

A vertical strip on the left side of the image shows a blurred legal document with various lines of text, including words like "shall", "consistent", and "services".

totallylegal

The #1 legal job site

## About TotallyLegal

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

### Why we're the #1 legal job site for advertisers

Access to largest pool of legal jobseekers in the UK:

- 107,495 unique users a month (ABCe Oct, 2011) - largest audited figure of any specialist legal job site and up 16% year on year
- 121,970 registered legal candidates
- 77,976 CVs of legal professionals

### TotallyLegal delivers quality candidates

- 44% of TotallyLegal candidates have more than 5 years PQE
- 67% have a professional qualification
- 25% earn over £60,000

### Why we're the #1 job site for legal professionals

Excellent SEO:

- 36% or 33,461 visitors found TotallyLegal via a search engine

Excellent reputation:

- 29% or 26,609 visitors found TotallyLegal through personal recommendation
- 64% of TotallyLegal candidates regularly visit the site

Selection of employers and opportunities:

- Advertisers include Magic, Silver and Bronze Circle law firms and FTSE100 employers



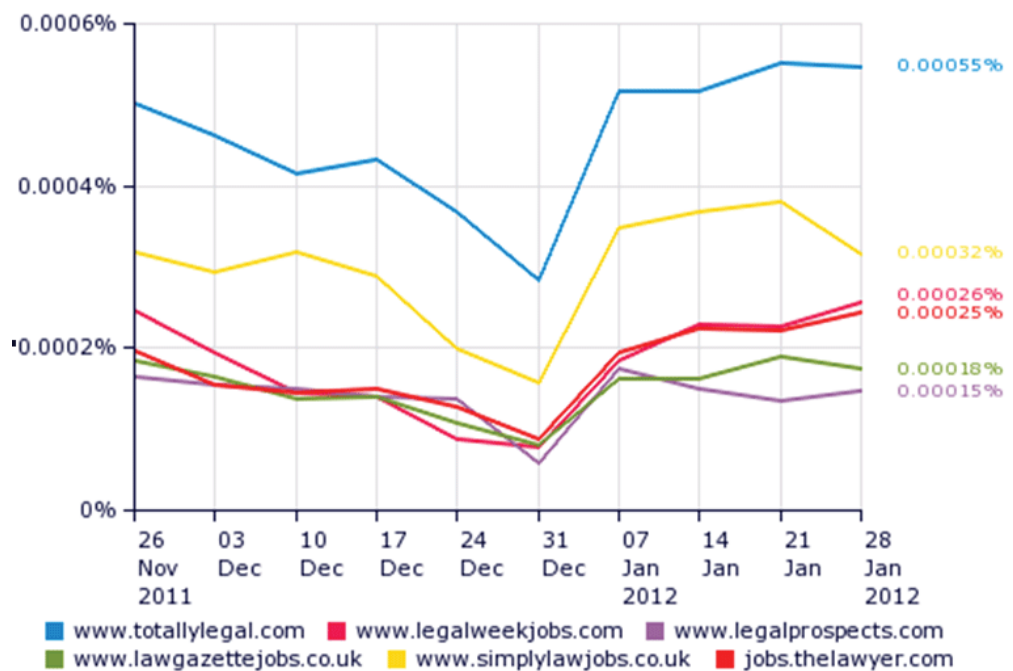
## How we attract candidates

Our candidate attraction strategy is comprehensive and high impact:

- Our in-house search marketing team are dedicated to ensuring that TotallyLegal appears at the top of all search engine rankings
- Over 200,000 candidate newsletters are sent every month
- Over 400,000 job alerts are sent every month
- We use social media, including Twitter, LinkedIn and the TotallyLegal blog to engage with passive jobseekers
- Presence at key industry and recruitment exhibitions and events

## Market Share

### How we compare



Weekly market share in 'All Categories', measured by visits, based on UK usage. Created: 31/01/2012. © Copyright 1996-2012 Hitwise Pty. Ltd.  
Source: Experian Hitwise UK

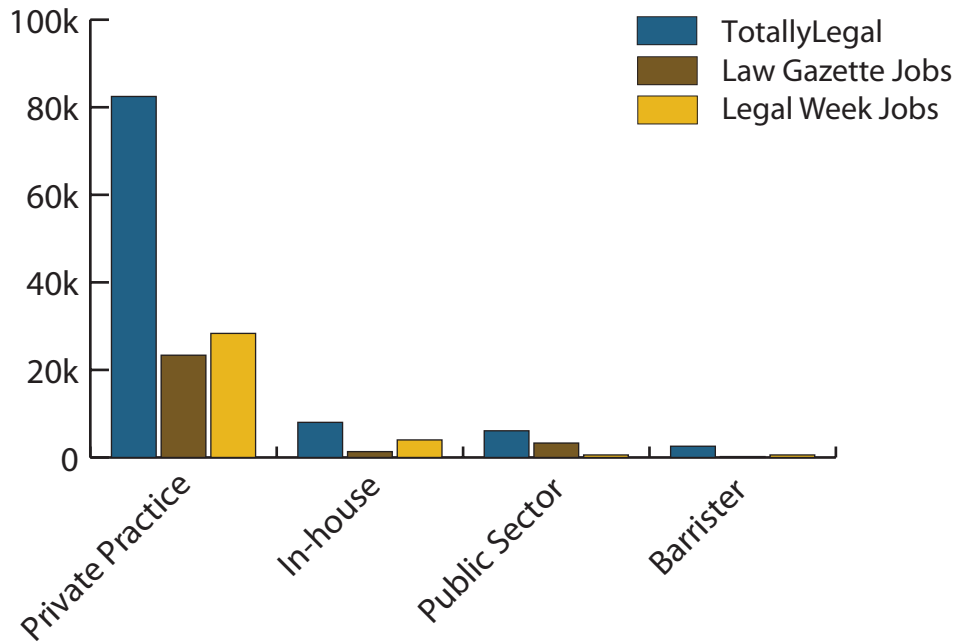


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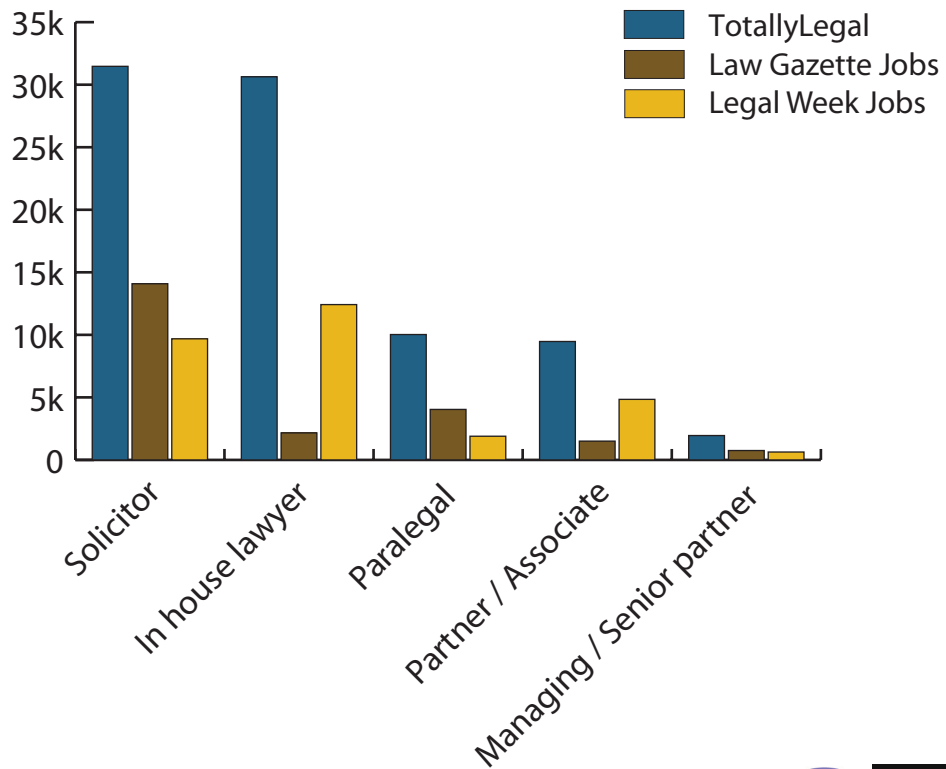


sales@totallylegal.com

Unique Users by Employer



Unique Users by Role



PQE  
Unique Users

PQE	TotallyLegal	Law Society Jobs	Legal Week Jobs
PQ & NQ	19,545	6,855	3,388
PQE 1/2	15,356	4,601	3,600
PQE 3-5	21,220	4,226	6,564
PQE 6-9	13,402	3,193	5,717
PQE 10+	20,941	6,667	11,223
PQE PARTNER	4,747	1,221	1,906

Practice Areas  
Unique Users

Practice Areas	TotallyLegal	Law Society Jobs	Legal Week Jobs
BUSINESS AFFAIRS	15,915	6,736	936
LITIGATION COMMERCIAL	11,727	3,368	936
LITIGATION GENERAL	8,935	1,263	2,902
COMMERCIAL PROPERTY	6,422	2,316	1,872
FAMILY	6,422	632	4,493
BANKING & FINANCE	5,863	3,579	749
INTELLECTUAL PROPERTY	5,305	1,474	94

## Job Advertising

**Effective legal support**  
Whenever it's needed


**Investment Management Lawyer.**

The UK legal department of AXA comprises 38 lawyers, across 4 teams. We are currently looking for a commercially minded lawyer with solid funds and regulatory experience to provide specialist legal support to Architas Multi Manager Limited. Architas is an independent member of the global AXA Group where it focuses on new multi-manager propositions for clients in the UK and Europe. Offerings include 'manager of manager', 'fund of funds' and hybrid solutions.

Reporting to our General Counsel - Wealth, you will draft fund constitutional and trading documents, as well as IMAs, unit-linked agreements and other relevant documentation. You will liaise with the appropriate regulator regarding products and asset management activities, organise EU fund registrations and provide ongoing legal support to a fast paced and highly innovative business.

It's a first-class opportunity to join a skilled and respected team, while also having exposure to very senior stakeholders up to CEO level. You will need an in-depth knowledge of retail funds and investment management, commercial acumen, strong technical ability and impressive influencing skills. You may come from an in-house background or currently work in private practice, but in either case you'll be looking for a career-defining role within a business that challenges existing models.

**We will not be briefing agencies on this role.**


## Display Job Advert

- Job posting with your organisation's branding.
- Can include video hosted on our site, promoting your company or vacancy.
- A sponsored listing to boost the visibility of your vacancy.

## Standard Job Advert

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

## Basic Job Advert

(Recruitment Consultants only)

Your company logo shown alongside a summary of your vacancy.

## 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 by accessing the UK's largest legal talent pool of over 80,000 legal professionals.

Search by PQE, industry, keyword, salary and location to find your ideal legal candidates:

Solicitors - 74,615    Barrister - 9,476    Paralegal - 7,561    Legal Secretary - 10,115

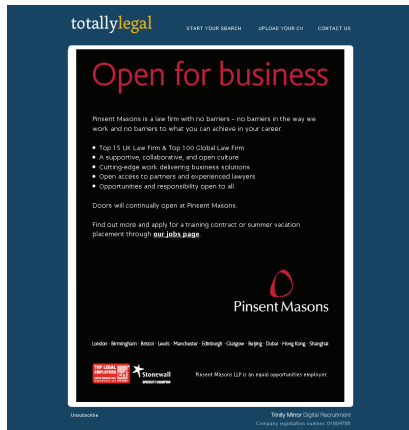


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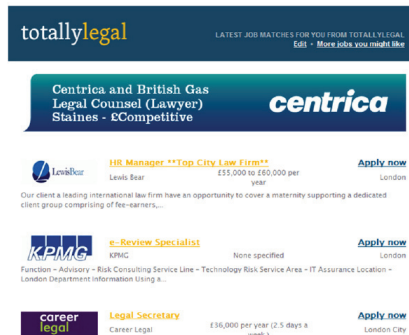
## Email Products



## Targeted Email

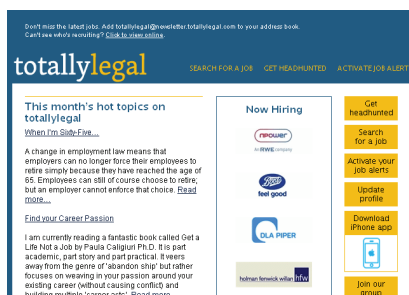
Designed for those hard to fill positions or as part of a wider recruitment campaign, these HTML emails are also perfect for employer branding.

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



## Sponsored Job Alert

Exclusive promotional opportunity with sponsorship of the daily job alert email. Promote your jobs directly to over 58,000 subscribers.



## Newsletter Sponsorship

Drive targeted traffic to your roles or profile through our weekly candidate newsletter. Reach over 85,000 registered candidates creating maximum exposure for your vacancies.

## Display Products

The screenshot shows the homepage of the 'totallylegal' website. At the top right, there is a link to 'Post a job now or call to advertise: 0845 468 0268 | Find out more'. The main navigation bar includes 'home', 'search', 'my alerts', 'my profile', 'my jobs', 'help & tags', 'blog', 'career advice', 'log in', and 'recruiters log in'. A large banner for Porsche features the text 'Head of Legal'. Below this is a search bar with 'e.g. Solicitor' and 'e.g. United Kingdom' and a 'SEARCH' button. A 'MORE SEARCH OPTIONS' section lists various roles like Private Practice, Barrister, General Support, In-house, Paralegal, Legal Finance, Public Sector, Legal Secretarial, and Legal Executive. A central text block states 'totallylegal is the UK's leading job site for legal professionals looking to make their next career move.' Below this is a 'JOBS OF THE WEEK' section listing 'Legal Advisor - Maternity Cover - London - Competitive plus benefits', 'EL/PL Solicitors (x3) - Liverpool - £25,000 to £45,000 per year (Excellent Bonus + Benefits)', and 'Contracts Manager - London - £250 to £350 per day'. A 'RECENTLY REQUIRED' section lists 'Litigation - London - 3+ years' experience', 'Group Advisor/Counsel: Anti-Corruption' (RioTinto), and 'Senior oil and gas lawyer'. The footer contains logos for various law firms like ashurst, Michael Page LEGAL, Nevard Roland, THAMESVALLEYLEGAL, IBB solicitors, CASEY ASSOCIATES, and feel good.

### 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. Featured Employer

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

### 3. Job of the Week

Homepage listings with a text summary including job title, company name, location and salary which links directly to a job advert.

### 4. Urgently Required

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



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sales@totallylegal.com

## Clients



## Contact Us

Email  
[sales@totallylegal.com](mailto:sales@totallylegal.com)

Phone  
0207 348 5010