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# ABOUT US

The Association of Personal Injury Lawyers (APIL) was founded in 1990 by a group of lawyers working on behalf of injured people and is a well-established, national, not-for-profit organisation. APIL fights to ensure injured people receive full and fair redress for their often life-changing injuries.

APIL is run by a committed team of professional staff at the Nottingham headquarters who undertake campaign work at the highest levels of Government and in the press, and provide information and training to help ensure its members offer the highest standards of ethical legal advice.

With a membership of over 3,400 lawyers, APIL provides many services to its members in the form of publications, searchable contact databases, and briefing notes.



## WAYS OF MARKETING TO OUR MEMBERS

There are many ways in which advertisers and experts can market their services to our members:

- \_ On the web
- Publications - PI Focus magazine and expert and rehabilitation services directory
- Apil events
- Expert database (expert services only)

## ON THE WEB

[www.apil.org.uk](http://www.apil.org.uk)

There are a number of opportunities available for placing a banner on our web site at [www.apil.org.uk](http://www.apil.org.uk), depending on the nature of your business.

The members' password protected area of our website is the most comprehensive information resource available for our members and is easy to navigate through its various forums, groups and publications.



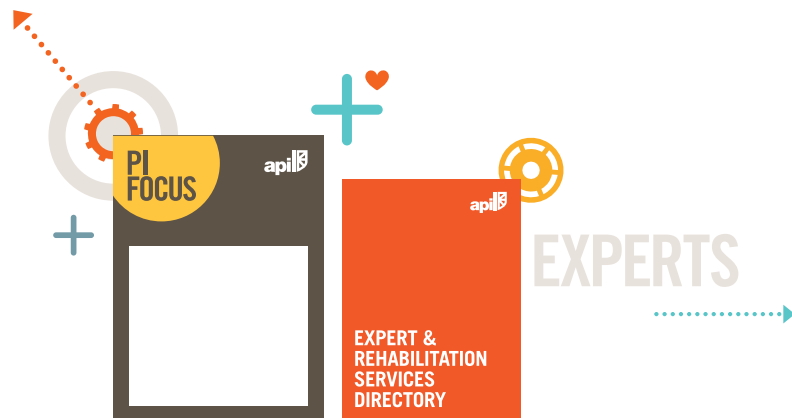
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## PI FOCUS

APIL's PI Focus is circulated to all current subscribing members of the association. It is also available on subscription to organisations supporting the aims of the association or experts choosing the new enhanced subscription.

Published ten times a year, PI Focus is packed full of news, reports, essential updates, legal articles, case notes and specialist features for personal injury lawyers. Advertising space is limited in each edition and does book up quickly. The publication is circulated along with a limited number of flyers.



## EXPERT AND REHABILITATION SERVICES DIRECTORY

APIL's expert and rehabilitation services providers' directory is published in June. The directory is compiled from APIL's databases which are available online, or as a personal service for APIL members upon request.

The directory contains details of around 550 experts, those offering rehabilitation services and other support organisations appear at the back of the publication.

### REHABILITATION SERVICES DATABASE

APIL is keen to promote helping injured people have access to rehabilitation services. There is therefore no fee to be listed on APIL's online rehabilitation services providers' database and only a small charge for inclusion in the hard copy directory.



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## EXPERT DATABASE

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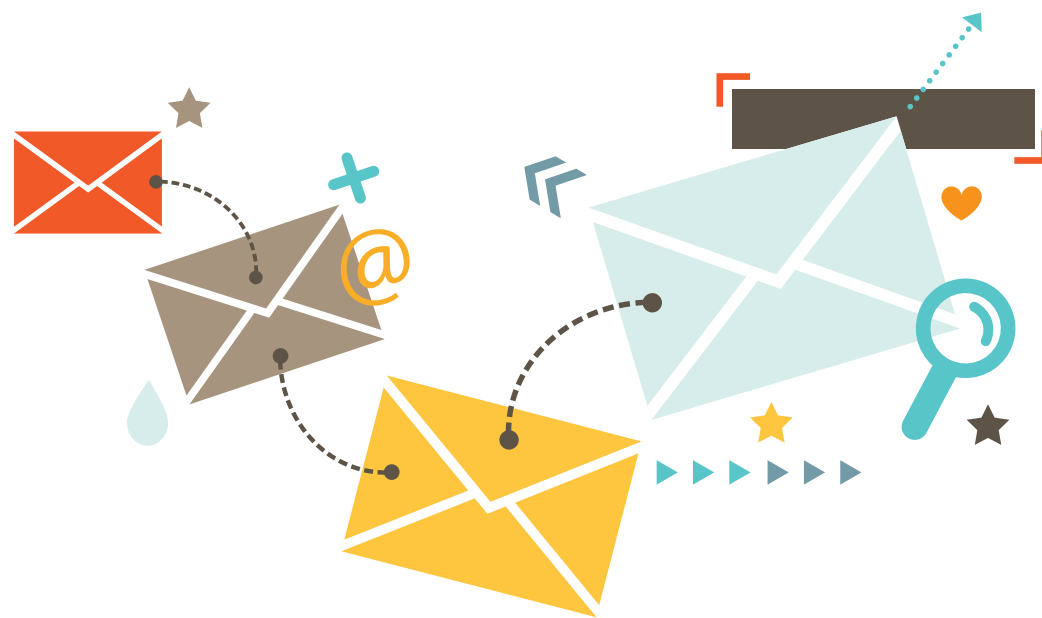
Our well-established expert witness database holds the details of around 550 experts from a diverse range of disciplines. At present the online directory alone receives an average of 7,597 hits per month and our members carry out over 1,000 unique searches each month.

As well as providing APIL members with a valuable resource, we can also provide experts with excellent opportunities to market their services directly to thousands of personal injury lawyers nationwide.

A standard package includes contact details and areas of expertise. The enhanced option displays a photograph and logo along with details of expertise within both the directory and online database.

Enrol online or through returning a completed application pack (available on request or downloadable from our website) expert database entries remain registered for a full 12 months. Experts also appear in the Experts and Rehabilitation Services Directory sent out to all of our members in June.

Advertisers and experts may also choose to advertise in the publication.



## CONFERENCES EXHIBITIONS AND SPONSORSHIP

In 2020, APIL celebrates its 30th year and will hold two residential conferences: our special 30th anniversary conference in May (which will incorporate both the APIL annual conference and the advanced brain and spinal cord injury conference) plus the popular annual clinical negligence conference in October.

Each residential conference includes an exhibition of related products and services. A number of sponsorship packages are available depending on the size of the conference and the venue. As with PI Focus, space books up very quickly so please contact the APIL office to check on availability.







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## PRICE LIST

ITEM	DESCRIPTION	COST (EXC VAT)
Purchase of expert witness directory	Your own personal copy. All advertisers receive a complimentary copy	£50 (No VAT)

### MAILING LISTS

Currently unavailable due to GDPR

### WEB BANNER ADVERTISING

Opportunity to place a banner on particular pages of <a href="http://www.apil.org.uk">www.apil.org.uk</a>	Differing hit rates for individual pages - please contact us for details	£50 - £400 per month
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### EXHIBITIONS AND SPONSORSHIP

	Please contact the APIL office to reserve your exhibition space at one of our prestigious residential events and for details of the sponsorship packages available	Prices vary for each event
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# COPY DEADLINES

PI Focus

MONTH	COPY DEADLINE	PUBLICATION DATE
January	No issue	
February	14/01/2020	06/02/2020
March	11/02/2020	04/03/2020
April	10/03/2020	01/04/2020
May	14/04/2020	06/05/2020
June	12/05/2020	03/06/2020
July	16/06/2020	08/07/2020
August	No issue	
September	18/08/2020	09/09/2020
October	15/09/2020	07/10/2020
November	13/10/2020	04/11/2020
December	17/11/2020	09/12/2020

Artwork is full colour and is to be provided as hi-res CMYK PDF file 300dpi minimum with all fonts embedded.

# ADVERT SPECIFICATION

Expert & rehabilitation services directory 2020/2021

COPY DEADLINE

15 May 2020

PUBLICATION DATE

June 2020

Artwork must be supplied by email, CD or on disk in one of the following formats:

- PDF (with embedded fonts, and preserved spot colours for PI Focus only)
- EPS (with all fonts outlined)
- JPEG and TIFF
- QuarkXpress for Mac, InDesign and Illustrator (with all pictures, links and fonts supplied).

PI Focus is a colour publication while the expert and rehabilitation services directory is a black and white publication. Adverts not supplied in the appropriate format will be charged for conversion.



PDF

EPS

JPEG

TIFF





