

capital letter

administration • legislation • law

2024 MEDIA KIT



About

Capital Letter is an online publication for the New Zealand legal profession. It provides court judgment summaries from the High Court, Court of Appeal, Supreme Court and Environment Court. It also provides updates on legislation, statutory reviews and general reviews.

Capital Letter was founded in 1978 as a weekly print publication. In 2020 it transitioned to a real-time digital format which can be accessed anywhere, anytime from any device. The editorial has been broadened, and an eNewsletter is delivered to subscriber inboxes each weekday.

Judgments Express publishes all judgments from the higher courts, in a briefer format to *Capital Letter*. A weekly eNewsletter is delivered to subscribers inboxes once a week.



Josh Riddiford, Editor – Capital Letter

Josh has a BA (Hons) in Political Science from Canterbury and a Masters in Public Policy from Victoria. He has worked as a journalist for a number of years and also had a stint at the Ministry of Justice in the Office of Treaty Settlements.

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Helen Bowen, Editor – Judgments Express

Helen is a criminal lawyer/legal writer who specialises in therapeutic courts including Te Kooti Rangatahi (Youth Court) and Te Whare Whakapiki Wairua (the alcohol and other drug treatment Court).

Her background is in legal writing, criminal defence work and restorative justice consultancy.

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Gavin Evans, Group Editor

Gavin started his career with the *Evening Post* in Wellington in 1987. He has spent the past 27 years in financial journalism, first with the NZ Press Association, and then *Bloomberg News*, *Energy News* and *BusinessDesk* prior to his current appointment.

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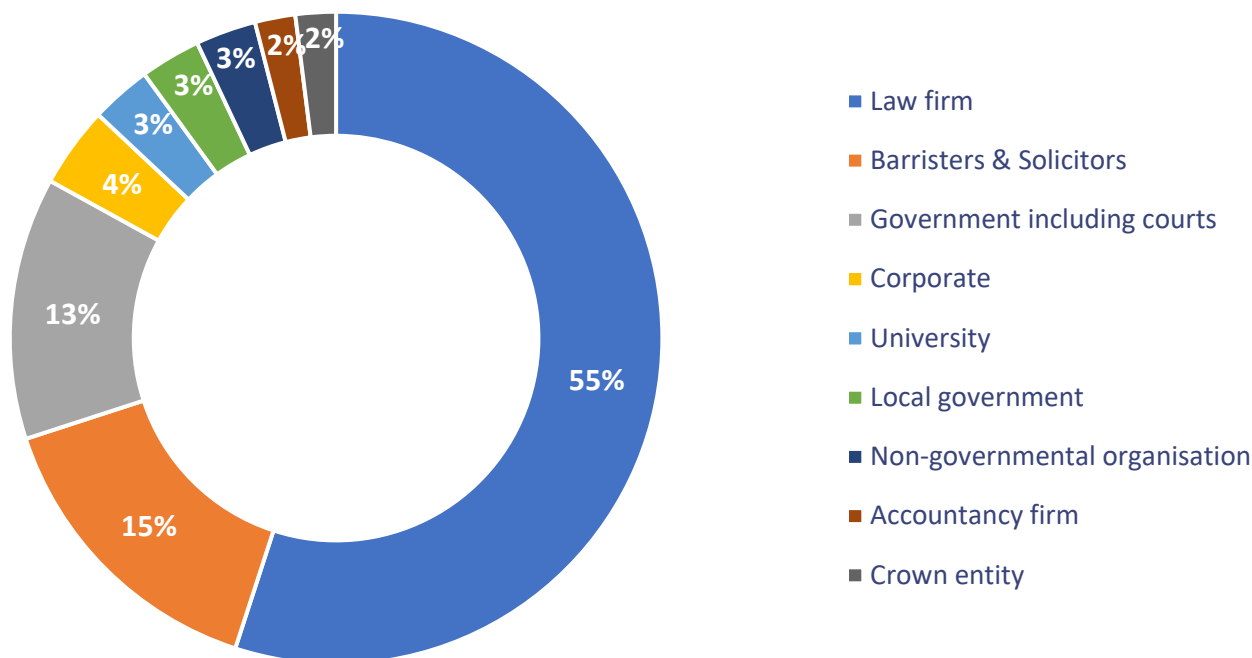
Freeman

The publisher of *Capital Letter* is Freeman Media trading as Freeman. The company is an experienced and savvy information services provider to the New Zealand corporate community, established in 2002 by Matt Freeman.

It specialises in online subscription news and information services for specific business sectors, also publishing a range of reports and maps, and running industry events.

To learn more, visit freemanmedia.co.nz

Subscribers by category



Channels

The *Capital Letter* website is the hub of real-time news and information relating to court judgment summaries from the High Court, Court of Appeal and Supreme Court. It also provides updates on legislation, statutory reviews, general reviews and much more.

Driving busy professionals to the website is important and the daily weekday eNewsletter does this with ease providing headlines and teaser article text to drive click-throughs. Advertising options for both the daily eNewsletter and website follow overleaf.

Audience

Currently 440+ organisations subscribe to *Capital Letter*. Of these 56% are law firms, 15% barristers and solicitors, 13% government organisations and 4% corporate.

The readership goes well beyond this base. For example, the Ministry of Justice subscription is organization-wide and reaches the Supreme Court, Court of Appeal, High Court, 58 District Courts, Coroners Court, Environment Court, Employment Court and Māori Land Court. It also includes the 29 tribunals, authorities and committees that the Ministry supports.

Capital Letter is subscribed to by six libraries and eight universities. Subscription copies at libraries are available to the public. Subscription copies at universities are centred around law schools but often available to the wider student base.

Key legal professionals and decision-makers read *Capital Letter*

442 organisations subscribe

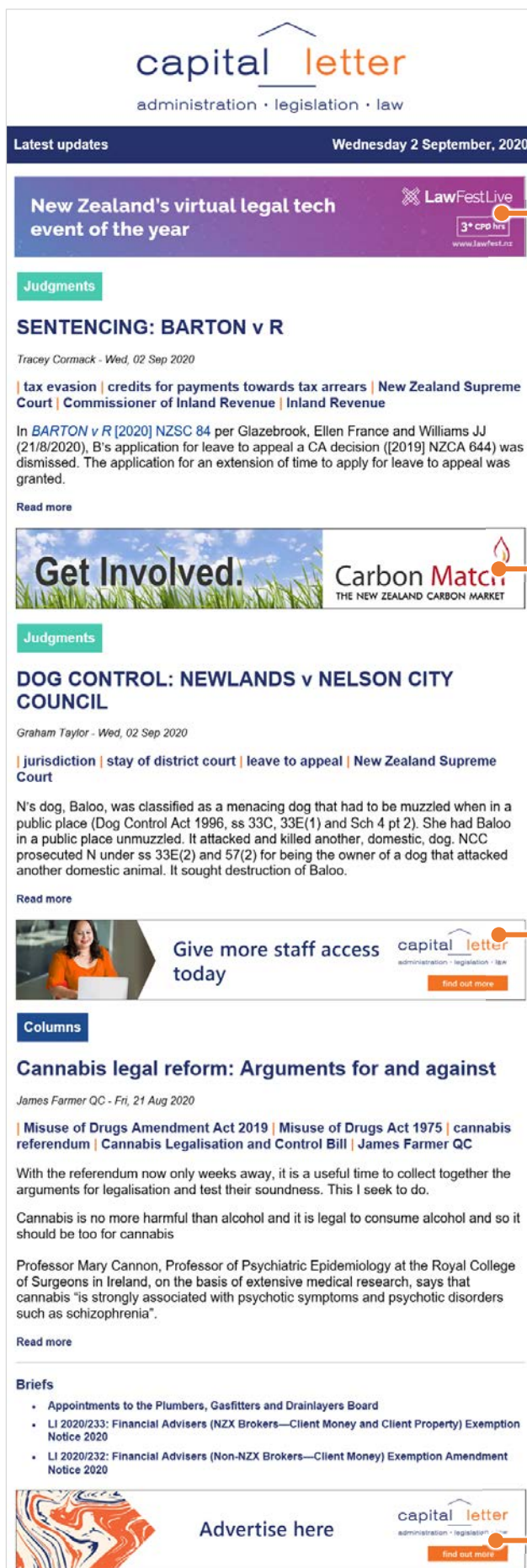
71% practicing law subscribers

4156 *Capital Letter* newsletter subscribers

3971 *Judgments Express* newsletter subscribers

Widespread Courts readership

Supreme Court, Court of Appeal, High Court, 58 District Courts, Coroners Court, Environment Court, Employment Court and Māori Land Court plus 29 tribunals, authorities and committees



Daily eNewsletter

Ad specification,
layout & weekly prices

eNewsletter Top Banner

\$800+gst per week

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File type : Static gif, png, jpeg

eNewsletter Banner 2

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Publication

- Ads run for a week Monday 10am to Monday 10am
- Deadline for completed ad artwork is Wednesday prior to publication
- Ads on daily eNewsletter are static - ads on news website are animated
- Always check availability as we sell out

eNewsletter Banner 3

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layout & weekly
prices

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The screenshot displays the capital letter website, which is a legal news platform. The header includes the site's logo and navigation links such as Home, Editorial, General Review, Judgments, Legislation, Legislative Instruments, News, Archive, and Calendar. A prominent banner at the top right promotes 'New Zealand's virtual legal tech event of the year' by LawFestLive.

The main content area is divided into several sections:

- Upcoming events:** Lists events for the week of September 15th, including a new regulation on education, SCL meetings in Auckland and Wellington, and NZAL meetings in Christchurch and Dunedin.
- Judgments:** Features articles like 'INSURANCE: SOUTHERN RESPONSE EARTHQUAKE SERVICES v DODDS' and 'DIGITAL SUPPORT FOR CIVIL LITIGATION: CHENG v CHIEF EXECUTIVE, DEPARTMENT OF CORRECTIONS'.
- General Review:** Includes 'INSOLVENCY: SINCLAIR v RURAL BUILDERS' and 'Pegasus Markets and director found guilty of breaching FSP Act - FMA'.
- Column:** Contains opinion pieces such as 'The importance of Borrowdale' and 'Cannabis legal reform: Arguments for and against'.
- Recent comments:** A section for user feedback on recent articles.

On the right side, there are several advertisements:

- A large banner for 'SGL STEWART GERMAIN LAW OFFICE'.
- A 'Web Tile' advertisement for 'egibson' with the headline 'WE LIKE A HARD CASE'.
- A 'Skyscraper' advertisement for 'NAVIGATING TOUGH TIMES? LET US HELP.'.

The website also features a 'Popular' section with recent articles and a 'Topic cloud' for navigation.

The media kit pricing is for casual
advertisers. Annual advertisers attract
significant discounts and benefits.

Advertising enquiries

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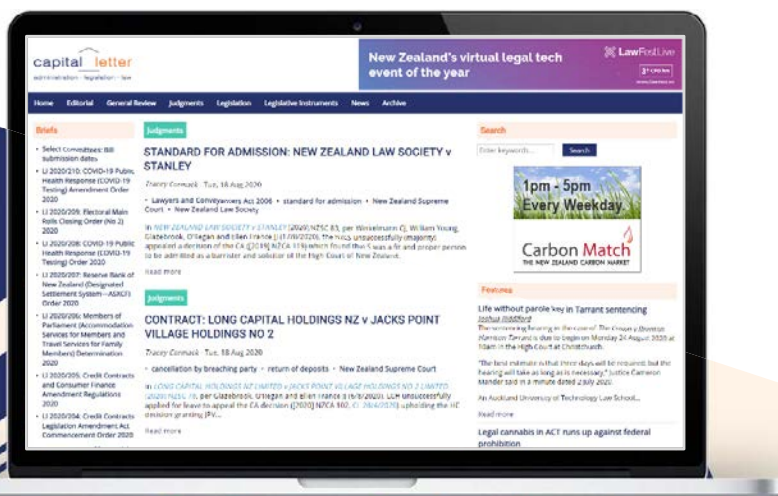
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