



IFLR

MEDIA KIT

2024



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ABOUT IFLR

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First published in 1982 but now a full digital title, IFLR covers financial regulation, M&A, ESG and related areas with a 'business of law' legal lens. We provide subscribers with critical insight into how regulatory changes and developments in the legal sector affect law firms' operations and strategies.

WE DELIVER INSIGHT ACROSS THREE CORE AREAS:

- Financial regulation in banking and capital markets
- Environmental, social and governance
- Mergers and acquisitions

OUR COVERAGE SPANS:

- **News:** timely updates on the latest developments at the intersection of finance and law
- **Analysis:** deep insight into regulatory trends and law firm strategies
- **Interviews:** Q&As with leading law firms to better understand their expansion plans
- **Deal analysis:** on the most innovative and complex banking, capital markets, M&A and ESG transactions from around the world
- **Opinion:** commentary from our editorial team on the latest financial regulation, M&A and ESG trends affecting law firms
- **People moves:** regular updates on the latest law firm recruitment trends and changes

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OPPORTUNITIES

OPPORTUNITIES

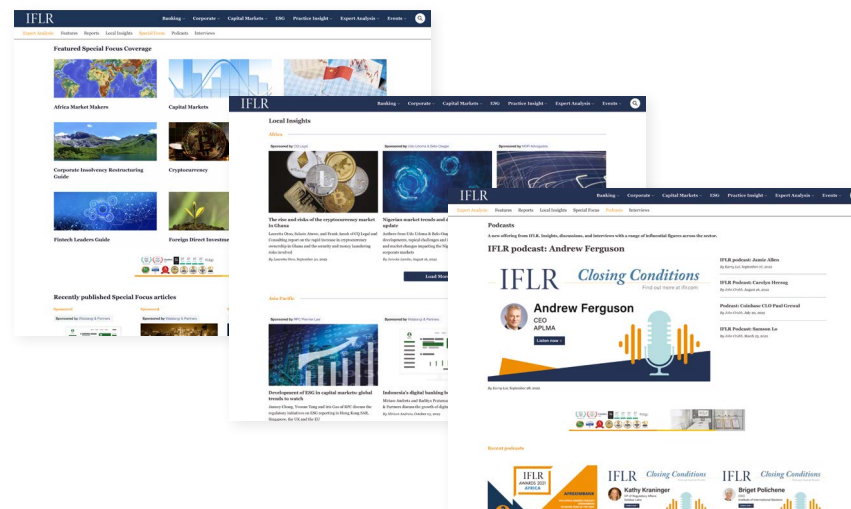
EDITORIAL COVERAGE

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:





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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.

IFLR

OUR REACH

OUR REACH

AUDIENCE IS TRULY GLOBAL



24%
AMERICAS



33%
EUROPE



33%
ASIA PACIFIC



10%
MIDDLE EAST
& AFRICA

429,525
ANNUAL USERS

1,003,000
PAGE VIEWS

14,800
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.

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WHAT WE OFFER

DIGITAL ADVERTISING

BANNER ADVERT

£1,000 per week

£899 5-8 weeks

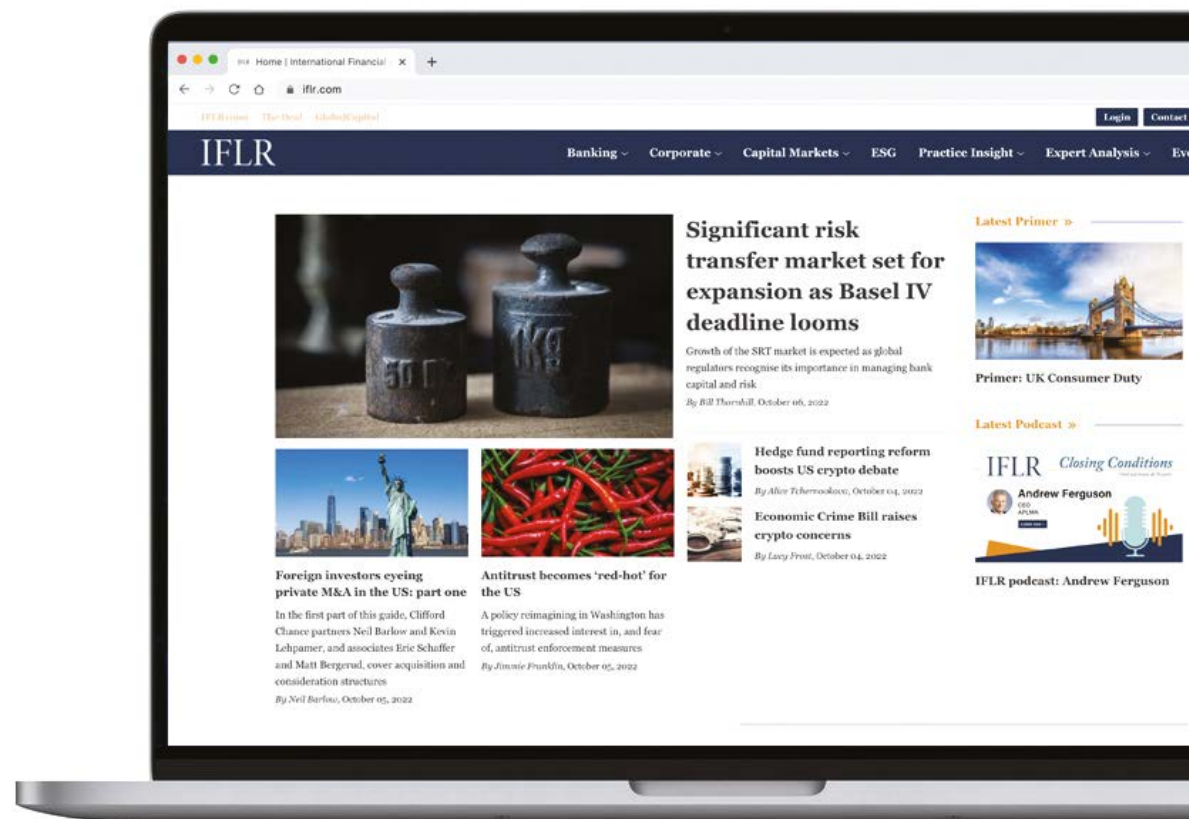
£800 9-12 weeks

NEWSLETTER ADVERT

£1,150 1 week

£1,000 5-8 weeks

£899 9-12 weeks



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AWARDS

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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-PACIFIC
AWARDS 2024

IFLR Asia
Awards 2024

IFLR
EUROPE
AWARDS 2024

IFLR Europe
Awards 2024

IFLR
AMERICAS
AWARDS 2024

IFLR Americas
Awards 2024

IFLR
AFRICA
AWARDS 2024

IFLR Africa
Awards 2024

IFLR
MIDDLE EAST
AWARDS 2024

IFLR Middle East
Awards 2024





IFLR

IFLR1000
RESEARCH
AND RANKINGS

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

1.3mil+
PAGE VIEWS
ANNUALLY

15,900
FOLLOWERS ON
SOCIAL MEDIA

RESEARCH TIMELINES

November 2023 –
August 2024
**RESEARCH INTERVIEWS
CONDUCTED**

March 2024
SUBMISSION DEADLINE

March – April 2024
**CLIENT FEEDBACK AND
LAWYERS SURVEYS**

May – September 2024
RESULTS PUBLISHED

The background of the left side of the page features a teal-colored graphic with a network of thin, dark grey lines connecting various sized dots, creating a complex, web-like pattern. The IFLR logo is positioned in the lower-left area of this graphic.

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