

## About totallylegal

totallylegal is the leading job site for legal professionals in the UK and around the world.

### The totallylegal database includes:

- **Over 42,000 registered candidates**
  - 8,470 Private Practice
  - 4,623 In-house
  - 9,642 Paralegals
  - 5,472 Legal Secretaries
- **450,000 job alerts sent straight to the inbox of relevant candidates each month**
- **50,000 quality CVs in our database**
- **91,478 unique users per month**
- **1,147,084 page impressions per month**



### Top searches include:

- **Lawyer**
- **In-house**
- **Solicitor**
- **Paralegal**
- **Legal secretary**
- **Barrister**
- **Newly qualified**
- **Legal assistant**

## Reaching the right candidates

## Our candidates - NORAS 2009 survey results

- 60% of candidates are qualified lawyers
- 70% of candidates have either a degree or a masters
- 12% of candidates earn £30,000 - £39,999 and 11% earn £40,000 - £49,999
- 60% are currently studying for a work related qualification
- 44% have applied for a job on totallylegal in the past 3 months
- 31% of users have updated or uploaded their CV in the last 3 months
- 68% are returning visitors
- 20% would work in the Middle East, 19% in Australia and 27% would relocate to North America



## Our candidate attraction strategy is comprehensive and high impact:

- Our in-house search engine optimisation team are dedicated to ensuring that totallylegal appears at the top of all search engine rankings

- We invest considerably in paid search, so that you don't have to

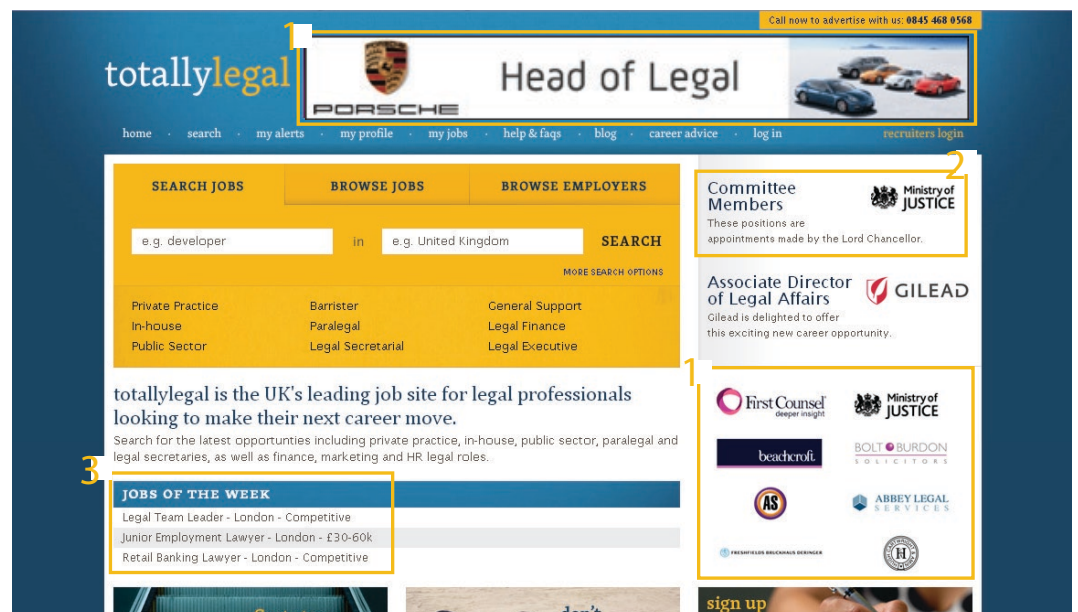


- Over 200,000 candidate newsletters are sent every month
- We use social media, including Twitter and the totallylegal blog to provide access to passive jobseekers



- Presence at key industry and recruitment exhibitions and events
- Advertising across various Trinity Mirror newspapers

## On-site products



### 1 Banners & Buttons

Eye-catching and prominent- banners and buttons attract candidates from the homepage or across the site. Use your logo and design to make your brand work for you.

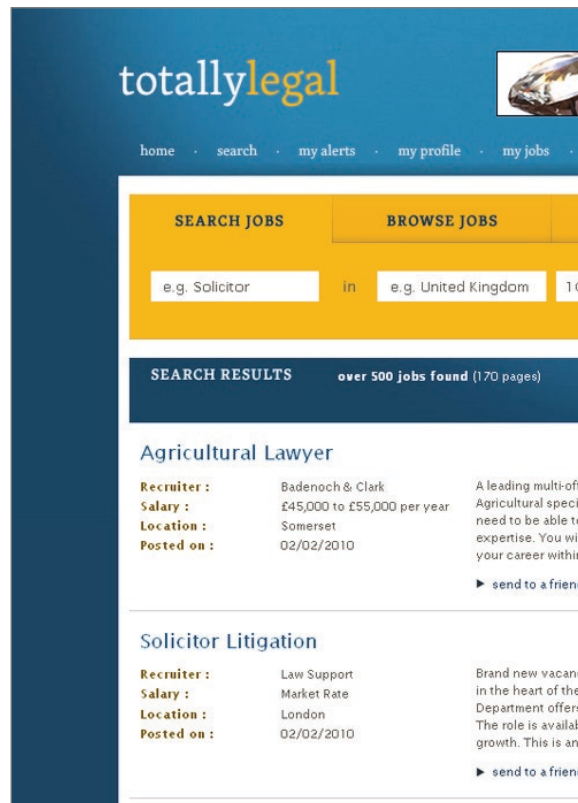
### 2 Urgently required

Your logo and a short introduction to your company or vacancy description on the homepage, with a link to your list of vacancies.

### 3 Job of the Week

Homepage listings with a text summary including job title, organisation name, location and salary which links directly to a more detailed vacancy description and application functions.

## On-site products



### Job Listing

Whether you require one job or 100, our dedicated team can work out the best option for you.

#### Standard Job

Job posting with your organisation's branding  
+ a sponsored listing to boost the visibility of your vacancy

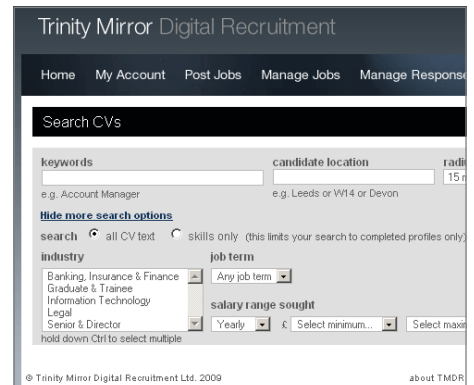
#### Display Job

Job posting with your organisation's branding  
+ a video or PowerPoint file hosted on our site, promoting your company or vacancy  
+ a sponsored listing to boost the visibility of your vacancy

#### Basic Job

Your company logo shown alongside a summary of your vacancy\*

\*This product is only available to recruitment consultancies



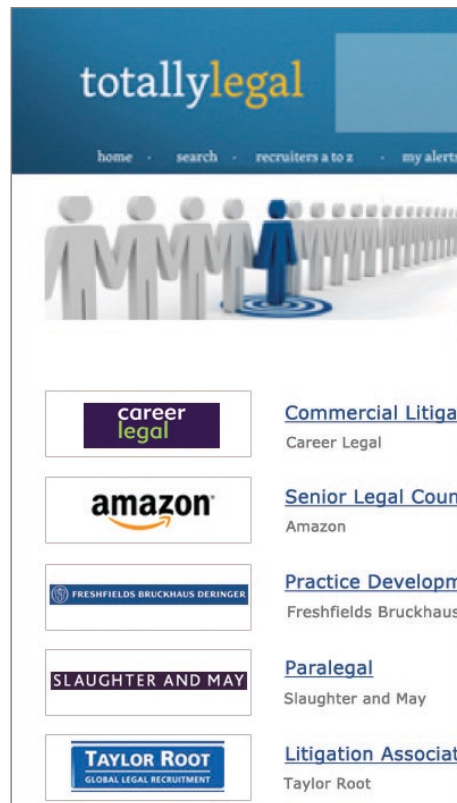
### Profile Page

Attract more candidates with a microsite dedicated to your organisation, your vacancies, opportunities and benefits.

### CV Database

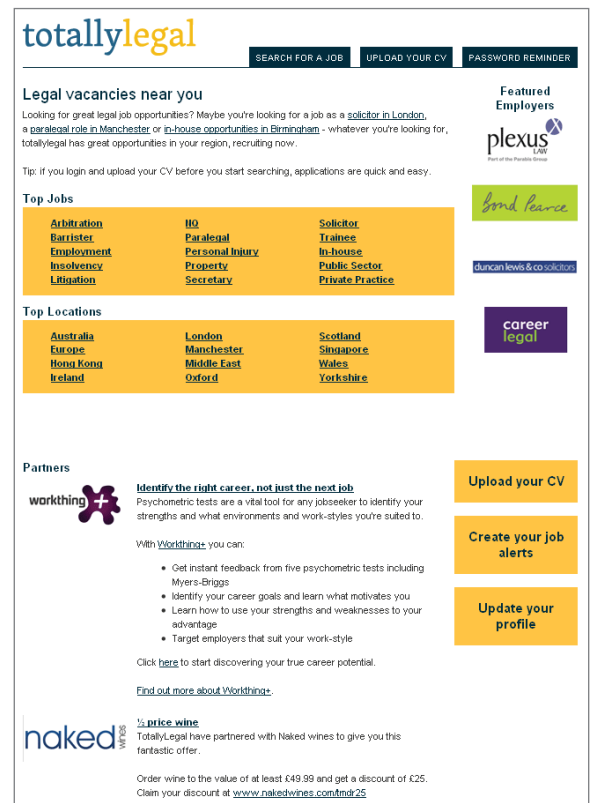
Take a proactive approach to recruitment with our CV database. Search by industry, keywords, salary and location to find your ideal employee.

## Off-site products



### Sponsored Job Alert

Exclusive promotional opportunity with sponsorship of the daily job alert email. Promote your jobs directly to over 70,000 subscribers.

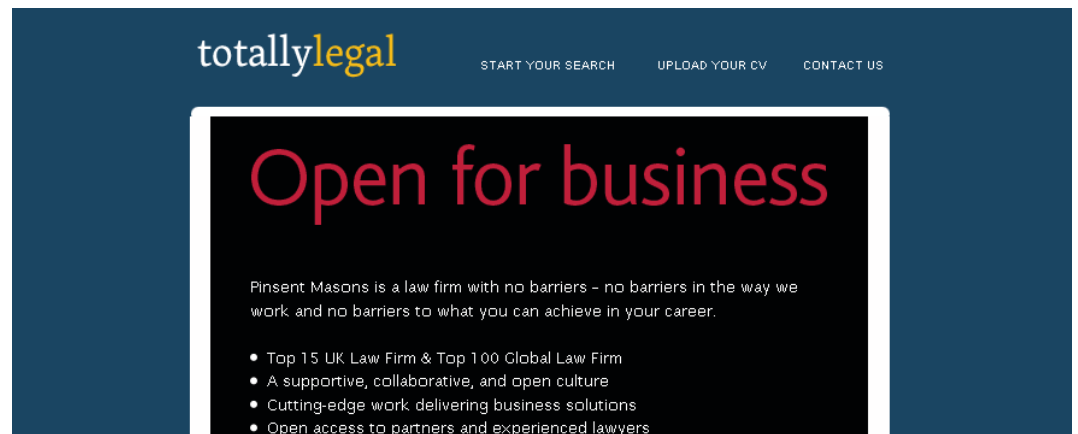


### Newsletter Sponsorship

Drive targeted traffic to your roles or profile through our weekly candidate newsletter

Reach over 45,000 registered candidates creating maximum exposure for your brand

## Off-site products



### Targeted email

Designed for those hard to fill positions or as part of a wider recruitment campaign, these HTML emails are also perfect for employer branding.

Segment our audience by keyword, location, salary and sector to ensure your vacancies reach the right candidates.

### Premium targeted email

A personal, headhunter style email designed to target senior professionals earning £60,000+.

Select the job title, location, salary and sector you'd like to target, and we'll send a personalised plain text email to your segment with a follow up email a week later.

### Network email

These email campaigns provide an ideal solution for communicating with a large, geographically dispersed population to promote:

- Nationwide recruitment campaigns
- Training courses
- Contractor services
- Other recruitment, training or work related services.

## Our Clients

Don't just take our word for it, hear what our clients have to say about us:

*"We placed three advertisements and 80% of the response was from **totallylegal**. I was **impressed by the level of seniority** of the candidates and we made an offer to one of them."*

Siobhan Cooke, Director, 

*"We advertised two positions on **totallylegal** – a qualified Lawyer and a Paralegal... We advertised these same positions through a paper-based medium. We received a **significantly better response**, and, importantly, at a **significantly lower cost**, through your job site."*

Kelly Jones, Human Resources, 

*"We have found the **totallylegal team to be extremely professional** and helpful at all times. Our feedback has always been taken very seriously and assistance has always been forthcoming whenever requested by all in the **totallylegal** team."*

Jonathan Hope, Director, 



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Legal Recruitment



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