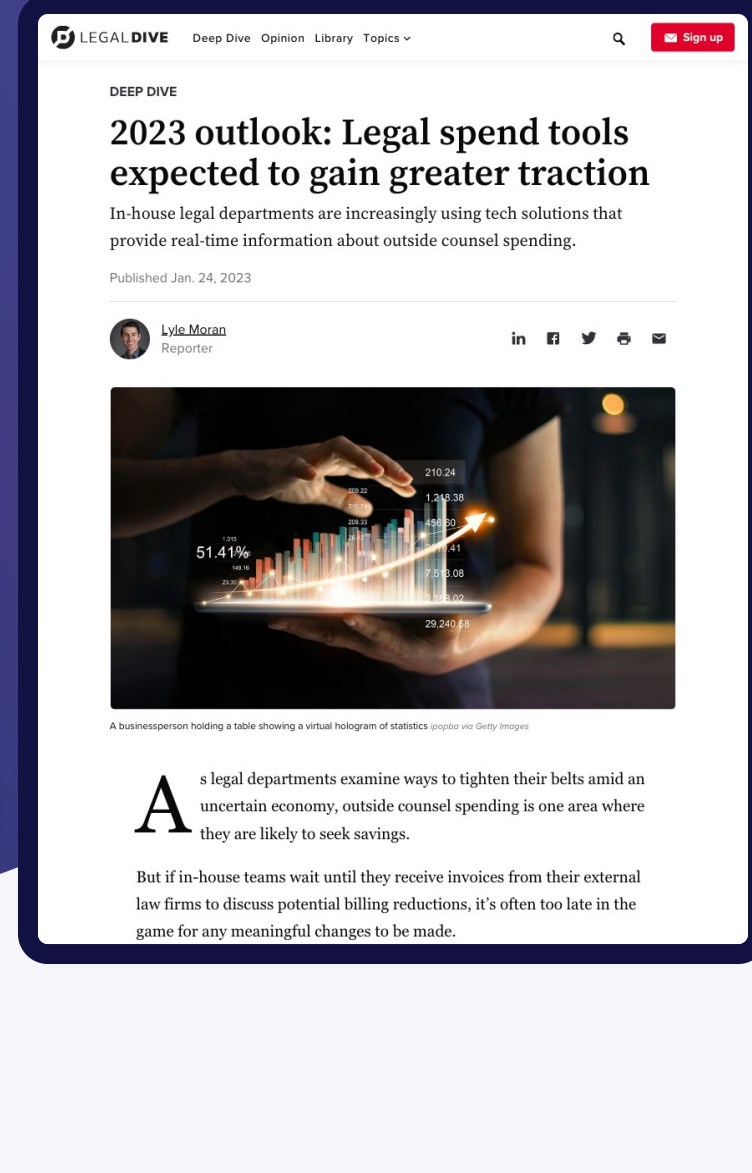


Snapshot

AUDIENCE INSIGHTS FOR 2023



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01 AUDIENCE

7,500

unique monthly visitors

76%

of subscribers are executive-level or attorneys

90%

of Fortune 100 companies read Legal Dive

LEGAL DIVE

16,300

SUBSCRIBERS

You'll find Legal Dive's news and insights in the inbox of notable subscribers, like:

- State Representative, Oklahoma House of Representatives
- Chief Legal Counsel, Montana Public Service Commission
- Chief Compliance Officer, Counsel, Windham Capital Management
- Chief Counsel, US Department of Housing and Urban Development
- Chief Labor and Employment Counsel, Whirlpool Corporation
- CLO Staff Counsel and Regional Counsel and Vice President, Fidelity National Financial

02 TOP-PERFORMING CONTENT

In an industry that's at the mercy of changing legislation, employee turnover, and regulatory challenges, stability is not a familiar feeling for corporate legal professionals. As corporations seek to slash costs in light of economic uncertainty, layoffs are coming in waves, and even in-house counsel is not immune. Many seasoned lawyers are back in the job market, as corporations bring on young lawyers who come at a reduced premium. Those who have been retained are left with a widening scope of responsibilities — including increasing efficiency via new technology to help limit costs and protect assets. Let's take a look at what our readers have been focused on most.

Top 5 topics

1. Legal operations
2. Legal technology
3. Human capital management
4. Employment law
5. Contract law

Top 10 Legal Dive stories

6 in-house legal trends to watch in 2023

Young lawyers are landing in-house legal jobs

Banks claw back pay from employees using WhatsApp

Walmart GC Karen Roberts is stepping down

In-house counsel jobs have become far more demanding

Non-competes would be illegal under FTC's proposed rule

How laid off in-house counsel can secure new jobs

How Ironclad uses GPT-3 to assist with contract redlining

Behind the snark, counsel for laid-off Twitter staff promises Musk a rough ride

Discover hires new legal chief from Bank of the West

Keywords resonating right now

in-house legal trends

layoffs

artificial intelligence for contracts

e-discovery software

salary transparency

American Data and Privacy Protection Act

Speak Out Act

law firm rate increases

contract law news

03 TRENDS

Economic impact

- Cost control
- Increasing workloads
- Growth of legal operations

Cultural employment shifts

- Legal fallout of big brands
- Higher interest in in-house jobs
- Increase of young hires

Technology as a tool

- Artificial intelligence
- Contract assist
- E-discovery software

Legislative changes

- Ban on non-compete agreements
- Salary transparency
- American Data and Privacy Protection Act

Our readers spent nearly 2x as long on these stories than the average story:

- [In reversal, appeals court OKs forced arbitration in California](#)
- [Most legal spend is predictable by looking below the surface](#)

The economy's role

While law firms largely plan to raise fees in 2023, in-house legal departments are taking the brunt of economic hits. A number of prominent corporate legal departments have executed layoffs, leaving experienced attorneys entering the job market. As costs are cut and departments are scaled back, legal departments are feeling the repercussions of increased workloads, a scope that's widened beyond traditional legal tasks.

Decreased bandwidth and inconsistent processes are presenting legal entity compliance challenges, leaving today's leaders to focus on optimization via the adoption of emerging technology.

Cultural and legislative shifts

Prior to the pandemic, careers at in-house legal departments were associated with a decently healthy work-life balance. But increased workloads have made this a phenomenon of the past. As in-house legal professionals become burnt out under the weight of mounting stress, companies are becoming more comfortable hiring 'green' law professionals straight out of law school, who also come at a reduced cost than their seasoned counterparts.

Employment-related laws are top of mind for leaders as recent changes to non-competes, privacy laws, and wage transparency have taken center stage. The presidential administration's aggressive approach to antitrust and unfair practice laws continues to change the legal landscape, as today's in-house counsels do all they can to keep up.

Game-changing technology

The AI boom has hit the legal industry, and corporations and legal leaders alike are chomping at the bit to adopt this process-revamping technology. Legal leaders are thrilled at the promise these advancements hold, especially in the ways of error reduction, and are viewing the technology as an extension of their current workforce.

Game-changing tools like AI Contract Assist boosts the efficiency and accuracy of contract review, as other softwares streamline intake and automate key workflows to tackle high volumes. The uncertainty of the economy only promises to accelerate AI-driven transformation, as corporations go down every avenue to maximize efficiency of their current workforce and avoid increased costs.

04 MARKETING INSIGHTS

Implement an airtight strategy that resonates with this audience by reflecting the content preferences of over 16,300 Legal Dive subscribers:

Content Characteristics

- Pointed
- Informative
- Actionable
- Specific
- Consultatory

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Help them navigate change

Between cultural shifts, increasing workloads, an uncertain economy, and an AI boom, attorneys are combating a myriad of concurrent issues. Keep them close to these issues by continually covering evolutions. Help them keep pace with information on how their peers are responding and the success and failure rate of their approaches, especially when it comes to the adoption of emergent technologies.

Stoke their passion for the industry

Legal professionals are a passionate bunch, and they're interested in matters across the entirety of the legal landscape. Keep them on the pulse of prominent legal issues across the gamut: from pop culture to various sectors of the business world, to the government level.

Be aware of amendments

In an industry that changes as rapidly as the legal field does, truly evergreen content is a rarity. Make sure you're reviewing your content often to reflect the latest laws, amendments, legislature, and processes. Don't forget to monitor developing issues and provide critical updates with actionable advice and next steps once the results are in.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

