INTRODUCTION

*International Tax Review* is a market-leading brand serving the international corporate tax community, and is an essential resource for corporate tax directors, CFOs, tax lawyers and advisers.

In print, online and through well established events, *International Tax Review* provides the most authoritative and current analysis of tax changes, the latest deals and topical issues dominating the tax world.

*International Tax Review* provides corporate tax directors with the implications of global tax changes to their businesses. From both an industry and topic viewpoint, we give the view of fellow industry tax professionals, the revenue authorities and advisers, globally.

*International Tax Review* provides practitioners with insight into what their clients are reading, as well as the views of other tax advisers on key topics.

Media Pack contains information on:

- About Us
- Readership
- Advertising
- Rate card
- Events
- Contacts

“*International Tax Review* is definitely the number one publication for tax lawyers and tax consultants that want to be on top of the most relevant and recent tax issues.”

Tiago Marreiros Moreira, Vieira de Almeida & Associates Portugal
ABOUT US


International Tax Review magazine and www.internationaltaxreview.com Published 10 times a year, International Tax Review is a subscription title, and is essential reading for corporate tax directors, CFO’s and all those involved in the planning and payment of corporate tax.

Broken down into four main practice areas; Corporate Tax, Indirect Tax, Transfer Pricing and Tax Disputes, International Tax Review magazine offers short, to-the-point analysis of the main issues affecting taxpayers within these practice areas each month.

In addition, we offer a monthly news roundup, including new legislation, key cases, national budgets and changes in practice and policy. We also speak to the personalities making the tax news.

In the March and May issues respectively, International Tax Review publishes the results of our annual tax transactional and tax planning surveys.

The International Updates section of the magazine is where readers can receive short, monthly jurisdictional updates from our official Correspondent firms from around the world.

Special features are published throughout the year. This is a sponsored section, published to allow greater analysis of key topics or jurisdictions.

www.internationaltaxreview.com incorporates all the features, news analysis, surveys and international updates found in the monthly magazine, online. Further, www.internationaltaxreview.com gives more detailed news and analysis across four major practice areas; Corporate Tax, Indirect Tax, Tax Controversy & Disputes, and Tax Management & Compliance. Each of these practice areas is served by a weekly email.

Additionally, our free-to-receive weekly email offers registrants a taste of news, updates and commentary from the magazine.

Corporate Tax

The effective tax rate is the fundamental issue for tax directors at multinationals. Corporate Tax Week delivers a comprehensive round-up of the tax issues and changes affecting companies and their profits around the world. Whether it’s the news of updated legislation on the corporate tax rate in South Korea, analysis of scheduled changes to the tax treatment of controlled foreign companies from the UK, or how to deal with anti-avoidance measures in Canada, Corporate Tax provides tax directors with essential information to help them effectively manage their tax affairs and explore innovative approaches to responding to the tax challenges associated with running a business. Being ill-informed is simply not an option if companies are to keep pace with the rapidly evolving international tax market, as well as with competitors, and Corporate Tax ensures this is made as easy as possible.
**Indirect Tax**

Many industry experts believe that in the medium term, indirect tax revenues could eclipse those from direct tax sources. Lower profits, combined with new environmental tax elements are presenting the tax director with new challenges. Yet, indirect taxes are so often overlooked by multinationals in their tax planning phase. The right knowledge and advice is vital from a compliance perspective but also from a cost-saving point of view. Indirect taxes should not be viewed as cost neutral but should form an active part in the supply chain location strategy.

*Indirect Tax Week* explores new issues and strategies to promote a new attitude towards indirect taxation. It is increasingly being used by revenue authorities as a device for raising revenue, and this should not be ignored by multinationals.

**Tax Disputes**

There is no doubt that, globally, revenue authorities have become more aggressive in their tax gathering and enforcement. Audits and subsequent disputes are on the increase in traditionally non-litigious regimes, while in jurisdictions like India, Brazil and Canada disputes have become almost inevitable.

*Tax Disputes Week* can assist multinationals in avoiding a tax dispute. Industry specific reporting, legislative updates as well as case studies from other taxpayers provide tax directors with a clear path through complex tax legislation in over 20 jurisdictions. This assists with compliance, while offering a precedent to be identified, understood and followed.

**Tax Compliance management**

*Compliance Management Week* covers international tax accounting, tax risk management and compliance issues as well as looking at software used. It is essential reading for those involved in the management of the tax function.

The convergence of the tax and finance departments has caused a number of accounting based issues to become part of the tax directors remit, whether they be IFRS conversion, or XBRL, etc. *Compliance Management Week* will firstly identify these new problems for the tax director, and then in short regular updates explain why they are important, and what can be done about them. There will be case studies showing how peers solved such problems, and there will be continued coverage of major themes to ensure nothing is missed.

The aim of *ITR* is to reduce the overall reading burden of the tax director by increasing efficiency. As journalists serving this industry we are not interested in the background of legislation, only in the issues and their practical application and consequence to corporate taxpayers.
TP WEEK

www.tpweek.com is a website and twice weekly email subscription product which is designed to give tax directors with transfer pricing concerns access to all the fact and opinion required to comply with and utilise transfer pricing regulation and strategy, around the world.

What’s in TP Week?

Revenue watch
TP Week keeps a rolling watch on revenue authorities, reporting on what the key revenue authorities see as their strategic imperatives for the next 18-24 months. It will report on revenue policy within all of the major jurisdictions. This will be the only publication to constantly keep up-to-date with regulatory strategy and policy on a weekly basis.

People moves
A weekly people-moves table, showing who’s on the move in the TP environment, charting leading TP professionals as they move between firms, companies and revenue authorities.

Analysis
The effects of the latest developments in transfer pricing on taxpayers and the best ways for executives to respond to these developments.

TP policy updates
Live commentary and regular updates on transfer pricing policy at the UN and OECD in particular as it happens including analysis and market reaction.

Regulation
The transfer pricing priorities for tax authorities around the world and the rules they are using to achieve their aims and the changes to the law that are on the way.

Industry guides
Regular TP sector guides document key transfer pricing issues in major industrial/commercial market sectors.

Documentation guides
Guides for transfer pricing documentation, transfer pricing and tax treaties, and audits.

Case studies
TP Week provides case studies based on individual business analysis looking at the relationship between revenue authorities, companies and their advisers.

TP profiles
Every month, TP Week contains a range of TP profiles – in-depth interviews with leading personalities in the TP environment.

One firm per jurisdiction may become the official TP Week Correspondent for that country, providing short, practical up to the minute updates on transfer pricing developments, and how they affect clients business operations, over the course of 12 months. The price to participate is £5,000 per year.

Each issue of TP Week contains commentary by specialists on emerging technical areas and jurisdictional reports.
READERSHIP

*International Tax Review* magazine commands a wide readership of tax practitioners from both corporate and private practice. The magazine and website have become indispensable tax planning and reference tools for professionals around the world.

**Area of work**

- **Corporate**: 50%
- **Legal private practice**: 18%
- **Consultancy**: 13%
- **Financial institution**: 7%
- **Other**: 6%
- **Government institution**: 3%
- **Academic institution**: 2%
- **Subscription agent**: 1%

* Based on analysis from *International Tax Review* February 2017 subscriptions file and controlled circulation. Please note; the exact figures for future editions may vary.

ITR WEBSITE

Over 30,000 unique visitors per month
Over 400,000 visits per year
Over 940,000 pageviews per year

ADVERTISING

SUPPLEMENTS
International Tax Review publishes thoroughly researched supplements each quarter in association with leading firms. The aim of our supplements is to provide clients with an insight to a specific area of tax, or a particular jurisdiction.

Sponsoring an article enables your firm to demonstrate your expertise to CFOs, tax directors and your clients, both locally and globally.

Sponsorship includes a 2000-word article, author biographies, a full-page advertisement, complimentary copies of the guide and a PDF.

Jurisdictional exclusivity is assured, to reinforce your leadership within the market.

Our supplements discuss topics integral to corporate tax. Among many others we publish supplements on Indirect Tax (September), Mergers & Acquisitions (March), Transfer Pricing and Capital Markets (both in June). Supplements are sent to all subscribers.

INTERNATIONAL UPDATES
International Tax Review offers firms an exclusive opportunity to provide concise technical updates on developments within their own jurisdiction.

As correspondent, you will benefit from the flexibility this position offers:

• You can maintain a regular, monthly position in the magazine
• Updates are short, so take less time to prepare and are most often read by busy tax professionals
• Anyone from the firm can write the update
• If a month is missed, it can be made up in the following issue
• Your update is guaranteed to be published

By providing clients with details of the latest developments in tax law, regulations, transactions and practice, you will be able to guarantee your firm a premier presence in every edition of the magazine, over the period of one year.

Sponsorship includes 3,000 words for use over one year (10 issues) author photos and email addresses.

“International Tax Review has articles on current changes to keep in-house professionals up to date on what impacts their business.”

Bonnie Shub Gayer, Senior Director – Tax Planning, DIRECTV Latin America
ADVERTISING

SPECIAL FEATURES
International Tax Review efficiently covers compelling topics in leading jurisdictions throughout the year. As an international magazine, we are unable to devote many articles to each jurisdiction each month. So we cover a different jurisdiction in greater detail, in each issue.

Through sponsorship, the feature enables your firm to demonstrate thought leadership. A presence in the feature would highlight your professional experience in a specific field of corporate taxation, particular to a jurisdiction, alongside your peers.

Each contribution includes a 2000-word article, author biographies, a colour advertisement and complimentary copies for marketing distribution.

Exclusivity over topics emphasises your particular strength in this area.

WORLD TAX
The comprehensive guide to the world’s leading tax firms and individuals. World Tax is the only dedicated contact resource for international tax practitioners around the globe. Inside, you will find details of the leading practitioners in all of the world’s major jurisdictions, technical features, tax rates and market commentaries written by International Tax Review journalists. Opportunities for sponsorship include introductory articles and directory listings.

DISPLAY ADVERTISING
Demonstrate your established international status to clients and competitors. Premier positions to advertise your firm are available both online at www.internationaltaxreview.com and for print advertisements in International Tax Review.
## RATE CARD

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**Banner advertising:** £1500 per week on all our digital media publications (rotating, non-exclusive).

**Cover/guaranteed position** - Please add 25% to above rates. All prices are in £ sterling.

**AD SPECIFICATIONS** - We accept the following formats:

**Portable Document Format (PDF)** - colour adverts must be CMYK and in a press-optimised format.

**TIFF, EPS and JPEG files** - Copy can be generated and produced as an image and saved as a .tif, .eps or .jpg file. The resolution should be 300 dots per inch (dpi).

**Magazine - dimensions**
- Full page: Trim 297(h) x 210(w) mm; Bleed: 303(h) x 216(w) mm;
  - Standard (safe type area): 277(h) x 190(w) mm
- Half page: 127(h) x 184(w) mm
- Quarter page: 127(h) x 92(w) mm

**Supplement - dimensions**
- Full page: Trim 253(h) x 190(w) mm; Bleed: 259(h) x 196(w) mm;
  - Standard (safe type area): 233(h) x 170(w) mm

**Banner advertisements** - Can be supplied as an animated .gif, static .jpg/.png or Flash .swf file
- Wide banner: The size should be 468 (w) x 60 (h) pixels and the file size should not exceed 100Kb.
- MPU banner: The size should be 300 (w) x 250 (h) pixels and the file size should not exceed 100Kb.
EVENTS

*International Tax Review* complements its editorial with a number of events. These events allow tax directors to meet and discuss key issues.

- **Global Transfer Pricing forum**  September
- **Asia Tax Forum**  May

ROUNDTABLES

*International Tax Review*’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.

WEB SEMINARS

Sponsoring an *International Tax Review* web seminar gives the opportunity to promote your firm through the use of valuable thought leadership. The web seminar will allow you to demonstrate your command over the core tax issues facing clients, and introduces you as leading global tax advisors. *International Tax Review* web seminars maintain a long shelf life through active email marketing, reprint distribution and our online archive.

AWARDS

*International Tax Review*’s Awards Dinners are held in New York and London. Our European Awards are in London in May, and our Americas Awards are in New York in September.

We recognise excellence across an array of international corporate tax work, completed over the previous 12 months, from litigation to M&A to transfer pricing.

Please contact the editor if you would like your firm to be considered via submitting a portfolio, for our Asia Pacific, Americas or European awards.

The event is covered in *International Tax Review* magazine and in addition to table sales, sponsorship and advertising opportunities are also available.

“*International Tax Review* assists in validating, or not, the advisers we use from time to time around the world.”

Goldman Sachs International, Executive Director, Richard Andrade, London, UK
"International Tax Review helps me perform my role more effectively. I am able to get global perspective on issues, names of expert advisers and a sense of how other companies approach specific problems."

Director of Tax, Pall Corporation, Thomas Kelly, New York.