

WHERE LAWYERS GO TO  
BETTER PREPARE THEIR CASES  
WHERE BROKERS  
BANKERS & INVESTMENT  
MANAGERS GO FOR  
FINANCIAL INFORMATION  
WHERE PHYSICIANS & OTHER  
HEALTHCARE PROFESSIONALS  
GO TO LEARN DRUG INTERACTIONS  
AND HEALTH OUTCOMES  
WHERE SCIENTISTS & RESEARCHERS  
GO TO ACCELERATE THEIR  
RESEARCH AND COLLABORATION  
THOMSON INTERACTIVE  
WHERE PROFESSIONALS WORK

# WHERE HARD-TO-REACH PROFES SIONALS WORK

Monthly Uniques	
Thomson Corporate	6,711,000
Thomson ONE*	150,000
PE Hub*	200,000
Westlaw	483,000
FindLaw	2,217,000
PDR	345,000

Thomson is an internationally recognized leader in the information services industry. In the last decade, Thomson databases and websites have become the workflow environments for professionals. Now, to reach these hard-to-reach lawyers, financial executives, physicians and scientists, marketers can use these trusted environments: Thomson ONE, Westlaw, FindLaw, PDR and more.

# WHERE PROFES SIONALS WORK INTENSELY CONTINUALLY

# WHERE PROFES SIONALS WORK AND SEE YOUR MESSAGE

	Index
<b>Upscale</b>	
HHI \$100K+	131
Portfolio value \$500,000-\$999,999	297
Home value \$1,000,000+	167
<b>Highly educated</b>	
Post-graduate degree	140
<b>Work for a small organization</b>	
Firm size 5-9	184
Firm size 50-99	133
<b>Highly involved in purchases</b>	
Specify products/brands	133
Specify vendors or suppliers	140

These professionals are highly affluent, highly educated and highly involved in purchasing products and services.

# WHERE HIGH-VALUE PROFES SIONALS WORK



These professionals don't just visit a Thomson site or database. They engage intensely with the information, tools and solutions offered there – because it's critical to their work. And they don't just engage sometimes; they engage for long stretches of time, every day. What's more, they engage with open minds – the best kind of minds for your message.

Now, in the midst of their work, you can reach these professionals four targeted ways:

**WebPlus.** Ads embedded within two proprietary databases: Thomson ONE for financial professionals and Westlaw for lawyers, and soon in other Thomson solutions such as ISI Web of Knowledge and FindLaw.

**PE Hub.** Online ads in the private-equity sector's first industry blog and news site.

**PDR.** Display ads within the online Physician's Desk Reference site: PDR.net. (Display ads are also available to consumers within PDRHealth.com.)

**FindLaw.** Online ads in the web's #1 legal site.

**Thomson Interactive gives marketers unparalleled access to premier information brands that working professionals use daily to achieve success.**

