IFLR provides essential reading for private practice, in-house counsel at financial institutions and corporates, senior regulators and policy directors by analysing and interpreting in-house expert opinion for capital markets, corporate and finance lawyers.

First published in 1982, our coverage today uniquely focuses on the law of international capital markets, banking, M&A, and financial regulation. As such, IFLR delivers credible insight and accurate intelligence by challenging conventional wisdom in the market, through non-partisan guidance and bringing a fresh angle to existing stories.
OUR CONTENT

EDITORIAL COVERAGE

IFLR focuses on capital markets, banking and corporate law, providing readers with detailed analysis of the latest emerging trends in these areas.

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

SPECIAL FOCUS

Our Special Focus articles showcase specialist insight from key industry players and contributing law firms on topical market developments.

Topics can cover fintech, M&A, corporate restructuring as well as key markets and regions such as Africa, China and South Korea.

LOCAL INSIGHTS

Local Insights articles allow firms the opportunity to provide regular, concise updates on recent developments in financial law in their jurisdictions.

Updates are concise yet in-depth and can be written by anyone in the firm.

OUR REACH

In the past 12 months, page views on IFLR.com have grown by 7%; the number of users has grown by 15%.

IFLR IN NUMBERS

390,000+ annual users¹
800,000+ page views annually²
8,300 followers on social media³

REGIONAL REACH

Visitors to IFLR.com⁵

Europe: 29.04%
Americas: 30.24%
Asia-Pacific: 24.24%

¹Source: Google analytics. Based on 396,552 users between Nov 10th 2019 to Nov 16th 2020.
²Source: Google analytics. Based on 1,245,131 users between Nov 10th 2019 to Nov 16th 2020.
³Source: 4,573 followers on Twitter; 3,805 on LinkedIn; Correct as of 8th January 2021.
⁵Source: Google analytics. Based on 396,552 users between Nov 10th 2019 to Nov 16th 2020.
IFLR1000 RESEARCH AND RANKINGS

IFLR1000 has been producing legal market intelligence since 1990 and remains the only international legal directory dedicated to ranking law firms and lawyers on the basis of financial and corporate transactional work.

OUR REACH

330,000+ annual users¹

1.2mil+ page views annually²

500,000+ page views focused on firm profile pages³

9,000+ followers on social media⁵

Page views on IFLR1000.com have grown 15% in the past 12 months⁴

GEOGRAPHICAL BREAKDOWNS

IFLR1000 VISITORS¹

20.4% Americas

31.7% Asia-Pacific

34.4% EMEA

RESEARCH TIMELINES

RESEARCH INTERVIEWS CONDUCTED: JANUARY – MAY 2021
SUBMISSION DEADLINE: FEBRUARY 26, 2021
CLIENT FEEDBACK AND LAWYERS SURVEYS: MARCH – APRIL 2021
WINNERS PUBLISHED: MAY – SEPTEMBER 2021

¹Source: Google analytics. Based on 337,000 users between Nov 10th 2019 to Nov 16th 2020. ²Source: Google analytics. Based on 1,249,131 users between Nov 10th 2019 to Nov 16th 2020. ³Source: Google analytics. Based on 508,348 page views for firm profiles and jurisdiction rankings pages between Nov 10th 2019 to Nov 16th 2020. ⁴Source: Google analytics between Nov 10th 2019 to Nov 16th 2020 (1,249,131 page views) versus Nov 10th 2018 to Nov 16th 2019 (1,083,955 page views). ⁵Source: 4,528 followers on Twitter; 4,999 on LinkedIn; Correct as of 8th January 2021

TOP 10 COUNTRIES VISITING IFLR1000¹

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

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.

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.
EVENTS

IFLR brings the global financial community together through interactive, debate style conferences and exclusive awards dinners recognising today’s leading individuals and firms in financial law.

CONFERENCES¹

300+ delegates in Europe

500+ delegates in Asia

Flagship events such as the Asia M&A Forum and the European Capital Markets Forum have been running for more than 16 years.

Firms can take advantage of sponsoring and branding opportunities on our events, which regularly register over 300 delegates in Europe and over 500 in Asia.

WEBINARS

12,900+

subscribers to the IFLR webinar channel

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 online community of almost 13,000 subscribers².

1Due to the ongoing Covid-19 pandemic, events are noted as virtual or in-person meetings. We estimate in-person events to return in the second half of 2021. Event formats (virtual or in-person) are subject to change while the pandemic is ongoing. ²Based on 12,925 subscribers on the IFLR Brighttalk channel. Correct as of 11 January 2021.
AWARDS

IFLR AWARDS

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

IFLR ASIA AWARDS 2021
March 25, virtual ceremony

IFLR EUROPE AWARDS 2021
April 29, virtual ceremony

IFLR AMERICAS AWARDS 2021
May 20, virtual ceremony

IFLR MIDDLE EAST AWARDS 2021
September 2021, in-person ceremony

IFLR1000 AWARDS

IFLR1000 CHINA AWARDS
August 19, virtual ceremony

IFLR1000 INDIA AWARDS
September 2, virtual ceremony

IFLR1000 USA AND CANADA AWARDS
September 21, in-person ceremony

*Due to the ongoing Covid-19 pandemic, events are noted as virtual or in-person meetings. We estimate in-person events to return in the second half of 2021. Event formats (virtual or in-person) are subject to change while the pandemic is ongoing.*
# IFLR1000 Advertising Rates

<table>
<thead>
<tr>
<th>BASIC PACKAGE</th>
<th>STANDARD PACKAGE</th>
<th>UNLIMITED PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 word online firm profile with firm logo at IFLR1000.com</td>
<td>300 word online firm profile with firm logo at IFLR1000.com</td>
<td>Unlimited word online firm profile with firm logo at IFLR1000.com</td>
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<tr>
<td>Sponsor press packet including high definition logos to aid your marketing efforts</td>
<td>Sponsor press packet including high definition logos to aid your marketing efforts</td>
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<tr>
<td>Client feedback published on the review section of your microsite</td>
<td>Client feedback published on the review section of your microsite</td>
<td>Client feedback published on the review section of your microsite</td>
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<tr>
<td>Rosette images showing your endorsement for internal marketing</td>
<td>Rosette images showing your endorsement for internal marketing</td>
<td>Rosette images showing your endorsement for internal marketing</td>
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<tr>
<td>Banner advert on your microsite and on your country homepage</td>
<td>Banner advert on your microsite and on your country homepage</td>
<td>Unlimited hyperlinks to increase traffic and SEO</td>
</tr>
<tr>
<td>Unlimited hyperlinks to increase traffic and SEO</td>
<td>Social Media Integration including video content, LinkedIn, Twitter, Google Maps, RSS feed</td>
<td>Social Media Integration including video content, LinkedIn, Twitter, Google Maps, RSS feed</td>
</tr>
<tr>
<td>Firm Briefings up to 12 press releases throughout the year published on your microsite and on your country homepage</td>
<td>Firm Briefings up to 24 press releases throughout the year published on your microsite and on your country homepage</td>
<td>Unlimited Lawyer profiles all rated lawyers in your jurisdiction</td>
</tr>
</tbody>
</table>

Cost: £1,950  
Cost: £4,000  
Cost: £5,750

For more information on any of our available packages, please contact Liam Sharkey at lsharkey@iflr.com or +44 (0) 20 7779 8384
EDITORIAL CALENDAR

FEBRUARY 2021

TOPICS OF THE MONTH
- SPACs
- Cryptocurrency
- Green finance
- Brexit

RANKINGS PUBLISHED
- IFLR1000 Women Leaders

MARCH 2021

TOPICS OF THE MONTH
- SPACs
- International Women’s Day
- Biden transition
- Green finance
- Corporate responsibility

PUBLICATIONS
- IFLR Spring Edition
- EMEA Fintech Report
- M&A Report

AWARDS
- IFLR Europe Awards 2021 shortlist announced, March 18

APRIL 2021

TOPICS OF THE MONTH
- Modigliani II
- Post-Covid recovery
- Cannabis regulation

RANKINGS PUBLISHED
- Capital markets
- - Investment funds

MAY 2021

TOPICS OF THE MONTH
- Cybersecurity
- Derivatives
- Antitrust

PUBLICATIONS
- SPAC data report w/ The Deal

RANKINGS PUBLISHED
- Banking and finance
- Financial services regulatory

JUNE 2021

TOPICS OF THE MONTH
- Fintech
- Cryptocurrency

PUBLICATIONS
- IFLR Summer Edition
- Africa Market Makers
- Asia Pacific Fintech Report
- Cryptocurrency Special Focus

JULY 2021

TOPICS OF THE MONTH
- ESG
- Global standards/harmonisation
- China

RANKINGS PUBLISHED
- IFLR1000 China Awards shortlist announced
- China rankings
- India rankings
- Financial and corporate
- Project development

AUGUST 2021

TOPICS OF THE MONTH
- Emerging markets
- Data privacy
- Insolvency

RANKINGS PUBLISHED
- IFLR1000 USA and Canada Awards shortlists announced
- M&A
- Private equity
- Restructuring and insolvency
- Leading lawyers excl. China

SEPTEMBER 2021

TOPICS OF THE MONTH
- Initial margin
- Sovereign debt
- India

PUBLICATIONS
- December IFLR Winter Edition
- Restructuring & Insolvency

OCTOBER 2021

TOPICS OF THE MONTH
- SONIA
- Brexit fallout
- The rule of law

NOVEMBER 2021

TOPICS OF THE MONTH
- ESTR
- Basel IV
- Merger rules

PUBLICATIONS
- Libor ‘state of the industry’

DECEMBER 2021

TOPICS OF THE MONTH
- Libor
- 2022 preview
- 2021 round up

PUBLICATIONS
- December IFLR Winter Edition
- Restructuring & Insolvency

BANNER ADVERTISEMENT

£1,500 per week on all our digital media publications:
- Free weekly email
- 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.
CONTACT

EDITORIAL CONTACTS
MANAGING EDITOR, IFLR
JOHN CRABB
T: +1 212 224 3402 | E: john.crabb@euromoneyny.com

EDITOR, IFLR1000
BEN NAYLOR
T: +44 (0) 20 7779 7980 | E: bnaylor@iflr1000.com

BUSINESS DEVELOPMENT CONTACTS
HEAD OF BUSINESS DEVELOPMENT
LIAM SHARKEY
T: +44 (0) 20 7779 8384 | E: lsharkey@iflr.com

APAC BUSINESS DEVELOPMENT MANAGER
ANICETTE INDIANA
T: +852 2842 6966 | E: anicette.indiana@euromoneyasia.com

EMEA BUSINESS DEVELOPMENT MANAGER
SANAWA MTALO
T: +44 (0) 20 7779 8339 | E: sanawa.mtalo@iflr.com

AMERICAS BUSINESS DEVELOPMENT MANAGER
CHRIS EDOUARD
T: +1 212 224 3494 | E: chris.edouard@legalmediagroup.com

SALES MANAGER, EMEA EVENTS
MELANIE PETCH
T: +44 (0) 20 7779 8836 | E: mpetch@euromoneyplc.com

SALES MANAGER, APAC EVENTS
JAMES MURRAY
T: +852 6019 4668 | E: james.murray@euromoneyasia.com