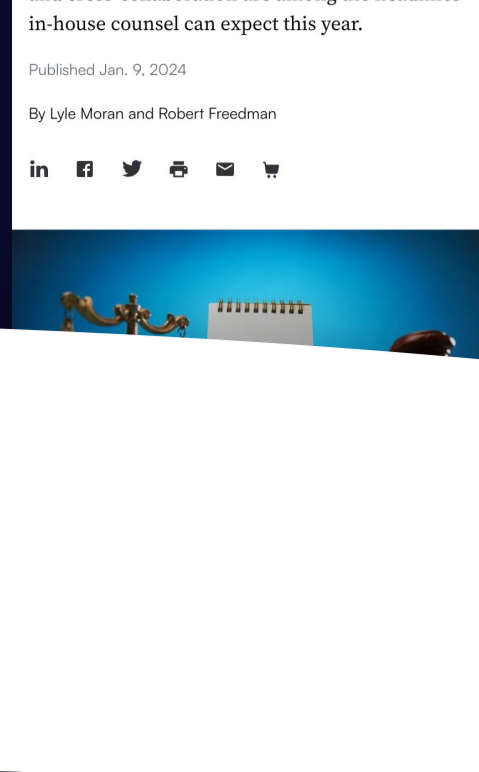


Legal Dive is a news publication designed specifically for leaders overseeing in-house counsel at corporations. Across technology, human capital management, compliance, operations, and more, our journalists cover the issues that impact in-house corporate counsel.

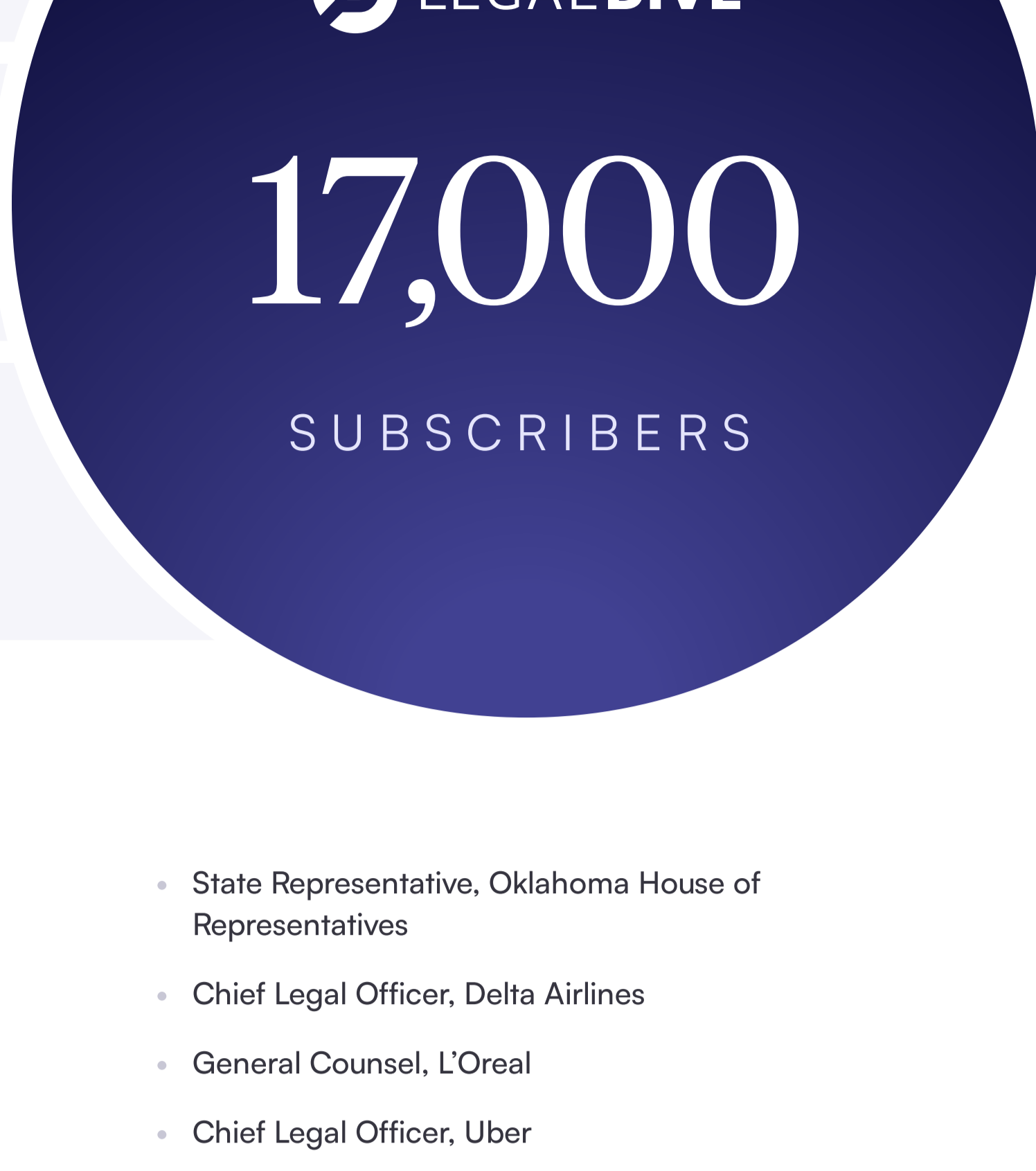


01 Audience

28K
unique monthly visitors

84%
of subscribers are manager, attorney, counsel-level, and above

90%
of Fortune 100 companies read Legal Dive



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

- State Representative, Oklahoma House of Representatives
- Chief Legal Officer, Delta Airlines
- General Counsel, L'Oreal
- Chief Legal Officer, Uber
- Chief Counsel, US Department of Housing and Urban Development
- Deputy Chief Counsel, John Deere
- General Counsel, Ulta Beauty
- Chief Legal Counsel, Montana Public Service Commission
- Chief Counsel, The Hershey Company
- EVP & Chief Legal Officer, Duke Energy Corporation

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02 Top-performing content

Shaped by factors like technological advancements, complex regulatory changes, and global economic shifts, the legal landscape is undergoing yet another year of evolution. In-house counsels are increasingly embracing digitalization, leveraging technology to streamline processes, and adopting proactive risk management strategies, all while addressing emerging legal issues such as data privacy and cybersecurity. Let's take a look at what legal leaders have been focused on most.

Top 5 topics

- Emerging issues
- Legal technology
- Litigation
- Legal operations
- Hiring/talent

Top 10 Legal Dive stories

6 in-house legal trends to watch in 2024	Setting limits on employees' hot-button social media posts
How generative AI could alter the staffing mix in legal departments	Exploring the potential impact of generative AI on legal operations
Data breach class actions are on the rise, report finds	GCs urged to act before employees become whistleblowers
Outside counsel management is a growing focus for in-house legal teams	Few mergers emerge unscathed from FTC, DOJ second requests
42% of legal teams face cost-cutting mandates, ACC survey finds	Legal use of GenAI tools is massively error-prone, Stanford researchers say

Keywords resonating right now

- legal AI tools
- labor issues
- antitrust lawsuits
- legal analytics
- law firm mergers & acquisitions
- data breach cases
- document & workflow automation

03 Trend analysis

AI buzz & backlash

- Excitement around generative AI prompts rapid adoption (contract drafting/review, legal research, memo drafting/ review, back-office functions, etc.)
- Nearly equal amounts of backlash against generative AI (error-prone, internal bias, deepfakes/false evidence concerns, data vulnerabilities, copyright issues, etc.)
- Rollout of historic AI laws in US and EU coupled with precedent-setting cases and decisions (DOJ plans to up penalties for AI-involving misconduct)

Modern world, modern issues

- Rise in data breaches and cyberattacks brings increase in breach-related class action lawsuits
- From Detroit auto workers to Hollywood screenwriters, major upswing in labor issues and unionization efforts create new threats for in-house counsel
- Spotlight on Biden's antitrust policies; projected rise in associated investigations and litigation

Internal shifts & shake ups

- Rise in mandates for in-house legal teams to cut costs and increase efficiency
- Heightened focus on DEI spurs increase in appointment and compensation of women general counsels
- Hike in law firm rates coupled with cost cuts causes in-house counsel to more closely monitor and reduce their spend on outside counsel

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

- WhatsApp again triggers massive bank fines. This time \$81M
- How Liberty Mutual's legal team is approaching AI

Tech-induced triumphs & troubles

AI is making waves across the industry, but the jury's still out on whether it's revolutionary or downright dangerous.

studioID tip

Help legal professionals navigate the use of gen AI in their day-to-day by illustrating applications where the tech excels, and areas where use should be avoided at all costs. Drive the point home with real-life examples, credible statistics, and guidance on adoption.

Proactivity as a priority

With an ever-shifting regulatory landscape and increasing complexity of legal issues, in-house legal teams are shifting towards a forward-thinking approach.

studioID tip

Legal professionals are identifying potential risks early on and implementing robust compliance measures to mitigate them. Help legal leaders take a proactive stance on risk mitigation to not only safeguard their organizations against legal challenges, but also enhance their overall business resilience. Doing so will foster compliance, integrity, and trust.

Cybersecurity, compliance, and counsel

The intersection of cybersecurity and compliance is not new to in-house counsels industry-wide, but its evolution is constant.

studioID tip

As technology grows and cybersecurity threats pop up at an alarming rate, in-house legal professionals are challenged with the daunting task of ensuring compliance amid constant changes. Keep legal leaders vigilantly abreast of compliance developments to ensure their tech practices are safe and secure.

04 Marketing insights

Appeal to this audience by reflecting the content preferences of over 17,000 Legal Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

Limit their options

Legal professionals have access to countless tools, but navigating the range of various options is a daunting task.

studioID tip

Help legal professionals streamline their operations by exhibiting the pros and cons of different tools & technologies, automation practices, and productivity optimizations. As many legal teams face cost-cutting mandates, be mindful of underscoring how investments will help them in this endeavor and improve bottom lines.

Don't shy away from AI

More and more legal teams are considering the implementation of generative AI. But, being smart about it is critical.

studioID tip

Generative AI is an opportunity for in-house teams to optimize research, contracts, and filings, among other operations, but it also poses dangers and policy challenges. Ensure legal leaders are aware of the regulatory risks such as "AI-washing." Show leaders case studies and best practices to help their broader organization correctly use the technology. Remember: this is an overwhelming territory, so help them start small and stay out of hot water. Customize your guidance to their specific operations as much as possible.

Invest in regulation

While compliance is of the utmost importance, it's increasingly difficult to know the ins and outs of new regulations.

studioID tip

Labor, ESG, pay transparency, cryptocurrency and a slew of other topics are all to be considered when evaluating a company's compliance. Create content surrounding the regulation and compliance requirements and frameworks for different organizations to help legal professionals suss out the most important headlines.

studio / ID

How are you resonating with this audience?

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

