. A 2006 readership survey shows that 95 percent of the attorneys in Texas read the magazine. Call for results from the 2008 readership survey.

Demographics

Male	68%
Female	32%
Average Years of Experience	19.6
Private Practice – Partner	28%
Other Private Practitioner	17%
Private Practice – Associate	15%
Corporate Counsel	13%
Federal/State/Local Government	13%

Firm Size

Sole Practitioners	39%
2-10 Lawyers	32%
11-40 Lawyers	12%
41-100 Lawyers	5%
100+ Lawyers	12%
Average Income	\$112,650
Average Investment Portfolio	\$195,535

Readership

- 95% of Texas attorneys read the *Texas Bar Journal*.
- 72% find articles practical & useful.

TBJ Readers



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