



Building a Brighter Future  
for Injured People

# Media pack

Opportunities to get involved with APIL

Association of Personal Injury Lawyers (APIL)

T: 0115 9435428 E: [hello@apil.org.uk](mailto:hello@apil.org.uk)

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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\*

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

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# 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"**

T: 0115 94354278 E: [hello@apil.org.uk](mailto:hello@apil.org.uk)



**Circulated to over 3,200 APIL members and 200 expert witnesses (May 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

# PI Focus specifications

| Item  | Display advert size width x height | Price exc. VAT |
|---|------------------------------------|----------------|
| Double page spread  | 420mm x 297mm + 3mm bleed          | £2,750         |
| Back page   | 210mm x 297mm + 3mm bleed          | £2,750         |
| Advertorial double page   | 420mm x 297mm                      | £2,750         |
| Advertorial full page   | 210mm x 297mm                      | £1,495         |
| 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          | £2,205         |
| Full page   | 210mm x 297mm + 3mm bleed          | £1,495         |
| Half page   | 170mm x 124mm                      | £855           |
| Quarter page  | 170mm x 60mm                       | £499           |

If you would like to sponsor a column please contact [kirstylouise@apil.org.uk](mailto:kirstylouise@apil.org.uk)

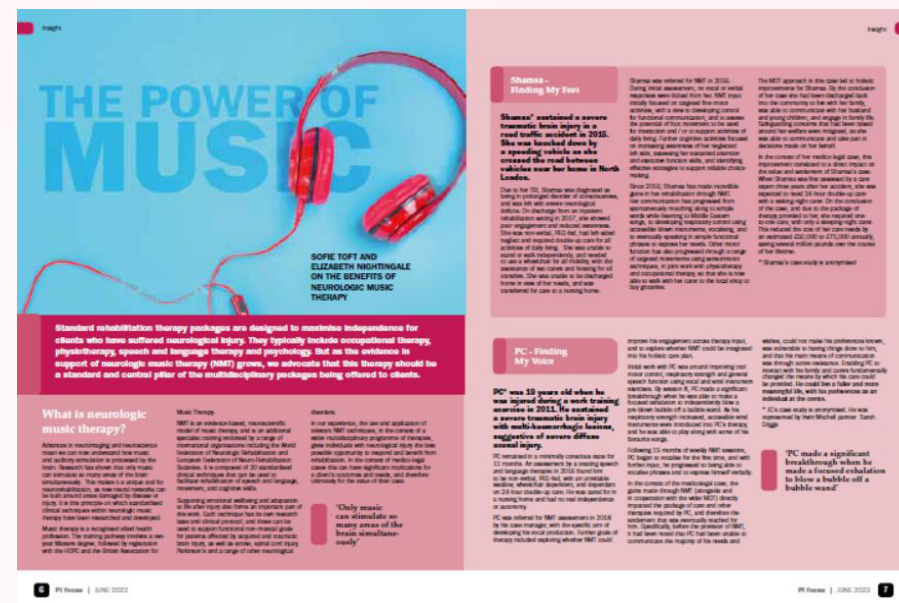
Flyer insert - A4, A5 or A6 inserts accepted, matt, uncoated finish, max. weight 28g, quantity required approx. 3,200 per issue £475

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 9435428 E: [hello@apil.org.uk](mailto:hello@apil.org.uk)



| Month | Theme                                 | Last date for adverts | Publication date |
|-------|---------------------------------------|-----------------------|------------------|
| Mar   | Advanced brain & spinal cord injuries | 20/02/2025            | 06/03/2025       |
| May   | Experts                               | 07/04/2025            | 08/05/2025       |
| July  | Clinical negligence                   | TBC                   | TBC              |

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# 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 approx 400 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  |                                    | £3,000     |
| Double pages spread  | 420mm x 297mm + 3mm bleed          | £2,750     |
| Inside front cover   | 210mm x 297mm + 3mm bleed          | £2,205     |
| Inside back cover  | 210mm x 297mm + 3mm bleed          | £2,205     |
| Full page  | 210mm x 297mm + 3mm bleed          | £1,495     |
| Half page  | 185mm x 124mm                      | £855       |
| Quarter page   | 87mm x 124mm                       | £499       |
| Copy of the Expert & Rehab Directory (free to advertisers)   |                                    | £80 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 27th June 2025 for the 2025-26 issue  |                                    |            |

All prices exclude VAT

Experts with an enhanced listing receive 10% discount

A modest fee of £80 will apply for any typesetting amendments



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# 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](http://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](http://apil.org.uk/expert-witnesses-directory)

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

APIL membership - [apil.org.uk/join-apil](http://apil.org.uk/join-apil)

- Associate membership - £205 per annum (offers throughout the year may be available).

All prices exclude VAT

T: 0115 9435428 E: [membership@apil.org.uk](mailto:membership@apil.org.uk)

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# Conference exhibition & sponsorship packages

For 2025, 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](mailto:anthony.lord@apil.org.uk).

**Event**

Advanced brain & spinal cord  
injuries conference

**Opportunities**

Sponsorship/exhibition  
opportunities available

**Date**

14-16 May  
Wales

**Event**

Clinical negligence conference

**Opportunities**

Sponsorship/exhibition  
opportunities available

**Date**

1-3 October  
Brighton

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**APIL's  
home and  
log-in page  
gets an  
average of  
5,576 views  
per month\***

**9,827 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<br>(from the 1st of each mth)             | 1mth total<br>net price | 3mths total<br>net price | 6mths total<br>net price | Views per<br>month* |
|--|-------------------------|--------------------------|--------------------------|---------------------|
| Members' login                                 | £540                    | £1,450                   | £2,600                   | 3,870               |
| Members home page                              | £540                    | £1,450                   | £2,600                   | 1,706               |
| Members forum                                  | £300                    | £810                     | £1,440                   | 5,540               |
| Find an expert witness                         | £300                    | £810                     | £1,440                   | 3,470               |
| Expert witness search - medical (non-surgical) | £200                    | £540                     | £960                     | 336                 |
| Expert witness search - surgical               | £200                    | £540                     | £960                     | 329                 |
| External accredited training                   | £70                     | £190                     | £335                     | 82                  |
| Recruitment                                    | £70                     | £190                     | £335                     | 241                 |
| My expert details                              | £70                     | £190                     | £335                     | 70                  |

**APIL's members forum page receives an average of nearly 5,540 views per month**



# Rehabilitation services database entry

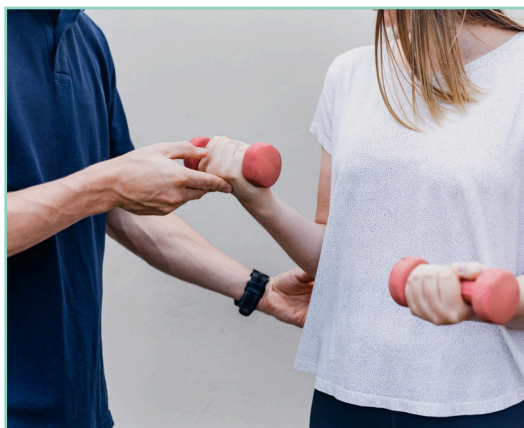
**We are APIL, the voice of  
needlessly injured people**  
In all we do we are committed  
to injured people

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 £60 + VAT. (Please note for an additional £60 + VAT you can also have a listing in APIL's annual Expert & Rehabilitation Services Directory, please contact [sharon.smith@apil.org.uk](mailto: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**

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# Bespoke packages



**“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.”**

**120,000 unique visitors to the APIL website during 2024  
725,000 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](mailto: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 9435428 E: [hello@apil.org.uk](mailto:hello@apil.org.uk)**



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