

BUSINESS LEADER PRESENTS:

# NC LEGAL GUIDE

2009

THE #1 WAY TO OWN THIS MARKET

## What's in the NC Legal Guide?

### Editorial Coverage:

- NC's Impact Lawyers
- NC's Top Law Firms
- NC's Legal Experts

### What's In It:

- Impact Leaders by Category
- Law Firm Profiles
- Law Firm Directory
- Legal Expert Columns

### Profiles By Industry:

- Commercial Litigation
- Business Transactions
- Real Estate
- Intellectual Property
- Criminal Defense
- Immigration
- Family Law
- Tax Planning / Trust & Estates
- Labor & Employment
- Personal Injury

Advertise in North Carolina's  
Premiere Legal Publication!

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## Who's going to read it?

### Readership:

- Business Executives
- Business Managers
- Business Owners
- Entrepreneurs
- Service Providers

### Demographics:

- 62% - Top Executives
- 16% - Upper Management
- 09% - Middle Management
- 07% - Professional / Technical
- 06% - Sales / Marketing

### Distribution:

- 35,000+ Subscribers
- Sold at 70+ NC Events
- Online at NCLegalGuide.com

### Key Statistics:

- Circulation: 40,000+
- Readership: 150,000+
- Frequency: Annual

### Rate Card

### Annual

Profile	\$4,195
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