Building a Brighter Future
for Injured People

2027

Media pack

Advertising, sponsorship and listing opportunities with the Association of Personal Injury Lawyers

Association of Personal Injury Lawyers

Advertising: Benjamin Whitworth | 0115 943 5425 | benjamin.whitworth@apil.org.uk

About APIL

APIL represents personal injury lawyers across the UK. Our members act for people injured through no fault of their own, and they instruct the experts and commission the rehabilitation and support services their clients need.

Advertising with APIL puts your service in front of those lawyers in print, online and in person.

2,800+
members across the UK and overseas

216,000
unique visitors to our website in 2025

6
flagship conferences in 2027

Opportunities at a glance

PI Focus
Adverts and advertorials in our member magazine, six issues a year

See page 3 →

Directory
Adverts and sponsorship in the Expert and Rehabilitation Services Directory

See page 5 →

Listings and membership
Expert witness and rehabilitation database listings, and associate membership

See page 6 →

Web banners
Banners on our website, linked to a web address of your choice

See page 7 →

Conferences
Sponsorship and exhibition at our flagship conferences

See page 9 →

Bespoke packages
Combine any of the above in one plan for the year

See page 10 →

PI Focus

PI Focus is our flagship member magazine, published six times a year in print and online. Advertising in it puts your service in front of the lawyers who instruct experts and commission services, including leaders at APIL Corporate Supporter firms.



EACH ISSUE GOES TO

2,800+
UK and overseas members

plus paying subscribers

250
expert witnesses

SENIOR READERS

700+
partners, managing partners or senior partners (25% of members)

READER RESEARCH

93%
of members surveyed read PI Focus

APIL engagement panel survey

PRINT AND ONLINE

- Printed magazine posted to readers
- Online edition with clickable links

SEE PAST ISSUES
apil.org.uk/pi-focus-preview →

SUBSCRIPTION

Non-members can subscribe for £135 a year (six issues) at apil.org.uk/subscribe-to-pi-focus

PI Focus rates

All prices in this pack exclude VAT

Each issue has a theme: book the one that matches your service.

	FORMAT	SIZE (W × H)	PRICE
	Double page spread	420 × 297mm + 3mm bleed	**£2,995**
	Back page	210 × 297mm + 3mm bleed	**£2,995**
	Inside front or back cover	210 × 297mm + 3mm bleed	**£2,408**
	Full page	210 × 297mm + 3mm bleed	**£1,633**
	Half page	172 × 124mm	**£936**
	Quarter page	172 × 60mm	**£520**
	Advertorial, double page 850 to 1,200 words	420 × 297mm + 3mm bleed	**£2,995**
	Advertorial, full page 450 to 500 words	210 × 297mm + 3mm bleed	**£1,633**
	Flyer insert Matt, uncoated, max 28g, approx. 3,200 copies	A4, A5 or A6	**£520**

Column sponsorship available on request. Artwork in CMYK or mono, as a high-resolution PDF or JPEG (300dpi minimum) with fonts embedded. Keep live content at least 10mm inside the trimmed edge.

Free advert design

We can design an entry-level half-page advert for you at no charge.

Exclusive and charity rates

Registered charities can ask about a charity rate. Talk to Ben about exclusive rates.

2027 ISSUES

January
Procedure
Copy: 8 Dec 2026
Out: 7 Jan 2027

March
Advanced brain and spinal cord injury
Copy: 2 Feb 2027
Out: 4 Mar 2027

May
Legal tech
Copy: 6 Apr 2027
Out: 6 May 2027

July
Clinical negligence
Copy: TBC
Out: TBC

September
Theme to be confirmed
Copy: TBC
Out: TBC

November
Employers' liability
Copy: TBC
Out: TBC

Expert and Rehabilitation Services Directory



Published every July and sent to all APIL members. It lists around 400 expert witnesses alongside rehabilitation providers and the organisations and charities that support injured people.

Members use it to find experts and services for their clients, so your advert appears where they look when they need one.

FORMAT	SIZE (W × H)	PRICE
Sponsorship of the directory for the year		**£3,380**
Double page spread	420 × 297mm + 3mm bleed	**£2,995**
Inside front or back cover	210 × 297mm + 3mm bleed	**£2,408**
Full page	210 × 297mm + 3mm bleed	**£1,633**
Half page	185 × 124mm	**£936**
Quarter page	124 × 90mm	**£520**

BOOK BY

25 June 2027

for the 2027-28 directory
(provisional)

- Experts with an enhanced listing receive 10% off
- Copy of the directory £83, free to advertisers
- Typesetting amendments £83

Mono artwork as a high-resolution PDF or JPEG (300dpi minimum) with fonts embedded.

> **"Hearing from and the opportunity to meet expert witnesses, networking opportunities and exhibition stands are very helpful."**
>
> Conference delegate, 2026

Listings and associate membership

When members need an expert or a rehabilitation provider for a case, they search our online databases. A listing puts your details in those results and in the printed directory.

EXPERT WITNESS LISTING

Standard £140

- Listed in the online expert witness search for members
- Entry in the printed directory: name, address and expertise

Enhanced £240

- Everything in standard
- 255 more characters to describe your experience
- Your photograph or logo
- Six issues of PI Focus
- 10% off advertising with APIL

Listings run for 12 months from the date we process them. Apply at apil.org.uk/expert-witnesses-directory

Rehabilitation services database

Online database entry	**£60**
Add a printed directory listing	**+ £62**

Associate membership £210

For expert witnesses, rehabilitation providers and barristers who do not work mainly for the claimant.

Includes PI Focus in print and online, weekly news, member discounts on conferences, training and webinars, and networking at APIL events.

Price per year. membership@apil.org.uk

> **“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 via APIL.”**

Web banners

Banners sit on the pages members use to log in, find experts and discuss cases on the forum. Each runs from the 1st of the month and links to a web address of your choice. Space is allocated on a first come, first served basis and some pages are booked months in advance.

WHOLE WEBSITE IN 2025

216,000
unique visitors

793,000
page views

9,827
posts on the members forum

BANNER LOCATIONS: AVERAGE VIEWS A MONTH AND PRICES

PAGE	VIEWS A MONTH*	1 MTH	3 MTHS	6 MTHS
Members forum	3,900	£312	£842	£1,498
Find an expert witness	3,500	£312	£842	£1,498
Members' login	3,300	£562	£1,508	£2,704
Members' home page	1,300	£562	£1,508	£2,704
Expert search: medical (non-surgical)	300	£208	£562	£998
Expert search: surgical	280	£208	£562	£998
Recruitment	150	£73	£198	£348
External accredited training	80	£73	£198	£348
My expert details	70	£73	£198	£348

£312 to £562 a month £208 a month £73 a month

*Based on average monthly page views from January to December 2025. Website figures and forum posts cover 1 January to 31 December 2025. Prices are totals for the period.

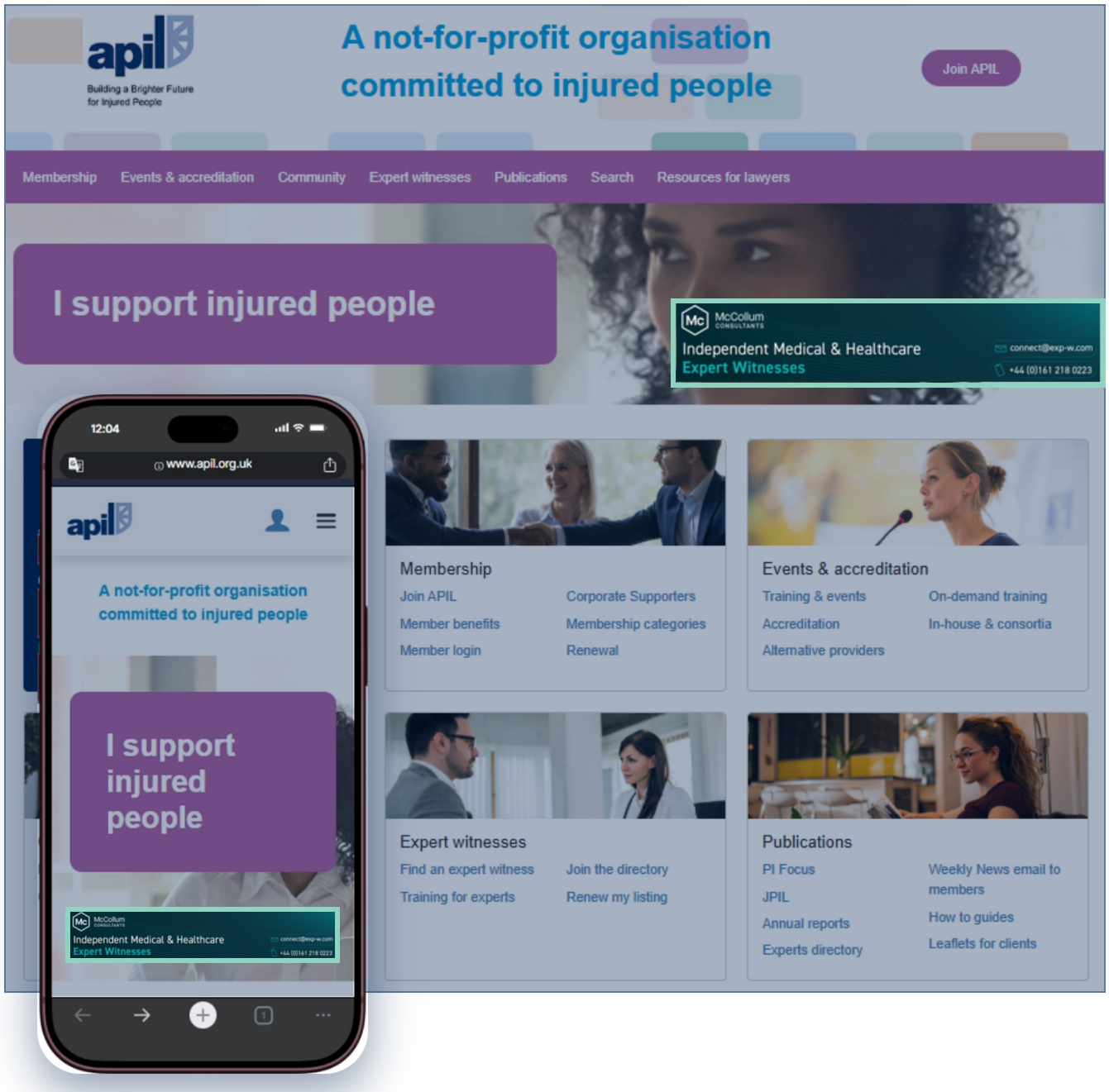
How your advert appears

IN PRINT: PI FOCUS

See past issues of the magazine here.

apil.org.uk/pi-focus-preview

ONLINE: AN ADVERTISER'S BANNER ON OUR WEBSITE



Desktop and mobile

Conferences and events

Our conferences bring claimant personal injury lawyers together to hear about developments in their area of practice. As a sponsor or exhibitor you meet them face to face.

2027 CONFERENCES



26 Feb	**APIL military claims conference** Marriott Victoria and Albert Hotel, Manchester	Day conference
12 to 14 May	**Advanced brain and spinal cord injury conference** Leonardo Hotel and Conference Venue Hinckley Island, Hinckley	Residential
18 Jun	**Abuse conference** Marriott Hotel Regents Park, London	Day conference
29 Sep to 1 Oct	**Clinical negligence conference** The Celtic Manor Resort, Newport, South Wales	Residential
15 Oct	**Asbestos conference** Marriott Victoria and Albert Hotel, Manchester	Day conference
26 Nov	**International injuries conference** Marriott Hotel Regents Park, London	Day conference

PACKAGES INCLUDE

Before the event

- Your branding in conference promo material and communication
- Banner on the conference web page

At the event

- Exhibition stand
- Delegate passes and dinner tickets

In the conference app

- Virtual exhibition booth with your profile, video and files
- Banner on the app home screen
- Mentions in push notifications

Packages and prices vary by conference. Talk to **Anthony** for more details.

201
delegates at the Clinical Negligence Conference 2026

92%
of in-person respondents rated networking excellent or very good

"Always good to catch up with colleagues and meet exhibitors with products I might not have seen otherwise."
Conference delegate, 2026

EVENT ENQUIRIES **Anthony Lord** **anthony.lord@apil.org.uk**

One bespoke package across print, online and events

PI Focus, the directory, our website and our conferences each reach members at a different moment: reading, searching for an expert or meeting in person. A package keeps your service in view across all of them through the year, planned around the audience you want to reach and your timing.

PI Focus	Directory	Web banners	Conferences
Six issues a year	Published each July	From one month	In person and online

Bespoke multichannel coverage tailored for maximum impact at exclusive rates.

HOW TO BOOK

1

Define your objectives

Tell Ben who you want to reach, your key dates and campaign goals.

2

Receive a tailored proposal

Ben will curate the optimum multichannel mix and provide a bespoke quote at exclusive rates.

3

Confirm and launch

Approve your schedule and order, send over the creative assets and our team will handle the rest.

> **"APIL provides access not only to helpful and interesting medical updates but affords an opportunity for useful networking with professional colleagues and service providers."**
>
> Conference delegate, 2026

CONTACT US

Benjamin Whitworth
Sales and Marketing Coordinator
0115 943 5425
benjamin.whitworth@apil.org.uk
General enquiries: hello@apil.org.uk

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