

## Law Street Media Exploring Sale



**Law Street Media has built a valuable, engaged audience of millennial lawyers, but it now needs to prove that this hyper-niche audience is particularly valuable.**

### Important Details

Law Street Media announced that it is exploring the sale of its digital publishing business. The company is a niche-media provider that serves legal millennials with free, primarily mobile-based current awareness content that covers law and policy topics.

Law Street began in late 2013 when its founder John Jenkins recruited six interns in Washington DC and New York and asked them to design a legal news service that they would use. Jenkins started Law Street after the successful sale of CQ Press, where he was CEO. Law Street's management group includes executives who came over with him from CQ Press, and its chairman is Ken Michaels, CEO of Macmillan Learning. A year ago, Denny Klause, formerly the director of financial planning at LexisNexis, also joined Law Street as CFO. The company only has 11 employees, not including its freelance contributors.

The interns designed a news service that focuses heavily on video and graphic storytelling about crime, law, democracy, and social justice. The visual story-telling strategy makes it easier to share and get attention on social media, where it has a stronger following than traditional legal news providers. To create the video content at a low cost, the company leverages technology from Wibbitz, an Israeli automated video creation start-up. Wibbitz analyzes text content, summarizes it, and uses video from public media and licensed images to create video clips of those stories.

Law Street's news articles are typically only around 250- 500 words long, in order to make them easier to read on a mobile device. It also produces what are essentially short college term papers that provide a deep dive into specific issues. It has built up a unique position as an authority on US crime rates. Most users are in the US, and the company claims that 75% are under 35, and that 85% access its content on a mobile device.

The company derives revenue from academic subscriptions and creating custom sponsored content for clients, which accounts for about 1.5% of its content. Law Street has a distribution deal with Credo Reference and Wolters Kluwer to bring its coverage into the undergraduate and law school markets.

Law Street reaches over half a million monthly users, and has two million page views. To put this into perspective, ALM's legal media audiences has around 1.7

million visitors per month, but has more than 700 employees and revenues of \$211 million in 2015, according Outsell estimates (see Report, [US Legal News and Current Awareness Market Landscape](#), 5 February 2015).

## Why This Matters

Law Street shows that content does not have to be light click bait in order to reach millennials, especially those who will have more buying power in future as they progress into a well paid profession. The company is still in start-up mode and admits that it has very little revenue, despite its relatively large readership in a niche area. Assuming the start-up has annual revenue of around half a million dollars, and is growing at 100% a year, Outsell's company valuation tool values the company at around \$3.9 million.

The company has clearly reached a point where it needs further investment in order to expand. Although it may have a bigger readership than ALM's [Law.com](#), it clearly does not have anything close to its revenue. Monetizing its readership will be its biggest challenge, and while it might have been ahead of its competitors in developing content that fits with millennials and mobile users, the others have now caught up with this technology. Having shown its concept to create niche content for aspiring and junior legal professionals, Law Street now wants to expand to into new markets such as science, health, and education.

ALM is unlikely to be interested in acquiring Law Street, as the content is not a good fit with ALM's content, and Law Street's users might not respond well to any paywall that ALM might introduce. However, the chance to increase its traffic overnight might be too good a temptation to resist. Law Street finds itself better positioned for acquisition by an advertising supported media company that operates in vertical markets, such as Internet Brands. In 2013, Internet Brands acquired LexisNexis' Martindale-Hubbell's internet marketing business, including the [Lawyers.com](#) consumer website. Another option might be bar exam review course providers such as Barbri. Around 1.2 million law graduates have used the Barbri's various learning tools to help them pass the bar exam. Law Street is a perfect bridge of law students and junior legal professionals, which is right at the point where they complete the bar exams and other continuing legal education courses.

Ultimately Law Street is selling an audience, and its price will be determined by who values that audience the most.

---

### Links to Outsell profiles of companies mentioned:

ALM Media Properties, LLC, Internet Brands, Inc., law street media, Barbri

---

[Link to the insight article](#)

[E-mail Hugh Logue about this insight](#)

---

## About *Insights*

Redistribution: Insights is an annual subscription service. Workgroup subscribers may distribute content freely only within their workgroup as defined in their agreement with Outsell. Company subscribers may distribute content freely within their companies, agencies, and institutions, but not to persons outside their organizations without permission. Individuals subscribe for their own use and may not distribute, disseminate, disclose, or otherwise make use of the information herein without permission.

The information, analysis, and opinions (the "Content") contained herein are based on the qualitative and quantitative research methods of Outsell, Inc. and its staff's extensive professional expertise in the industry. Outsell has used its best efforts and judgment in the compilation and presentation of the Content and to ensure to the best of its ability that the Content is accurate as of the date published. However, the industry information covered by this report is subject to rapid change. Outsell makes no representations or warranties, express or implied, concerning or relating to the accuracy of the Content in this report and Outsell assumes no liability related to claims concerning the Content of this report.

[Outsell's Ethics & Integrity Policy](#)

## Contact Details

Email: [insights@outsellinc.com](mailto:insights@outsellinc.com)  
Website: <http://www.outsellinc.com>

Advancing the Business of Data & Information

**Outsell, Inc.**  
Burlingame • CA • USA  
[+1 650-342-6060](tel:+16503426060)

27b Floral Street • London • UK  
[+44 \(0\) 20 8090 6590](tel:+442080906590)

---

Copyright © 2017 Outsell, Inc. All rights reserved.