

# NEW YORK



**Local Legal  
Services Advertising  
2024-2025**

## Introduction & Background

Trial lawyers and aggregators increasingly spend large sums of money on television, digital, and print advertising to recruit new clients. In 2025, it is estimated that \$4 billion was spent on more than 30 million legal services ads across television, radio, print, digital, and outdoor ads, soliciting legal claims across the United States — a spending increase of approximately 44% compared to these types of local ads in 2024. Much of this advertising is conducted by aggregators: businesses that recruit potential plaintiffs and then sell their information to law firms.

New York City has vaulted to the top of the American Tort Reform Foundation’s annual Judicial Hellholes® report in large part due to rampant fraud plaguing the state’s civil justice system. From trip-and-fall schemes to staged accidents and fabricated construction injuries, New York’s legal environment has enabled plaintiffs’ lawyers to cash in while small businesses and unsuspecting residents are left to pick up the pieces.

Insurance companies and small businesses face a wave of lawsuits built on phantom accidents and fabricated injuries. The state’s no-fault insurance system — which holds insurers fully liable regardless of fault — has created fertile ground for abuse. Unscrupulous plaintiffs’ lawyers and medical practitioners exploit the system for maximum payouts, often at the expense of their own clients and New York taxpayers. In some cases, patients are even subjected to unnecessary surgeries to bolster these fraudulent claims.

Some schemes reportedly targeted “foreign-born workers who lack proficiency in English,” encouraging them to file claims for fabricated or exaggerated injuries. In some cases, the injuries — a simple trip and fall, for example — would be exaggerated on paper into multi-million-dollar permanent disability claims.

Sensing the opportunity, plaintiffs’ attorneys are pouring millions of dollars into advertisements aimed at recruiting potential claimants for personal-injury lawsuits. Between 2023 and 2025 spending on local legal services ads increased more than 84% — from \$97 million in 2023 to nearly \$179 million in 2025.

MARCH 2026  
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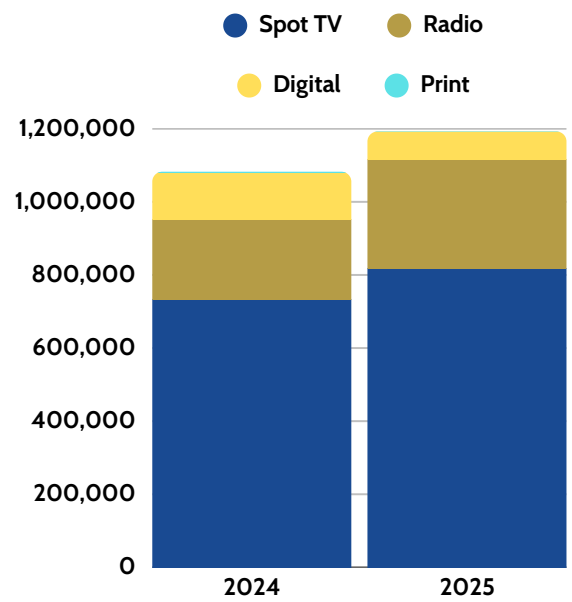
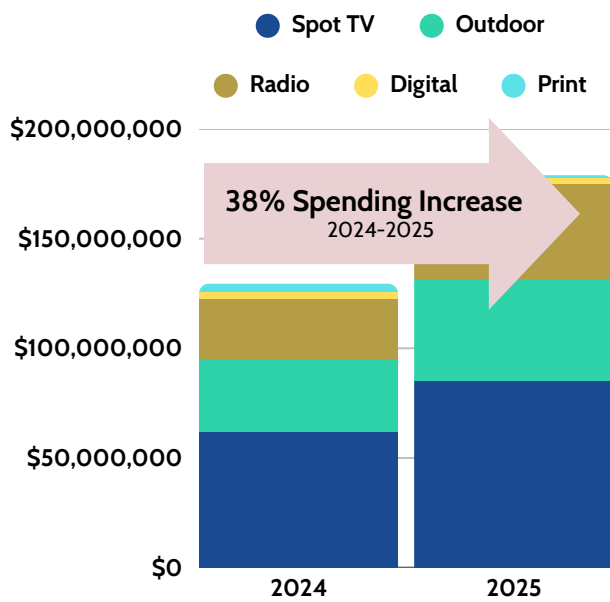
INTRO

# Overview

In 2025, approximately \$179 million was spent on nearly 1.2 million local legal services advertisements in New York state’s ten media markets. This includes print, digital, local and national spot radio, outdoor, and spot TV advertisements. The standard New York state media markets included in this report are: Albany, Binghamton, Buffalo, Burlington, Elmira, New York City, Rochester, Syracuse, Utica, and Watertown.

Some data included in this report reference historical data reported upon in a 2024 analysis which reported upon New York local legal services advertising between 2019 and 2023: [Legal Services Advertising – New York – 2019-2023](#).

## Ad Spending & Quantity



MEDIUM	2024	2025
Spot TV	\$61,902,634	\$85,431,296
Outdoor	\$33,597,304	\$46,347,547
Radio	\$27,230,071	\$43,147,123
Digital	\$3,458,691	\$2,803,634
Print	\$3,265,764	\$1,196,722
<b>TOTAL</b>	<b>\$129,454,464</b>	<b>\$178,926,322</b>

MEDIUM	2024	2025
Spot TV	733,564	817,077
Radio	218,896	299,460
Digital	129,171	75,462
Print	832	358
<b>TOTAL</b>	<b>1,082,463</b>	<b>1,192,357</b>

*Note: Data on quantity for outdoor and out-of-home ads is not available and thus not included.*

# Trends Over Time

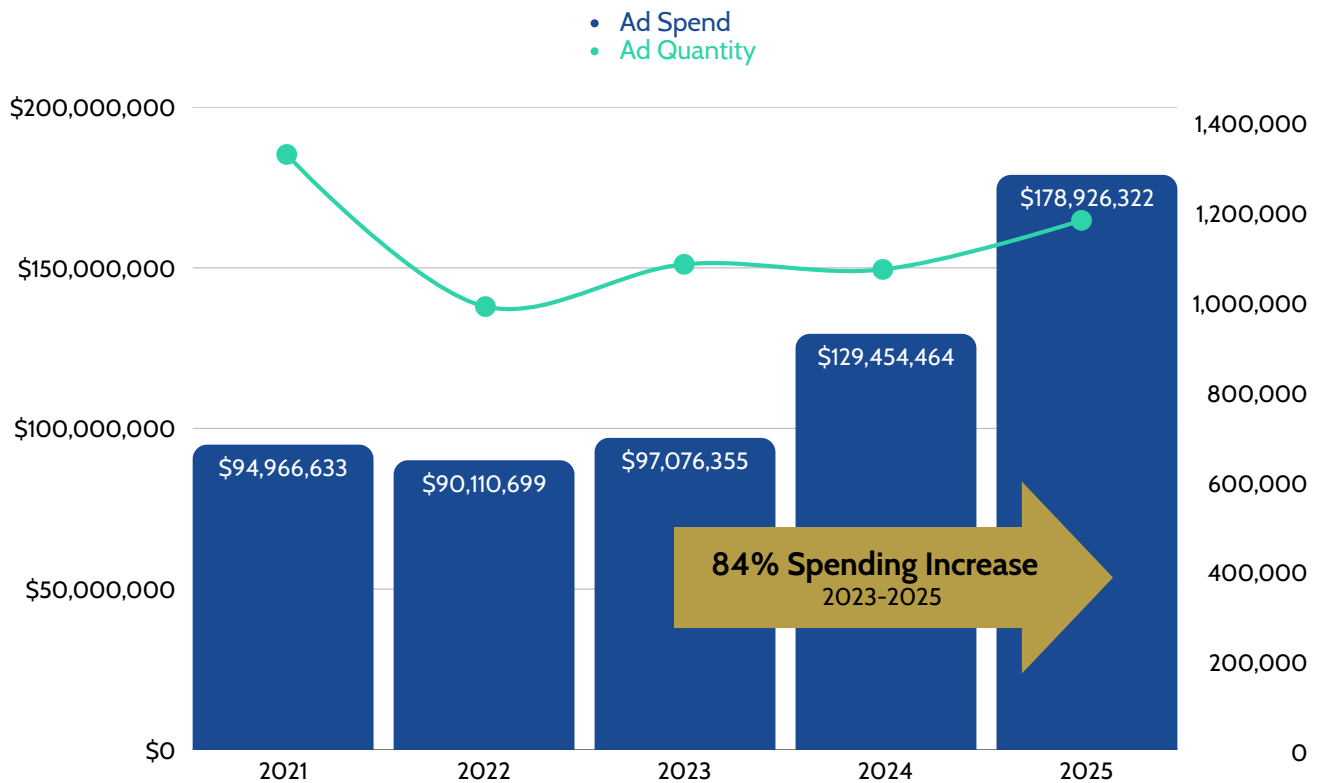
When compared with the previous analysis conducted in 2023, overall spending on local legal services in New York increased more than 33% between 2023 and 2024, then increased another 38% between 2024 and 2025.

In that two-year span, spending on local legal services ads increased more than 84% — from \$97 million in 2023 to nearly \$179 million in 2025.

While nearly half of all dollars spent on local legal services ads are spent on Spot TV ads, reaching \$85.4 million in 2025, the largest spending increase by medium was in radio ads, which increased nearly 225% between 2023 and 2025. The quantity of radio ads also increased more than 127% during the same time period.

Data on the number of out-of-home and outdoor ads placed is not available, but spending on these ads increased more than 147% between 2023's \$18.7 million spend and 2025's \$46.3 million spend, suggesting a significant increase in the quantity of these types of ads.

## New York Local Legal Services Ad Spending and Quantity 2021-2025



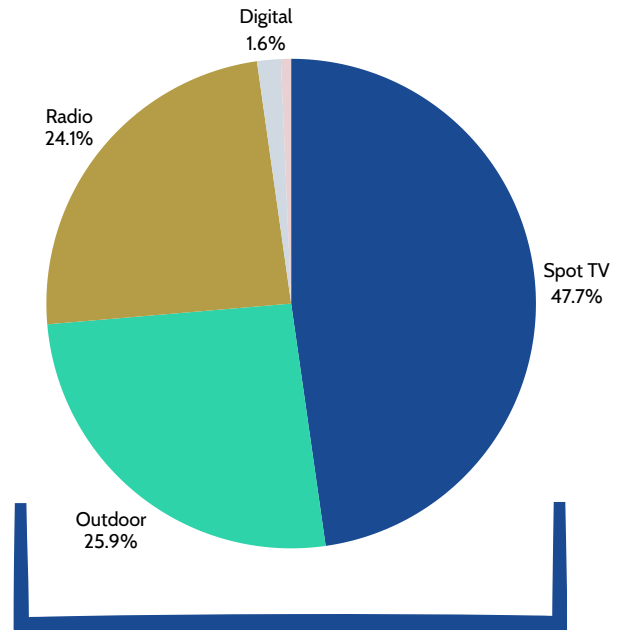
# Local Legal Services Ad Categories 2025

To determine estimated figures on the subjects and topics of local legal services ads in New York, data analysis was conducted specifically of the Top 3 advertising mediums in New York state: Spot TV, Radio, and Outdoor. Combined, these three mediums accounted for nearly 98% of all spending on local legal services advertisements and more than 93% of ads in New York state in 2025.

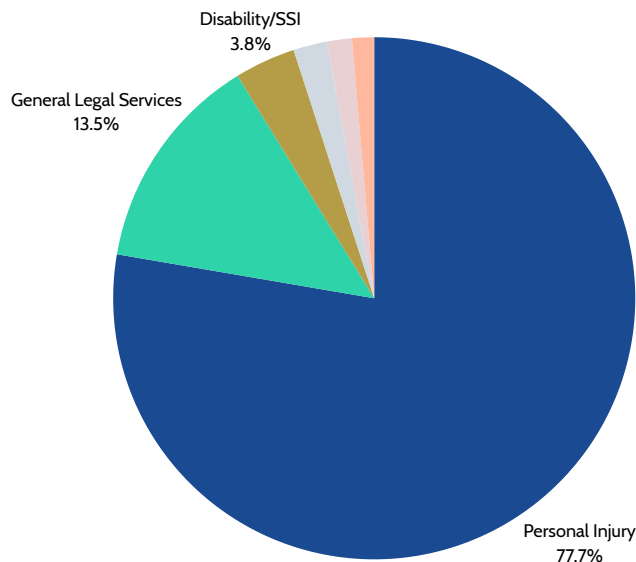
At a conservative estimate, at least 78% were ads for personal injury attorneys, including accident attorneys. Personal injury firms spent more than \$111.4 million on these ads across all mediums in New York’s media markets in 2025. These figures likely are much higher due to limitations of data reporting and analysis, including the lack of availability for data on the number of out-of-home and outdoor ads.

At least one-quarter of all local legal services ads, or nearly 300,000 ads, were specifically related to personal injury attorneys for accidents, including motor vehicle and construction worksite accidents. Advertisers spent \$25.5 million on these types of ads in 2025 alone.

At least \$5 million was spent on more than 14,000 ads in Spanish. This figure is notable due to widely reported upon fraudulent schemes involving plaintiff attorneys in New York targeting immigrant and Spanish-speaking workers.



**98% of Local Legal Services Ad Dollars Spent on Spot TV, Radio, and Outdoor**

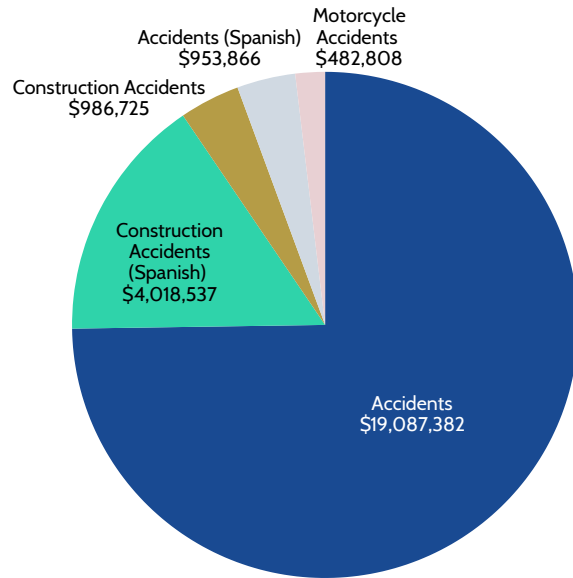


**Categories of Spot TV and Radio Ads by Quantity**

# Ad Categories

## Spot TV

Approximately 74% of all dollars spent on local legal services Spot TV ads were specifically for personal injury ads, which made up more than 76% of all local legal services Spot TV ads aired in 2025. Of that, roughly 41% of personal injury ads were specifically for personal injury accident attorneys, including motor vehicle and construction worksite accidents. More than 31% of all local legal services Spot TV ads aired in 2025 were for personal injury accident attorneys.



**Personal Injury  
Accident Attorney Ads**

## Radio

More than 80% of local legal services radio ads in 2025 were specifically for personal injury attorneys, with at least 18% specifically advertising personal injury accident attorneys.

## 2024

In 2024, Spot TV, Radio, and Outdoor mediums accounted for nearly 95% of all spending on local legal services advertisements and nearly 88% of ads in New York.

At least 74% of those ads were for personal injury attorneys, including accident attorneys. Personal injury firms spent more than \$74.6 million on these ads across all mediums in New York's media markets in 2024.

More than 205,000 ads were specifically related to personal injury attorneys for accidents, including motor vehicle and construction worksite accidents. Advertisers spent at least \$16.5 million on these types of ads in 2024.

At a conservative estimate, at least \$4.3 million was spent on nearly 12,000 ads for personal injury accident attorneys in Spanish.

# Top Law Firm Advertisers

In 2025, nearly 800 law firms advertised their services locally across New York, spending, on average, \$220,000 per firm over the course of the year. In 2024, roughly the same number of firms spent an average of \$135,000 over the year — a more than 64% increase in the average amount spent by firms.

In 2024, 24 firms spent more than \$1 million on advertising for the year, with Morgan & Morgan spending the most in 2024 at \$13 million.

In 2025, 33 firms spent more than \$1 million on advertising for the year — a nearly 38% increase in million-dollar-plus advertising budgets. Those 33 firms, on average, increased their budgets nearly 83% between 2024 and 2025. Morgan & Morgan increased their advertising budget by 111% and remained the top spender with \$27.5 million spent on local legal services ads in New York in 2025.

The top legal services advertisers in New York state in 2025 when we look at the total amount spent on ads across all mediums were:

## 2025 Top Law Firm Advertisers by Spending

ADVERTISER	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Morgan & Morgan Attorneys	\$27,522,822	94,338
Cellino Law Firm	\$9,565,948	59,135
Harris Keenan & Goldfarb Law Firm	\$8,926,285	17,038
William Mattar Attorney	\$8,292,740	193,641
TopDog Law Firm	\$7,124,942	32,423
Barnes Firm Attorneys	\$7,028,709	77,260
Gregory Spektor & Assoc. Attorneys	\$5,611,326	25,262
Shulman & Hills Law Firm	\$5,386,197	58,893
Oresky & Assoc Attorneys	\$4,357,340	8,586
Gorayeb & Assoc Attorneys	\$4,144,450	10,911
Weitz & Luxenberg Attorneys	\$4,134,816	18,488
1-800-Cantaso Attorney	\$3,900,529	16,987
Jacoby & Meyers / Finkelstein & Partners, LLP	\$3,728,654	20,274
Law Offices Of Michael S. Lamonsoff	\$3,636,138	13,684
Harding Mazzotti Attorneys	\$3,212,374	69,258

*Sorted by Top Advertising Spenders*

# Top Law Firm Spending Increases

Thirteen firms increased their budgets by more than \$1 million between 2024 and 2025:

LAW FIRM	2025 SPEND	2024 SPEND	INCREASE IN SPENDING 2024-2025
Morgan & Morgan Attorneys	\$27,522,822	\$13,010,891	\$14,511,931
TopDog Law Firm	\$7,124,942	\$1,901,727	\$5,223,215
Shulman & Hills Law Firm	\$5,386,197	\$1,253,905	\$4,132,292
Cellino Law Firm	\$9,565,948	\$5,876,879	\$3,689,069
1-800-Cantaso Attorney	\$3,900,529	\$944,253	\$2,956,276
Harris Keenan & Goldfarb Law Firm	\$8,926,285	\$6,108,755	\$2,817,531
Gregory Spektor & Assoc. Attorneys	\$5,611,326	\$2,873,430	\$2,737,895
Law Offices Of Michael S. Lamonsoff	\$3,636,138	\$1,657,799	\$1,978,340
Barasch & McGarry Attorneys	\$2,558,852	\$924,749	\$1,634,104
William Mattar Attorney	\$8,292,740	\$6,878,604	\$1,414,137
Weitz & Luxenberg Attorneys	\$4,134,816	\$2,858,748	\$1,276,068
Yankowitz Law Firm	\$2,221,967	\$997,789	\$1,224,178
Suarez Law Group	\$2,074,900	\$1,023,550	\$1,051,350

*Sorted by Largest Year-Over-Year Increase in Ad Dollars Spent*



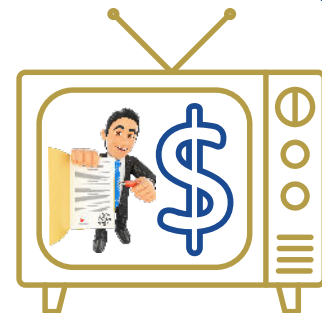
*Example TV Ad from Jacoby & Meyers*

## Spot TV

The table below shows the top law firm advertisers for local legal services on Spot TV. The ads aired by these firms primarily were for personal injury and accident attorneys.

### 2025 Top TV Advertisers by Spending

ADVERTISER	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Morgan & Morgan Attorneys	\$12,922,647	36,955
William Mattar Attorney	\$8,268,179	187,837
Harris Keenan & Goldfarb Law Firm	\$5,692,076	14,923
Barnes Firm Attorneys	\$5,468,555	68,829
Cellino Law Firm	\$5,376,494	51,188
Oresky & Assoc Attorneys	\$4,357,340	8,586
Weitz & Luxenberg Attorneys	\$4,123,263	18,437
Gorayeb & Assoc Attorneys	\$3,658,729	7,087
Jacoby & Meyers / Finkelstein & Partners, LLP	\$3,481,126	19,238
Harding Mazzotti Attorneys	\$2,672,059	69,257



## Radio

The table below shows the top law firm advertisers for local legal services on radio. The ads aired by these firms primarily were for personal injury and accident attorneys.

### 2025 Top Radio Advertisers by Spending

ADVERTISER	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Morgan & Morgan Attorneys	\$9,995,510	57,181
TopDog Law Firm	\$7,416,634	32,423
Shulman & Hills Law Firm	\$5,378,525	58,893
Gregory Spektor & Assoc Attorneys	\$2,271,055	23,756
Cellino Law Firm	\$2,011,992	7,640
1-800-Cantaso Attorney	\$1,619,838	7,312
Law Offices Of Michael S. Lamonsoff	\$1,580,961	11,678
D'Agostino & Assoc. Attorneys	\$1,299,241	9,723
Carrion Law Firm	\$787,850	7,613
Ginarte Attorney	\$652,553	2,271

## Outdoor

The table below shows the top law firm advertisers for local legal services through outdoor and out-of-home mediums like billboards and bus ads.

### 2025 Top Outdoor Advertisers by Spending

ADVERTISER	ESTIMATED AMOUNT SPENT
Morgan & Morgan Attorneys	\$4,434,298
Harris Keenan & Goldfarb Law Firm	\$3,119,975
Gregory Spektor & Assoc Attorneys	\$2,968,404
Cellino Law Firm	\$2,587,377
Suarez Law Group	\$2,074,900
Fredson Statmore Bitterman Law Firm	\$1,937,395
Law Offices Of Michael S. Lamonsoff	\$1,908,884
Barnes Firm Attorneys	\$1,490,761
TopDog Law Firm	\$1,442,100
Kessler Law Firm	\$1,265,393

## Conclusion

The plaintiffs’ bar pours millions of dollars into advertising in these locales to drum up new business.

While this study by the American Tort Reform Association is focused on New York, trial lawyer advertising is not an issue isolated in one community or in one state. Rather, trial lawyers across the United States identify jurisdictions friendly to their work and relentlessly pursue new clients in search of the next large payout from a trial or settlement.

The extraordinary sums of money plaintiffs’ lawyers devote to advertising reveal just how aggressively they are working to generate new claims and fuel litigation. The impact of excessive lawsuit abuse is felt well beyond the courtrooms in the form of higher insurance premiums, higher prices for goods and services, and fewer job opportunities. New York residents pay the third-highest “tort tax” in the nation. Excessive costs from lawsuit abuse in New York create an annual hidden tax of \$2,684 per person, or more than \$10,700 per family of four.

While there are not enough bandages to cover the injuries trial lawyer advertising has caused, we can take steps to inform the general public. Through education we can shine a spotlight on the aggregators who mislead consumers and sell their information to law firms. By arming everyday Americans with this knowledge, we can help push back against trial lawyers and engage with our local leaders for potential solutions and policy changes.

## Methodology

Analysis conducted by the American Tort Reform Association utilizing data provided by MediaRadar.

[MediaRadar's detailed methodology is available here.](#)

This report analyzes the following ad types:

### Television

- Spot TV

### Digital

- Internet Display
- Mobile Web
- Online Video
- Mobile Web Video
- Mobile App

### Radio

- Local Radio
- National Spot Radio

### Out of Home (OOH)

- Outdoor