



Building a Brighter Future
for Injured People

Media pack

Opportunities to get involved with APIL

Association of Personal Injury Lawyers (APIL)

T: 0115 9435427 E: mail@apil.org.uk

2

APIL
media
pack

CONTENTS

Founded in 1990 APIL fights for the rights of those injured through no fault of their own

93% of members say they read PI Focus*

PI Focus - hard copy & e-version	03-04
Expert and rehabilitation services directory	05
Expert witness database & associate membership	06
Conference exhibition and sponsorship	07
On the web	08
Mailing lists	09
Rehabilitation services database entry	10
Bespoke packages	11

APIL's vision
A society without needless injury, but when people are injured they receive the justice they need to rebuild their lives

3 APIL media pack

PI Focus

PI Focus is circulated to all members of the association, expert witnesses, and is available on subscription*.

It is the magazine of APIL and the most valuable benefit of membership with over 93% saying they read the whole magazine. Over 700 – 25% - are partners, managing partners or senior partners at law firms and are key decision-makers.

Re-launched on 1 September, 2022, the magazine has 64 pages, perfect-bound, with a vibrant, high impact and modern look, and in addition there is a digital version with interactive page-turn technology and click through advertising opportunities. The e-magazine will be circulated via a dedicated email and can be viewed on the members' only area of the website.

*Those who are not APIL members or enhanced experts can subscribe to the PI Focus for £120 (VAT not applicable) per annum (6 issues). Please go to <https://www.apil.org.uk/subscribe-to-pi-focus> and complete the online form.

“I absolutely love the new layout and design of the PI Focus magazine”
“Good range of content, there is always something of relevance and interest”

Circulated to over 3,100 APIL members as well as 200 expert witnesses (Jan 24)

APIL's digital version of PI Focus provides:

- APIL partners with an effective lead generating and insight data gathering channel
- Increased readership and not restricted to geographical boundaries
- Interactive links to your website
- Video and audio embedded content

T: 0115 9435427 E: mail@apil.org.uk



4 APIL media pack

PI Focus specifications

25% of readers are partners, managing partners or senior partners at law firms and are key decision-makers*

Item	Display advert size width x height	Price exc. VAT
Double page spread	420mm x 297mm + 3mm bleed	£2,625
Back page	210mm x 297mm + 3mm bleed	£2,625
Advertorial double page	420mm x 297mm	£2,625
Advertorial full page	210mm x 297mm	£1,420
	Recommended word count for an advertorial is 450-500 for a full page & 850-1,200 for a double page spread	
Inside front or back cover	210mm x 297mm + 3mm bleed	£2,100
Full page	210mm x 297mm + 3mm bleed	£1,420
Half page	170mm x 124mm	£815
Quarter page	170mm x 60mm	£475

If you would like to sponsor a column please contact kirstylouise@apil.org.uk

Flyer insert - A4, A5 or A6 inserts accepted, matt, uncoated finish, max. weight 28g, quantity required approx. 3,400 per issue £475

Live contact, on full pages, should be within 10mm of all trimmed edges (this ensures all important content to be seen and not cut off when the printers trim the publication down).

Six issues per year / 4 colour CMYK (adverts can be mono) adverts to be supplied as a, hi-resolution pdf or JPEG file with a minimum 300dpi and all fonts embedded. All live content should be at least 10mm in from the edge.

Free of charge - half-page, entry level advert creation service available

T: 0115 9435427 E: mail@apil.org.uk

*Figures at May 2022



Month	Theme	Last date for adverts	Publication date
May	Legal technology	01/04/2024	02/05/2024
July	Clinical negligence	TBC/06/2024	TBC/07/2024
Sept.	International injuries	TBC/08/2024	TBC/09/2024
Nov.	Rehabilitation	TBC/10/2024	TBC/11/2024

5

APIL
media
pack

Expert & rehabilitation services directory

APIL's expert and rehabilitation services directory is published in July. Compiled from APIL's online searchable databases, it's also available as a personal service for APIL members upon request.

The directory contains details of around 490 experts. The printed publication, which is circulated to all members, also includes details of rehabilitation services providers, along with contact details for many organisations and charities supporting injured people.



Item	Display advert size width x height	Price
Sponsorship of publication for the year		£2,890
Double pages spread	420mm x 297mm + 3mm bleed	£2,625
Inside front cover	210mm x 297mm + 3mm bleed	£2,100
Inside back cover	210mm x 297mm + 3mm bleed	£2,100
Full page	210mm x 297mm + 3mm bleed	£1,420
Half page	185mm x 124mm	£815
Quarter page	87mm x 124mm	£420
Copy of the Expert & Rehab Directory (free to advertisers)		£75 no VAT
Annual publication; flat art mono, adverts to be supplied as a, hi-resolution pdf or JPEG file with a minimum 300dpi and all fonts embedded.		
Booking deadline May 2024 for the 2024-25 issue		

All prices exclude VAT

Experts with an enhanced listing receive 10% discount

A modest fee of £75 will apply for any typesetting amendments

6

APIL
media
pack

Expert database & associate membership

Our expert witnesses and services directory is designed to speed up the litigation process by providing APIL members with suitably qualified experts to assist with their cases.

The directory is available to members online, in print through the aforementioned APIL Expert and Rehabilitation Services Directory and as a bespoke personal service via our helpful, friendly staff in the Nottingham office.

APIL is the largest organisation for personal injury lawyers in the UK

In addition to appearing in our directory and on our online database, expert witnesses are encouraged to join APIL as associate members, supporting us in our work for injured people. Full benefits of membership can be viewed at apil.org.uk/join-apil.

“One of the “side-effects” of membership is that other members approach me with instructions for medico-legal reports and just last week I received thirteen such instructions”

David Baxter-Smith
Expert witness

Expert witness database - apil.org.uk/expert-witnesses-directory

- Standard listing - £125
- Enhanced listing - £225

APIL membership - apil.org.uk/join-apil

- Associate membership - £200

All prices exclude VAT

T: 0115 9435427 E: mail@apil.org.uk

7

APIL
media
pack

Conference exhibition & sponsorship packages

For 2024, APIL's residential conferences will also be held as hybrid events, which means that delegates will have the opportunity to either attend in person or alternatively, they can view the event virtually, via APIL's conference app. All delegates will have full access to the conference app and this new feature will play an important role in the event, giving our sponsors and exhibitors even more opportunity than ever before to keep in touch with the conference attendees.

For further information on sponsorship and exhibition opportunities at APIL's residential conferences, please contact anthony.lord@apil.org.uk.



Event

Advanced brain & spinal cord injury conference 2024

Annual clinical negligence conference 2024

Opportunities

Sponsorship & exhibitions opportunities available

Last remaining sponsorship opportunity available

Date

15 to 17 May 2024

25 to 27 September 2024

APIL's forthcoming one day-conferences are scheduled as follows:

20 June, 2024 - Abuse conference - Sponsorship and exhibition packages - SOLD

**8 APIL
media
pack**

**APIL's
home and
log-in page
gets an
average
of 10,440
views per
month***

**3,347 posts on
the members
forum discussion
forums***

On the web

We accept web banners on a number of pages on the members' only area of our website, these pages, prices and views per month can be found in the table below.

Banners can link to different web addresses should you wish. We strongly recommend including your telephone number as part of the advertisement in order to optimise referrals.

Banner space will be sold on a first come first served basis, please get in touch early as the more popular pages can get booked up months if not a year in advance.

Page (from the 1st of each mth)	1mth total net price	3mths total net price	6mths total net price	Views per month*
Members' login & home page	£600	£1,400	£2,350	9,700
Members forum	£300	£700	£1,280	11,500
Find an expert witness	£300	£700	£1,280	3,350
Expert witness search - medical (non-surgical)	£180	£360	£650	360
Expert witness search - surgical	£180	£360	£650	350
External accredited training	£65	£170	£305	65
Recruitment	£65	£170	£305	95
My expert details	£65	£170	£305	TBC

APIL's members forum page receives an average of nearly 14,000 views per month

Mailing lists

9 APIL media pack

The price of a mailing list is 28p per name (plus VAT) for a single use with a sliding scale (see below) for subsequent uses up to a maximum of 6 uses per year. Any re-use, after the first, must be agreed in advance, within 6 weeks of the original purchase date. All usage of the mailing lists must be within one year of purchase. Any unauthorised re-use of the information on this mailing list will necessitate an additional charge being levied.

An electronic copy of your mailing must be sent for authorisation, once granted and payment has been received the agreed list will be sent to you in excel format so that you can manage your own mail-merge documents. The list contains the following fields:

Title; Full name; Firm; Full Address; DX address; Email address*

*APIL make a number of checks during the year, however, we rely on our members to let us know of any changes to their details, we cannot guarantee post, DX, email addresses. Please be aware that when sending bulk emails some may be rejected as spam, again, we cannot be responsible for this happening.

Listings can be bought for those happy to receive third party mailings or broken down by regional or special interest groups or by membership categories; practitioner (barristers & solicitors), paralegal/legal support staff, non-practising, academic, associate, overseas and student.



Use of list	Price ex. VAT
1st / single use	£0.28 per contact
2nd use	£0.14 per contact
3rd use	£0.13 per contact
4th use	£0.12 per contact
5th use	£0.11 per contact
6th use	£0.10 per contact

10 APIL
media
pack

Rehabilitation services database entry

**We are APIL, the voice of
needlessly injured people**
In all we do we are committed
to injured people

One of APIL's services for our members is to maintain a database of providers of rehabilitation services.

The service for APIL members also includes a searchable rehabilitation database on the APIL members' area of the website.

If you wish to be included on this database, the fee is now £55 + VAT. (Please note for an additional £55 + VAT you can also have a listing in APIL's annual Expert & Rehabilitation Services Directory, please contact sharon.smith@apil.org.uk for a registration/booking form.

APIL encourages members to think about the well-being of the injured person as a whole, not just the financial aspects of their claim.



**APIL is committed to promoting rehabilitation as
part of the personal injury claims process**

T: 0115 9435427 E: mail@apil.org.uk

Bespoke packages

11 APIL
media
pack



“I advertise with APIL as I find it is the most cost-effective way of reaching a large number of possible working relationships. Many solicitors have mentioned that they found my details on the APIL database.”

**131,000 unique visitors to the APIL website during 2021
890,000 total page views**

We understand the high expectations of our advertisers and sponsors as part of the APIL community and the importance of providing solutions that both meet and exceed expectation. By providing APIL partners with bespoke and flexible sponsor packages, we can provide you with opportunities to reach targeted audiences that will lead to increased traffic visiting your website, lead generation and increased sales.

Our aim is to work with you on a 1:1 basis, to find out more about this opportunity please speak with Customer Account Officer, Kirstylouise Montgomery on t: 0115 943 5408, e: kirstylouise@apil.org.uk

“I was recommended to advertise in PI Focus by the solicitor who instructed me in my first medicolegal case.”

T: 0115 9435427 E: mail@apil.org.uk



Building a Brighter Future
for Injured People

Association of Personal Injury Lawyers
3 Alder Court
Rennie Hogg Road
Nottingham
NG2 1RX
www.apil.org.uk

T: 0115 9435427 **E: mail@apil.org.uk**