

# **INTERNATIONAL TAX REVIEW™**

**Media Pack 2019**

## Introduction

*International Tax Review* is the market-leading masthead servicing the international corporate tax community, providing an essential source of news, analysis, publications and events for leading tax experts, directors, lawyers and CFOs.

In print and online, *International Tax Review* provides daily, weekly and monthly news, updates and special features on major economies and their changing corporate tax landscape, in addition to forums, webinars and networking opportunities for leading tax practitioners.

In addition to serving as a central information reference point for corporate tax leaders, *International Tax Review* recognises leading firms and actors for their contribution to the tax field in an annual awards event covering EMEA, North America and Asia.

This media packs contains information on our brand, editorial calendar, events, rate card, and contacts.



## About Us

*International Tax Review's* family of products includes its namesake, *International Tax Review*, and *TP Week*, which provides acute coverage of transfer pricing.

*International Tax Review* is a print and digital information service ([www.internationaltaxreview.com](http://www.internationaltaxreview.com)).

A subscription title, the publication provides essential reading for corporate tax directors, CFO's, and all those involved in the planning and payment of corporate tax.

Coverage Areas: The publication is broken down into four main coverage areas: Corporate Tax, Indirect Tax, Tax Disputes, and Tax Compliance. In tandem to these verticals, *International Tax Review* provides the latest monthly news covering national legislation, key cases, disputes, and any changes in the field's practice and policy online and in a weekly newsletter. The publication also provides an opportunity for firms and individuals to submit in-depth, long-form special features covering tax trends and developments.

Local Insight: Formerly entitled International Correspondents, the publication also provides a medium for tax firms to directly cover economies ranging from Brazil to Switzerland to a global readership.

Expert Insight: In addition to topical short national updates in Local Insight, *International Tax Review* provides partners an opportunity to produce and contribute to comprehensive stand-alone publications covering regions and tax trends in periodical supplements available in-print and online.

Tax Awards: *International Tax Review* also publishes the shortlist and results of its annual EMEA, Asia and North American Tax Awards online.

## Events

*International Tax Review* compliments its editorial with a number of key events. These allow key actors in the tax market to engage, network and recognise their contribution to the field.

### Forums

*International Tax Review* facilitates a number of key forums around topical tax trends. In 2019, they include:

1. Corporate Tax & Technology Forum (February 13, London)
2. Women in Tax Forum (February 26, New York)
3. Indirect Tax Forum (March 19, Milan)
4. Tax Disputes Summit (April 30, London)
5. Asia Tax Forum (May 8/9, Singapore)
6. Women in Tax Forum (June 27, London)
7. Global Transfer Pricing Forum (September, TBA Europe)
8. Taxation of the Digital Economy Summit (September, London)

### Webinars

*International Tax Review* provides firms an opportunity to engage with greater tax audiences through online webinars. These can compliment events or be held exclusively on their own.

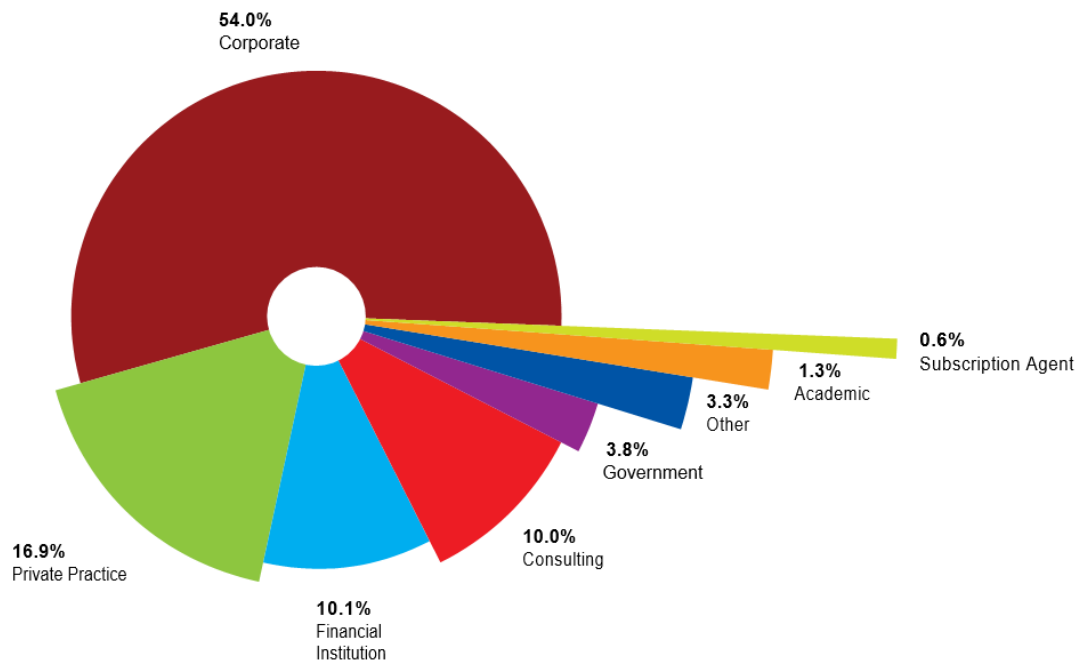
### Awards

*International Tax Review's* flagship tax awards celebrate outstanding achievement for firms in Europe, Asia and the Americas. Awards are primarily provided in two to three main categories, notably including National Tax, Transfer Pricing, and Tax Disputes and Litigation. Several unique awards are awarded for issues ranging from tax technology to innovation. In 2019, the awards will take place in the following cities:

1. Asia (May 2019, Singapore)
2. Europe (May 2019, London)
3. Americas (September 2019, New York)

## Readership

*International Tax Review* is distributed in print and on-line formats to over 4,500 tax professionals and individuals in tax-related roles and organisations around the world. Distribution includes magazine subscribers and a controlled circulation.



\*\*Based on analysis from *International Tax Review*'s January / February 2019 issue (print subscriptions file and controlled circulation). Please note, exact figures for future editions may vary

## ITR Website

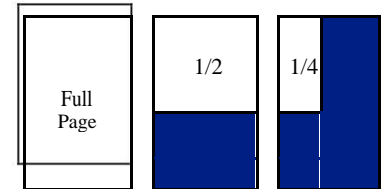
Pageviews per year: 983,428  
Unique pageviews per year: 807,657  
Pageviews per month: 81,952

Source: Google Analytics Jan 30 2018-Jan 29 2019

## Rate Card

### International Tax Review Magazine

	Single unit	3 ads (@10% disc)	6 ads (@15% disc)	10 ads (@20% disc)
Display ad - 1/4 page	£2,595	£2,335	£2,205	£2,076
Display ad - 1/2 page	£3,995	£3,595	£3,395	£3,196
Display ad - Full page	£5,995	£5,395	£5,095	£4,796



### International Tax Review Website

	1 week	5-8 weeks (@10% disc)	9-12 weeks (@20% disc)	13-16 weeks (@30% disc)
Banner advertisement (MPU or leaderboard)	£1,495	£1,345	£1,196	£1,047
Banner advertisement (multiple links)	£1,795	£1,616	£1,436	£1,257

### International Tax Review - Email Newsletters

	1 week	5-8 weeks (@5% disc)	9-12 weeks (@10% disc)	13-16 weeks (@20% disc)
Banner advertisement (MPU or leaderboard)	£1,495	£1,420	£1,345	£1,196
Banner advertisement (multiple links)	£2,495	£2,370	£2,245	£1,996

**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.

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