AMERICAN TORT REFORM ASSOCIATION

2025 Legal Services Advertising: By the Numbers

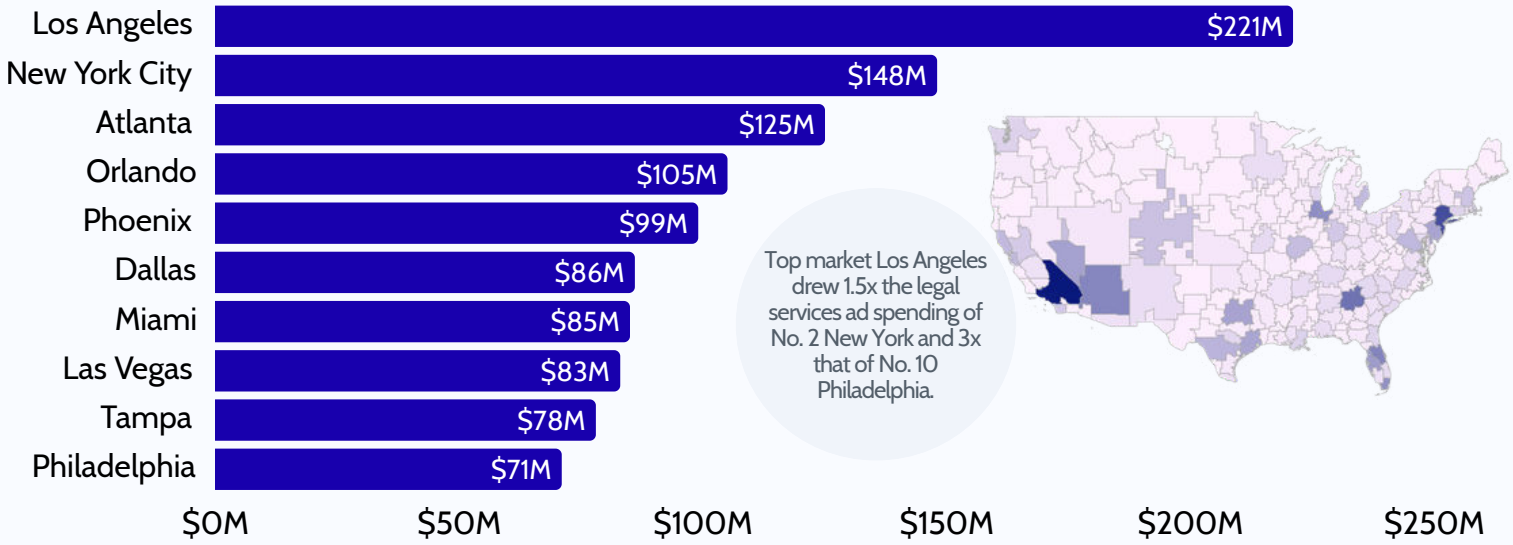
How much the plaintiffs' bar spent on advertising to recruit new clients, including the leading markets, top advertisers, and media channels driving that spend

$4.1B
Total spent on legal services advertising nationally, 2025

30 M
Number of legal services ads nationwide

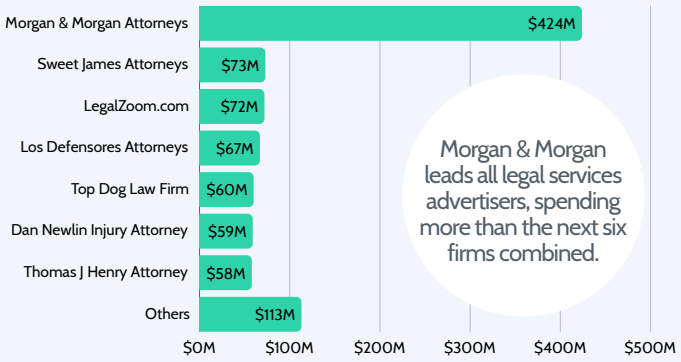
+47.4%
Change in national ad spend vs. 2024

Top 10 Media Markets by Legal Ad Spend



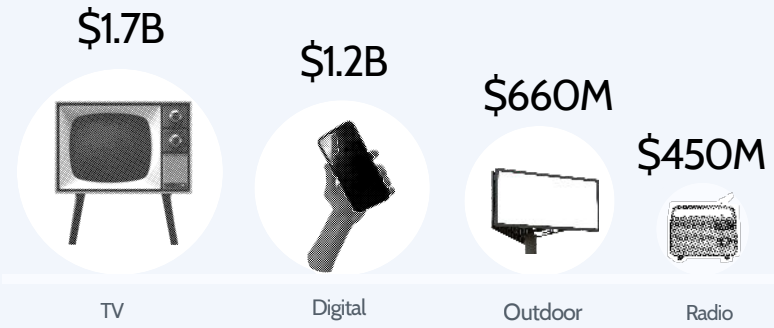
Top market Los Angeles drew 1.5x the legal services ad spending of No. 2 New York and 3x that of No. 10 Philadelphia.

TOP LEGAL ADVERTISERS



Morgan & Morgan leads all legal services advertisers, spending more than the next six firms combined.

LEGAL AD SPEND BY MEDIA CHANNEL



TV and digital together drive 71% of tracked ad spend, with outdoor, radio and others splitting the rest.

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