

Average Law Firm Spend in 2018 on Marketing & Business Development.*

AVERAGE OVERHEAD SPEND

PER \$MILLION REVENUE

FOR MARKETING/BD

\$19,004

AVERAGE OVERHEAD SPEND

AS A % OF REVENUE

FOR MARKETING/BD

1.9%

AVERAGE OVERHEAD SPEND PER LAWYER FTE

MARKET-LEADING GROWTH FIRMS

FOR MARKETING/BD

\$13,600

AVERAGE OVERHEAD SPEND PER LAWYER FTE

AVERAGE FIRMS

FOR MARKETING/BD

\$12,700

AVERAGE OVERHEAD SPEND PER LAWYER FTE

STATIC GROWTH FIRMS

FOR MARKETING/BD

\$11,300

All figures are based on year-end 2018 statistics from Thomson Reuters Peer Monitor.®

Got questions about the data? Contact Brent Turner at brent.turner@tr.com for more info.

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*Figures do not include Marketing & Business Development staff compensation and benefits.

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