

IFLR

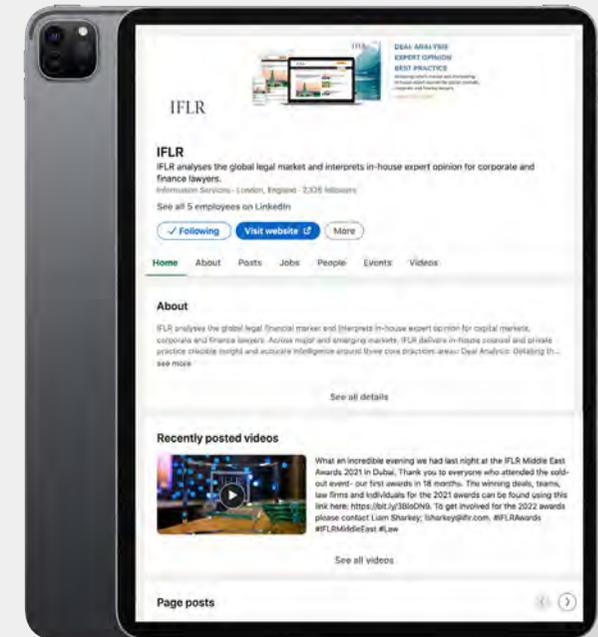
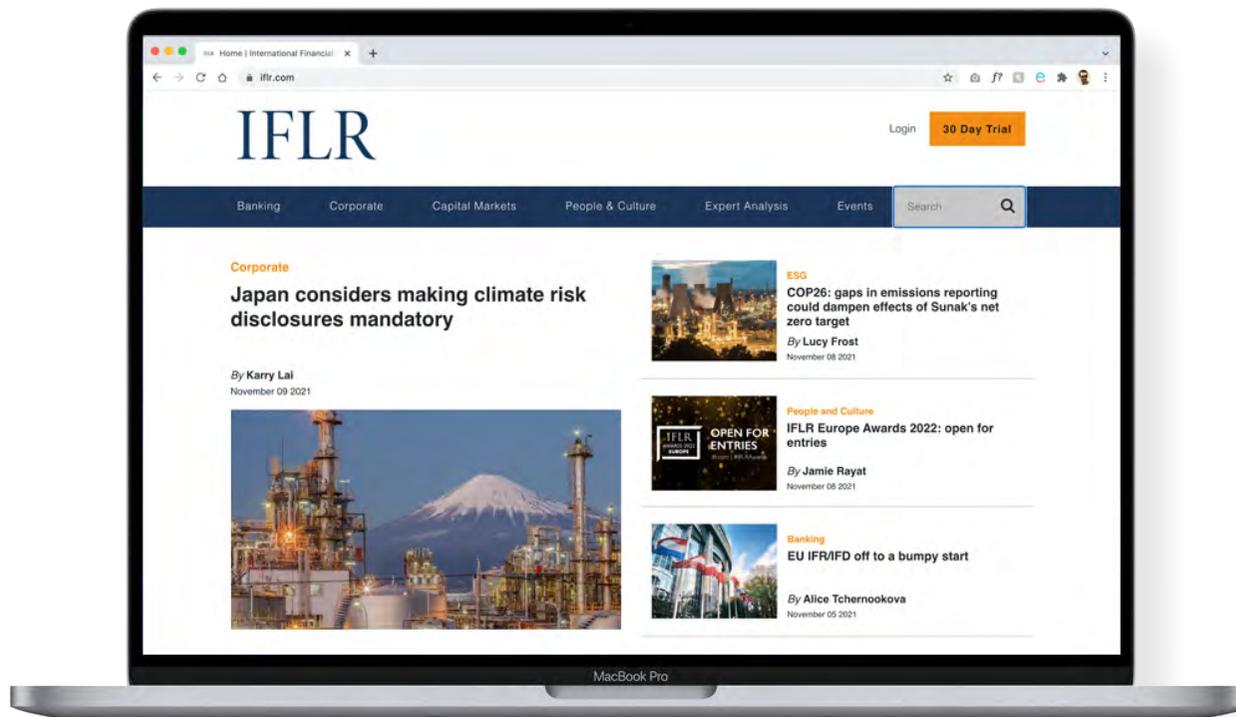


2022 MEDIA PACK

ABOUT IFLR

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 allows 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

IFLR IN NUMBERS

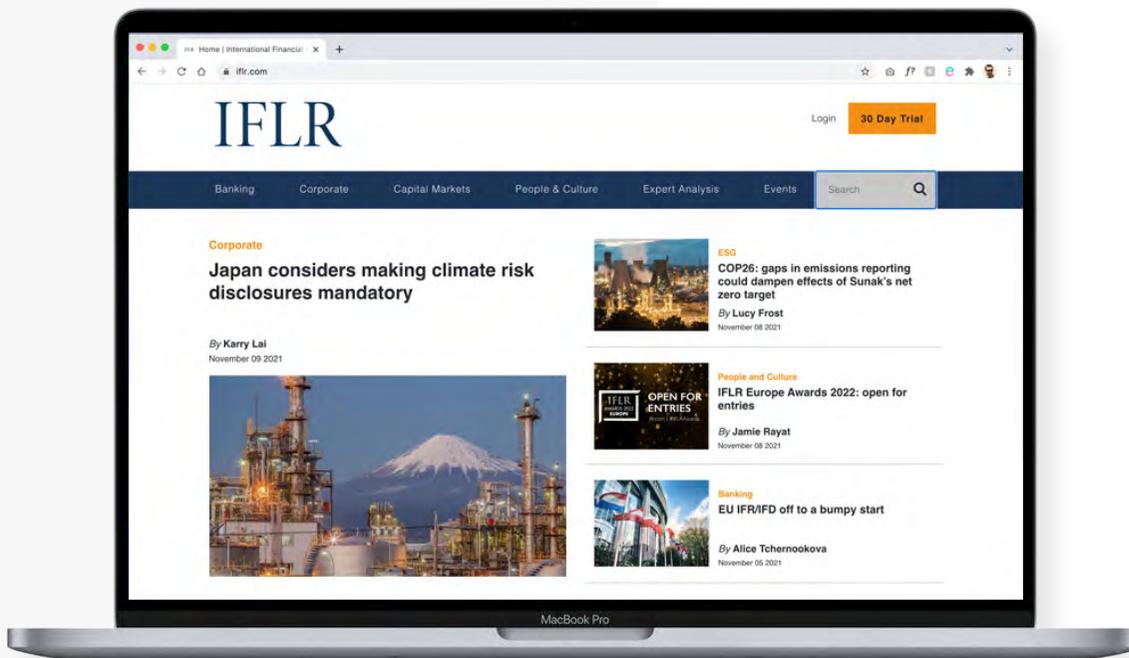
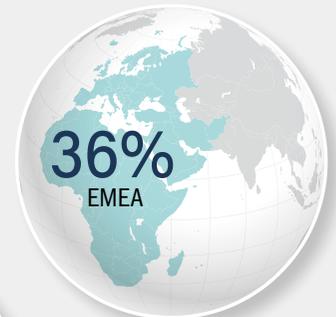
440,000+
annual users¹

840,000+
page views annually²

12,000+
followers on social media³



REGIONAL REACH
Visitors to IFLR.com



¹Source: Google analytics. Based on 449,299 users between Oct 01 2020 and Oct 01 2021. ²Source: Google analytics. Based on 849,556 users between Oct 01 2020 and Oct 01 2021. ³Source: 4,727 followers on Twitter; 7,325 followers on LinkedIn. Correct as of November 9 2021.

IFLR1000

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 corporate finance transactions.

OUR REACH

385,000+

annual users¹

590,000+

page views focused on firm profile pages³

1.3mil+

page views annually²

12,000+

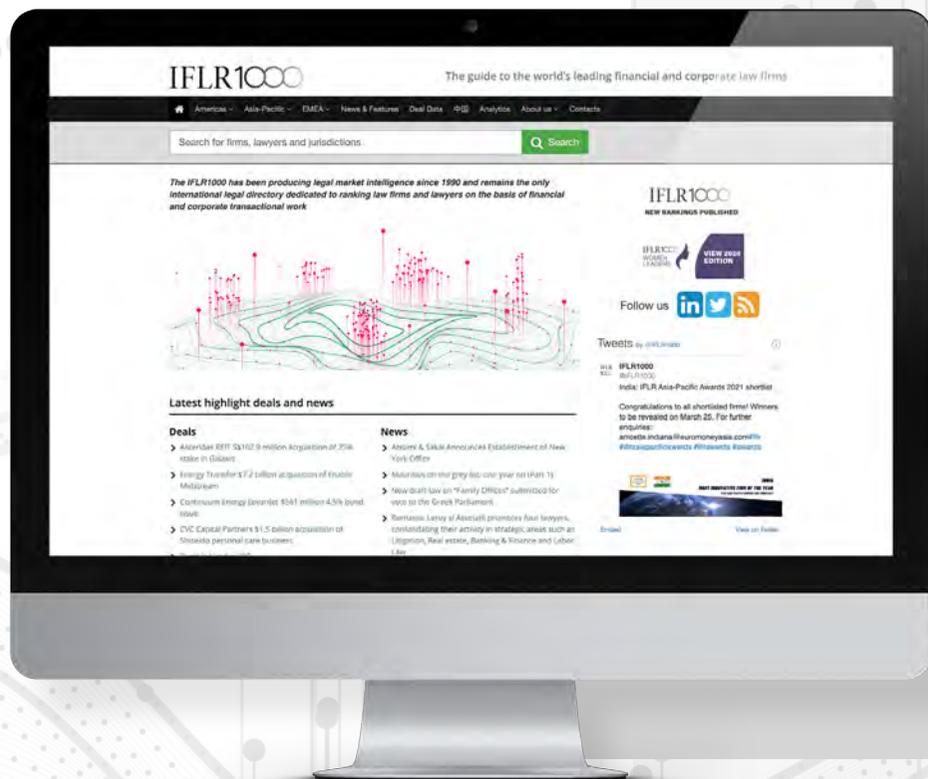
followers on social media⁴

Page views on IFLR1000.com have

grown 8% in the past 12 months³

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



GEOGRAPHICAL BREAKDOWNS

IFLR1000 VISITORS¹



RESEARCH TIMELINES

RESEARCH INTERVIEWS CONDUCTED: JANUARY - MAY 2022

SUBMISSION DEADLINE: FEBRUARY 2022

CLIENT FEEDBACK AND LAWYERS SURVEYS: MARCH - APRIL 2022

WINNERS PUBLISHED: MAY - SEPTEMBER 2022

¹Source: Google analytics. Based on 387,366 users between Oct 01 2020 and Oct 01 2021. ²Source: Google analytics. Based on 1,342,454 page views between Oct 01 2020 and Oct 01 2021. ³Source: Google analytics. Based on 1,342,454 page views between Oct 01 2020 and Oct 01 2021 and 1,233,147 page views between October 01 2019 to September 30 2021. ⁴Source: 4,725 followers on Twitter; 7,320 on LinkedIn. Correct as of November 9 2021.

THOUGHT LEADERSHIP

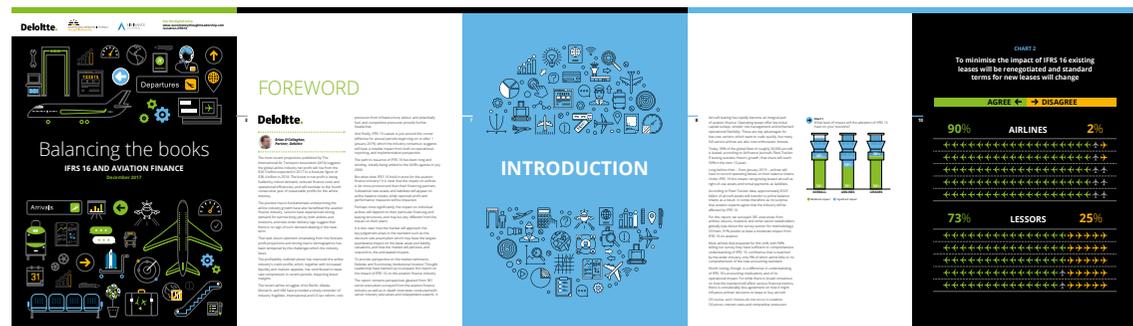
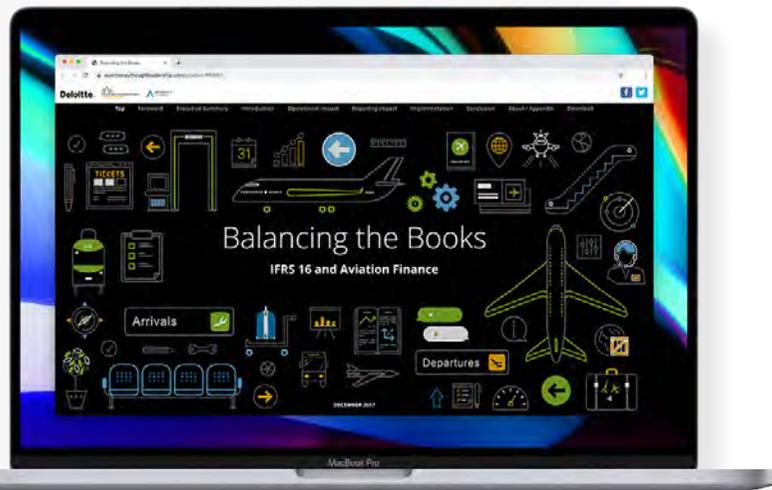
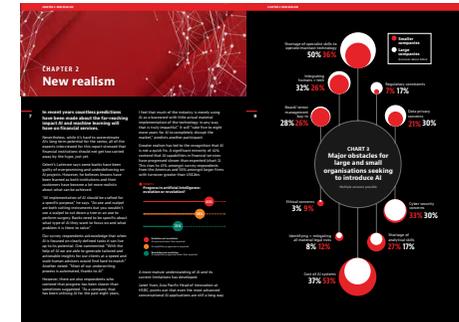
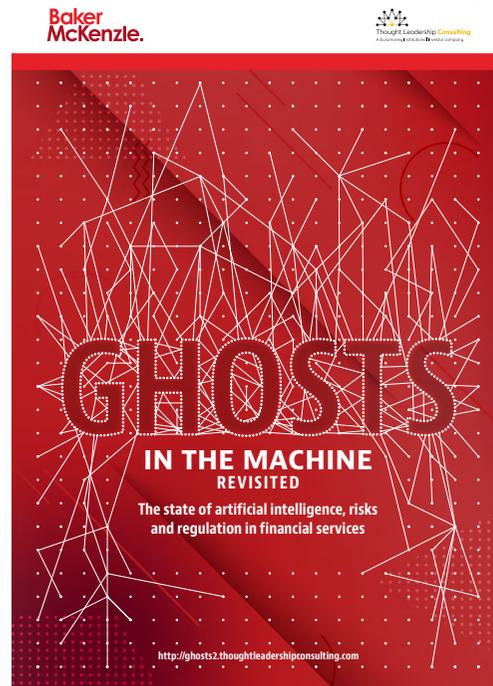
Our thought leadership opportunities can solidify your status as an expert in your field, where potential clients and customers will look to you for advice, as well as information and ideas.

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 AND AWARDS

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.

CONFERENCES

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.

IFLR IN-HOUSE COUNSEL & COMPLIANCE SUMMIT, LONDON - APRIL 2022



WEBINARS

13,000+

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 over 13,000 subscribers².



 [SEE OUR WEBINAR CHANNEL](#)

²Based on 13,103 subscribers on the IFLR Brighttalk channel. Correct as of November 9 2021

IFLR1000 AWARDS¹

 **IFLR1000 CHINA AWARDS AWARDS 2022**
August 2022

 **IFLR1000 INDIA AWARDS AWARDS 2022**
September 2022

 **IFLR1000 CANADA AND USA AWARDS AWARDS 2022**
September 2022

IFLR AWARDS¹

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 AWARDS 2022 EUROPE**
April 2022

 **IFLR AWARDS 2022 AFRICA**
September 2022

 **IFLR AWARDS 2022 ASIA**
March 2022

 **IFLR AWARDS 2022 AMERICAS**
May 2022

 **IFLR AWARDS 2022 MIDDLE EAST**
October 2022

¹Due to the ongoing Covid-19 pandemic, events are noted as virtual or in-person meetings. Event formats (virtual or in-person) are subject to change while the pandemic is ongoing.

IFLR

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