MEDIA PACK
2019
About us

IFLR is essential reading for a global audience of private practice lawyers, in-house counsel at financial institutions and corporates, senior regulators and policy directors.

Since 1982 we have been tracking the rapid growth of cross-border capital flows, the ebb and flow of the emerging markets and the rise in the influence of global regulators. With an international team of journalists based in Hong Kong SAR, New York and London our coverage today is uniquely focused on the law of international capital markets, banking, M&A, and financial regulation, providing:

• In-depth analysis of the latest deal structures and trends
• Exclusive interviews with key regulators and senior in-house counsel
• Expert opinion on and comparative analysis of regulatory developments
• Coverage of developed, emerging and frontier markets

IFLR is now available to the financial legal community:

Online: IFLR.com is updated continuously, includes exclusive online-only content, and an extensive archive of materials
Print: IFLR Magazine publishes 6 issues each year
Email: IFLR publishes a free weekly email
Webseminar: IFLR.com broadcasts regular webseminars on a dedicated channel
Events: IFLR hosts regular events in major financial centres around the world

“IFLR’s mission, from its inception 30 years ago, has been to provide professionals in the financial services industry with focused, practical and digestible reports on matters affecting international finance. The format of the Review has changed over the years; the high quality of its substantive content has not.”

Lee C. Buchheit, Cleary Gottlieb Steen & Hamilton LLP
The magazine: Reach your market

- A powerful, respected brand with over 30 years’ market experience
- An unrivalled international reach from our offices in London, New York and Hong Kong SAR
- Practical editorial coverage focused for in-house counsel
- 6 issues per year

**IFLR Magazine is sent in both print and digital formats and is distributed to over 7,000 financial lawyers and individuals in related roles and organisations***

Key contacts

For information on any IFLR projects please contact

**Editorial**
Managing Editor: Lizzie Meager
Tel: +44 (0) 20 7779 8030
Elizabeth.meager@legalmediagroup.com

**Commercial**
Head of Business Development: Liam Sharkey
Tel: +44 (0) 20 7779 8384
lsharkey@iflr.com

Key facts

- IFLR has global reach supported by a global team of journalists
- IFLR has been serving the global financial legal markets since 1982

* Based on print and digital distribution of IFLR’s January 2019 edition. Please note; the exact figures for future editions may vary.
IFLR.com: Reach your client universe

IFLR.com is continually updated with exclusive online-only content and distributes a number of subscriber based newsletters by email.

IFLR.com receives on average over 30,000\(^1\) users each month and an average of over 65,000\(^1\) page views.

IFLR.com distributes a free weekly email to over 21,500\(^2\) registered individuals. IFLR is also active on social media and has over 4,000\(^4\) followers on its twitter account and over 6,600\(^5\) members of its LinkedIn group. IFLR has over 11,000 subscribers to its webinar channel\(^6\).

**Weekly email subscribers by company type\(^3\)**

- 45.8% Law Firms
- 5.7% Educational institutions
- 2.7% Other
- 45.8% Corporates, financial institutions and govt organisations

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**SOURCES**

3. Correct as of 24th November 2017 based on analysis of 10% of IFLR Bulletin subscribers, selected at random and conducted by Euromoney Trading Ltd, please note future subscriber lists will vary.
5. LinkedIn 30th January 2019.
Advertising

Reports, surveys
IFLR’s Reports and Surveys provide an opportunity for firms to profile their expertise to in-house counsel at multi-national banks and corporates and senior partners at international law firms. Typically we work in association with leading global law firms with whom we develop a templated set of questions. Selected leading law firms are then invited to participate on an exclusive jurisdictional basis. Responses are published in a dedicated print supplement and on iflr.com.

International Briefings
IFLR offers correspondent firms the opportunity to provide regular, concise updates on recent developments in financial law in their jurisdictions. The updates are short and can be written by anyone in the firm.

Display advertising
Series advertising in IFLR enables your firm to position yourself in the minds of clients as a leading adviser on international financial transactions. Premium positions to advertise your firm are available both online at www.iflr.com and in print.

Book publishing
By co-publishing a book with IFLR, you can provide clients with a definitive guide to local law issues affecting cross-border financial transactions involving their jurisdiction.

Bespoke marketing
IFLR can also provide bespoke marketing services to help you to target a specific audience. Audiences include senior partners from international law firms, in house counsel at banks and corporates. Opportunities include event, supplement or web seminar promotion.

“IFLR has become over the past 30 years a leading source of reliable information and opinion on developments in the law of international finance. I find it very helpful for staying abreast of regulatory developments across the world.”
Simon J Davies, Linklaters
Events

Conferences
IFLR holds a number of conferences in London, Hong Kong SAR, Mumbai, Singapore and New York. You can raise the profile of senior partners at your firm and demonstrate your expertise to a core audience of in-house lawyers from the leading investment banks and multinational corporates.

Sponsorship includes speaking slots, free delegate spaces, an exhibition stand at the conference, cocktail reception.

- IFLR European In-House Counsel Summit, January
- IFLR India Capital Markets Forum, February
- IFLR Europe FinTech, March
- IFLR Asia M&A Forum, April
- IFLR China Forum, June
- IFLR European Capital Markets Forum, April
- IFLR Women in Business Seminar (UK), June
- IFLR EU Prospectus Regulation Conference, September
- IFLR European M&A Forum, October
- IFLR India M&A Forum, November

Web seminars
IFLR runs a series of web seminars on key issues throughout the year. Limited exclusive sponsorship opportunities are available, providing firms with direct access to our dynamic on-line community. The web seminar will be broadcast live on www.iflr.com and the archive will remain available to online users for 12 months.

Awards
IFLR’s Awards Dinners in London, New York, Hong Kong SAR and Dubai are the principal industry events, each attended by up to 300 guests from the leading law firms in the field of international finance. Attendance is by invitation only. Winning firms have the option to advertise alongside the awards write-up in the April issue of the magazine (for Europe, Asia and the Americas) or the October issue (for the Middle East).

- IFLR Asia Awards, May
- IFLR Europe Awards, April
- IFLR Americas Awards, May
- IFLR Middle East Awards, October

Round tables
IFLR’s roundtables can be tailored to your firm’s specific needs as the exclusive law firm present. Roundtables enable your firm to demonstrate to clients your expertise in a specific area and engage in debate with industry leaders. It is possible for you to hold discussion in your own offices and to have coverage in the magazine, following the event.

“The practical and open approach of IFLR is its great strength and its characteristic contribution to international financial law.”
James Leavy, Weil, Gotshal & Manges
Rates

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| **Half page**    |       |       |       |
| Black and white  | £1,895| £1,755| £1,700|
| Full colour      | £2,795| £2,595| £2,550|

|                  |       |       |       |
| **Quarter page** |       |       |       |
| Black and white  | £1,250| £1,150| £1,125|
| Full colour      | £1,835| £1,688| £1,652|

Copy deadline 12th of the preceding month

Full page sizes

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Half page 172mm x 117mm

Quarter page 87mm x 117mm

Materials supplied

For the supply of advertisements we accept the following formats:

tif and eps files Adverts can be generated and produced as an image and saved as a .tif or .eps file. The resolution should be 300 dots or pixels per inch (dpi or ppi).

PDF files Adverts can be supplied in a Portable Document Format (PDF), colour adverts must be CMYK and not RGB and be in a press optimized format.

Quark files Adverts can be supplied in a QuarkXpress™ format, accompanied by all the fonts, logos, and photographs.

Banner advertisement

£1500 per week on all our digital media publications:
- Free weekly email
- www.iflr.com (rotating, non exclusive)

Can be supplied as an animated GIF or static JPEG file. IFLR.com banner ad specs: Leaderboard 728 (w) x 90 (h) with mobile leaderboard banner ad 300 (w) x 50 (h) or MPU 300 (w) x 250 (h). IFLR weekly bulletin banner ad specs: Leaderboard 468 (w) x 60 (h) or square banner 150 (w) x 150 (h). All dimensions are quoted in pixels. File size should not exceed 20Kb.
Influence decision makers

When your firm advertises with IFLR you have the opportunity to influence decision makers who subscribe to IFLR and who receive the free weekly email. They are the leading buyers of legal services in Capital Markets, Banking, M&A, and Financial Regulation, including:

A&L Goodbody
Accenture
African Development Bank
Aguilla Castillo Love
AK Bank
Akin Gump Strauss Hauer & Feld
Al Tamimi & Co
Allen & Overy
Alpha Exchange
ANZ Banking Group
Apex
Arab Bank
Arias
Arnold Porter Kaye Scholer
Asima
Bae Kim & Lee
Bahrain Association Of Banks
Bain Capital
Banco Bradesco
Banco Central De Reservas Del Peru
Banco De Espana
Bank Negara Malaysia
Bank Of America Merrill Lynch
Bank Of Canada
Bank Of China
Bank Of England
Barclays
Baring Private Equity Asia
BDO
Bell Gully
Bird & Bird
Blackrock
Blakes Cassels & Graydon
Bloomberg
BNP Paribas
BNY Mellon
BPI
Bredin Prat & Associes
Capco
Carey Olsen
CCB International
Chartis Research
Chatham Financial
Citigroup
Citigroup Asset Management
Clayton Utz
Clary Gottlieb Steen & Hamilton
Clifford Chance
Columbia University
Commerzbank ag
Commonwealth Bank Of Australia
Compass Invest
Co-operative Bank Of Kenya Limited
Cravath Swaine & Moore
Credit Suisse
Cuatrecasas Goncalves Pereira
Dahui Lawyers
Danmarks National Bank
Danske Bank
Davis Polk & Wardwell
Debevoise & Plimpton
Dechert
Deloitte
Delphi
Dentons
Dentons Rodyk
Deutsche Bank
DLA Piper
DMS Governance
Ensafrica
ESMA
Eurobank Ergasias
European Bank For Reconstruction
& Development
European Central Bank
European Investment Bank
EY
Financial Security Assurance
Financial Times
Fitch Ratings
Freshfields Bruckhaus Deringer
Fried Frank Harris Shriver & Jacobson
Garrigues
Garantibank International Nv
George Washington University Law School
Gibson Dunn & Crutcher
Gilbert + Tobin
Goldman Sachs
Grimaldi Lex
Haavind
Hadef & Partners
Harvard Law School
Hogan Lovells
Honda
Hong Kong Mortgage Corporation Limited
Houlihan Lokey
HSBC
Hunton & Williams
IC Holding
ICBC
Impax Asset Management
Indonesia Exim Bank
Ing Investment Management
Inter American Development Bank
International Monetary Fund
Investor Source
Irish Stock Exchange
Jones Day
Korean Bar Association
Khaitan & Co
Kim & Chang
King & Spalding
King & Wood Mallesons
Kirkland & Ellis
KPMG
Loyens Loeff
Latham & Watkins
Lazard
Linklaters