

The background is a solid teal color with a complex network of thin white lines and small white dots scattered across it, resembling a digital or social network.

# IFLR

MEDIA KIT

**2023**

## ABOUT IFLR

First published in 1982, IFLR analyses the global legal market and interprets in-house expert opinion for capital markets, corporate and banking lawyers.

IFLR is the only product that provides deep dive analysis of legal aspects of the financial market. We help firms by analysing trends and providing critical insight into how changes impact law firms – in particular how regulatory changes affect the day-to-day activities of law firms and their competitive position.

Everyone on the team, from our junior reporters to our managing director, takes pride in fulfilling and delivering upon IFLR's five core values:

### **CREDIBILITY**

The industry believes in us, and we strive to maintain that trust

### **INSIGHT**

An accurate and deep understanding help us to keep you abreast of regulatory developments

### **ACCURACY**

While we're not just about the facts, we always ensure we've got the story right

### **INTELLIGENCE**

Whether it's through our network of in-house experts or our own subject matter specialists, we source information crucial to your day-to-day

### **HERITAGE**

We don't rest on our laurels, but we do respect our four-decades rich history

# IFLR

ABOUT IFLR

# OPPORTUNITIES

## EDITORIAL COVERAGE

Supplemented by interviews with key industry players in both in-house and private practice, our editorial content provides critical industry insight, allowing readers to know how the market is reacting and keeping pace with it.

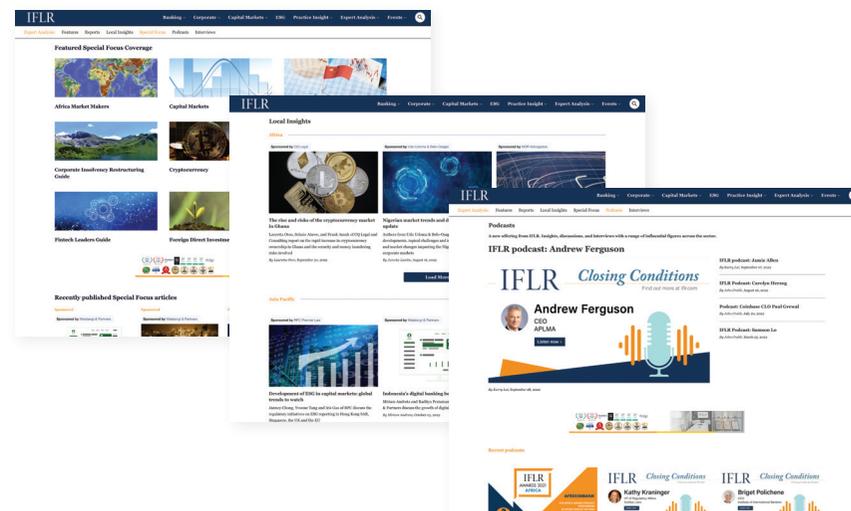
## What we offer law firms, and the benefits of partnering with us

## THOUGHT LEADERSHIP

Solidify your status as an expert in your field, where potential clients will look to you for advice, as well as information and ideas. To complement our journalist's coverage of key trends and market developments, we offer writing and interview opportunities to law firms under our **expert insights** in 3 key areas:

# IFLR

# OPPORTUNITIES



The graphic features a teal background with a network of white lines and dots. The text 'IFLR' is prominently displayed in a large, white, serif font, with a thin white horizontal line underneath it. Below this line, the word 'OPPORTUNITIES' is written in a smaller, white, sans-serif font.

# IFLR

## OPPORTUNITIES

### SPECIAL FOCUS

This is your opportunity to share specialist insight on the financial and corporate legal market with our target audience and position your business as a key industry player

Our special focus reports cover key areas such as M&A, ESG, Insolvency & Restructuring, Cryptocurrency, and include key markets and regions such as Africa, China, and Asia.

We move with the market; new reports are commissioned based on market activity and trends. If you have an idea that meets our audiences needs, please get in touch.

### LOCAL INSIGHTS

Firms can also provide regular, concise updates on recent developments in financial law in your jurisdiction.

### PODCASTS AND Q&As

Highlight a particular case study, deal, or market trend within your practice area or country, moderated by an IFLR editor

Answer key questions you see surrounding challenges faced by those keeping abreast of regulatory developments, market trends and more

**Get in touch to find out more about the opportunities on offer to showcase your firm and take advantage of IFLR's global reach.**

## OUR REACH

### AUDIENCE IS TRULY GLOBAL



24%  
AMERICAS



33%  
EUROPE



33%  
ASIA PACIFIC



10%  
MIDDLE EAST  
& AFRICA

540,000+  
ANNUAL USERS

960,000+  
PAGE VIEWS

13,000+  
FOLLOWERS ON  
SOCIAL MEDIA

### JOB TYPE

PRIVATE PRACTICE

IN-HOUSE COUNSEL

SENIOR REGULATORS

POLICY DIRECTORS

## Why write for IFLR?

Writing for IFLR positions you as an authority within the industry and enables your content to reach a global audience. Our thought leadership opportunities can solidify your status as an expert in your field, where potential clients and customers will look to you for advice as well as information and ideas.

Articles written by a firm or individual are posted on the IFLR website, allowing you to share your insights to those beyond our subscriber audiences.

With seamless integration with our IFLR1000 rankings, audiences can read your content while also being reminded of your market status and ranking.

# IFLR

OUR REACH

# DIGITAL ADVERTISING

## BANNER ADVERT

£1,000 per week

£899 5-8 weeks

£800 9-12 weeks

## NEWSLETTER ADVERT

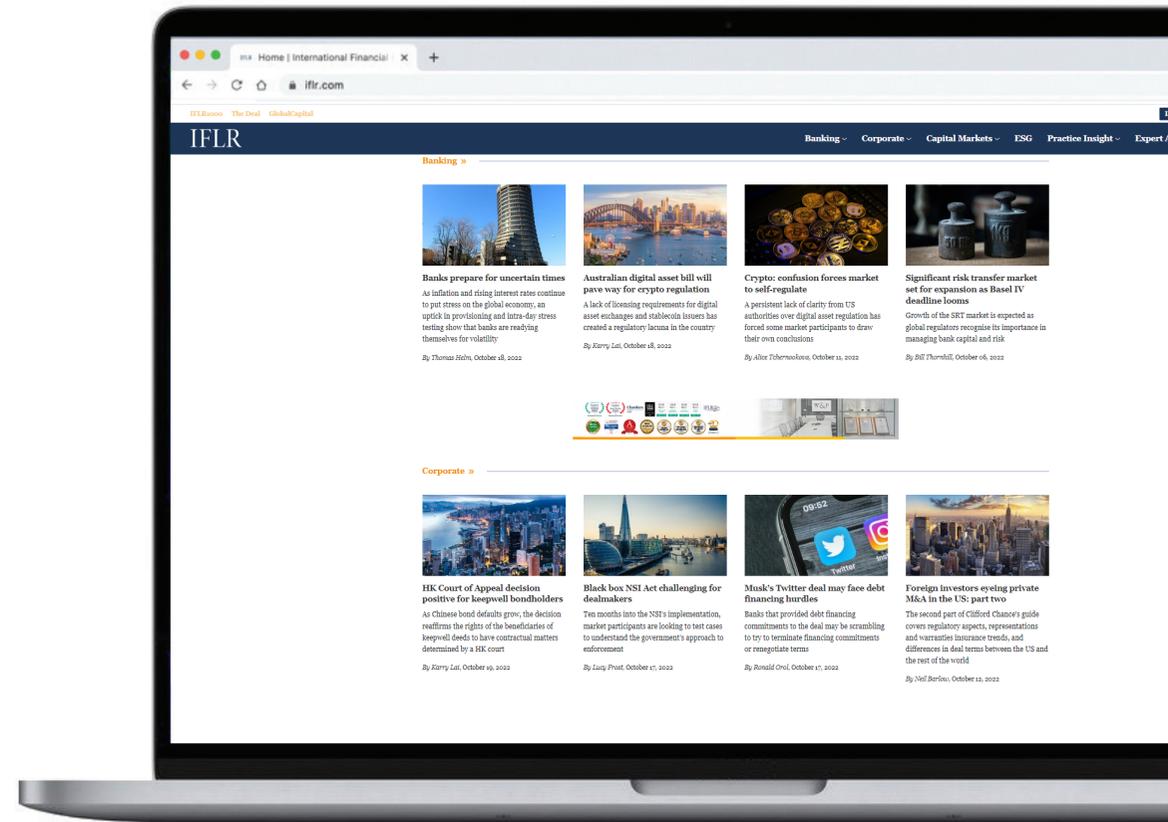
£1,150 1 week

£1,000 5-8 weeks

£899 9-12 weeks

# IFLR

## WHAT WE OFFER



# THOUGHT LEADERSHIP

## WHAT WE DO

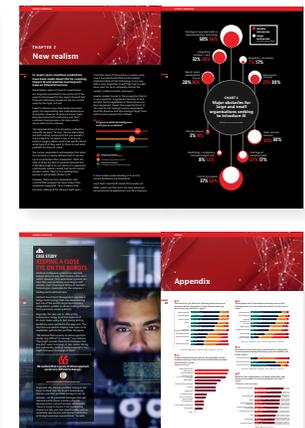
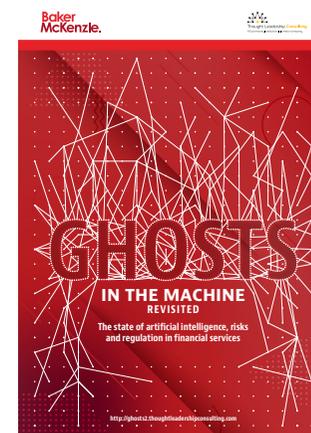
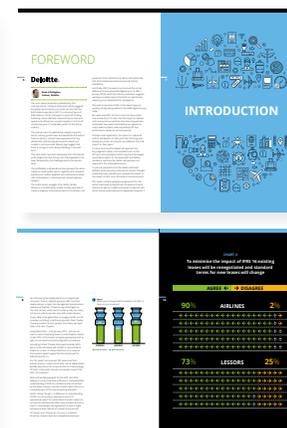
Identify your market's pain points and delve into the key concerns of your audience. Address these points through a range of compelling formats from reports to videos, microsites to infographics.

## BUILD YOUR CREDIBILITY AND TRUST

With your original content, take advantage of IFLR's global presence and have your content published on IFLR.com, our social media channels, shared with our IFLR subscribers, newsletter subscribers and more.

# IFLR

## THOUGHT LEADERSHIP



# AWARDS

IFLR Awards have tracked legal innovation within corporate finance for over 20 years. IFLR awards uniquely showcase transactions that break new ground and see new legal precedents in local markets.

## IFLR AWARDS



IFLR Asia Awards 2023  
March 2023



IFLR Europe Awards 2023  
April 2023



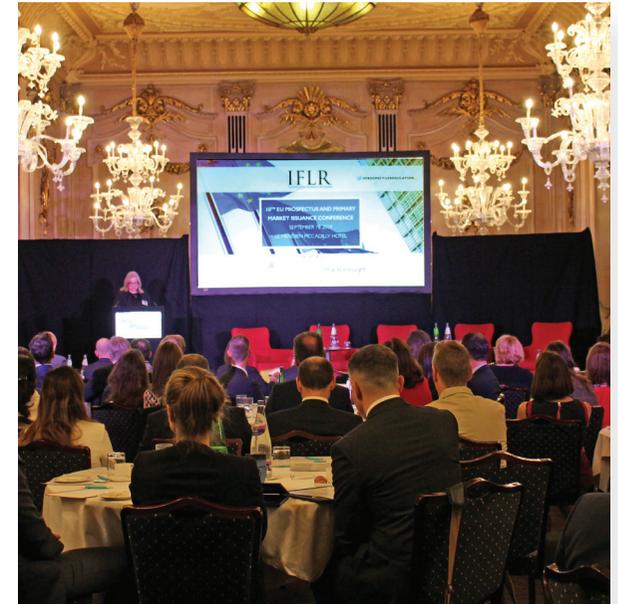
IFLR Americas Awards 2023  
May 2023



IFLR Africa Awards 2023  
September 2023



IFLR Middle East Awards 2023  
October 2023



# IFLR

## AWARDS

# IFLR1000 RESEARCH AND RANKINGS

IFLR1000 is the only international legal market research product focused on ranking law firms and lawyers on the basis of transactional work. As such, those seeking counsel will find the most comprehensive analysis of law firms and lawyers working on innovative transactions in 120+ markets.

## TOP 10 COUNTRIES VISITING IFLR1000

- |                   |                  |
|-------------------|------------------|
| 1. United States  | 6. Hong Kong SAR |
| 2. United Kingdom | 7. Netherlands   |
| 3. India          | 8. Indonesia     |
| 4. Nigeria        | 9. France        |
| 5. Singapore      | 10. Canada       |

## OUR REACH

385,000+  
ANNUAL USERS  
PROFILE PAGES

590,000+  
PAGE VIEWS  
FOCUSED ON FIRM

1.3mil+  
PAGE VIEWS  
ANNUALLY

12,000+  
FOLLOWERS ON  
SOCIAL MEDIA

## RESEARCH TIMELINES

November 2022 –  
August 2023  
**RESEARCH INTERVIEWS  
CONDUCTED**

March 2023  
**SUBMISSION DEADLINE**

March – April 2023  
**CLIENT FEEDBACK AND  
LAWYERS SURVEYS**

May – September 2023  
**RESULTS PUBLISHED**

# IFLR

IFLR1000  
RESEARCH  
AND RANKINGS

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