

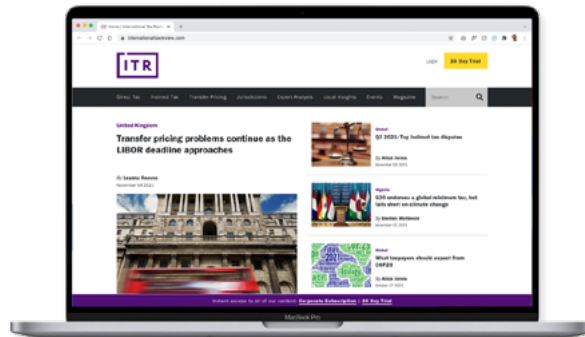


2023 MEDIA PACK

First published in 1989 as *International Tax Review*, ITR is the market-leading publication providing insights into the corporate tax landscape, to our audience of senior tax professionals.

We work with our clients to create strategic marketing campaigns that allow them to connect with our readers and subscribers, consisting of in-house tax teams, advisory firms and governmental bodies.

Our content focuses on direct and indirect tax, as well as transfer pricing – this extends to topics such as controversy and litigation, technology and automation, tax compliance and much more, ensuring that our content goes beyond black letter analysis and legislative updates.



WHAT WE OFFER

NEWS AND ANALYSIS EDITORIAL COVERAGE

ITR provides news and analysis in these key areas: Corporate tax, indirect tax, tax disputes, tax compliance and transfer pricing.

As a source of essential reading for corporate tax directors, CFOs, private practice and all those involved in the industry, ITR covers the latest monthly news on national legislation, key cases, disputes, and any changes in tax practice and policy in online articles and weekly newsletters.

¹Google Analytics: November 18 2020 – November 8 2021.

²Based on followers: LinkedIn – ITR Insights and ITR (International Tax Review), ITR Twitter and ITR Facebook (November 23 2021).

66,106 total: 14,600 Twitter + 21,857 ITR LinkedIn page + 22,365 ITR LinkedIn Group + 4,363 TP Week LinkedIn Group + 2,921 Facebook

³Weekly newsletters: ITR Direct Tax, ITR Indirect Tax, ITR Transfer Pricing, ITR Friday Round-up

ITR's e-newsletters are distributed to an audience of 7,000 senior decision-makers globally.

Industry representation includes finance, technology and energy sectors as well as government organisations, NGOs and academic institutions.

ITR IN NUMBERS

1.7m+

page views on internationaltaxreview.com¹

47k+

followers on social media²

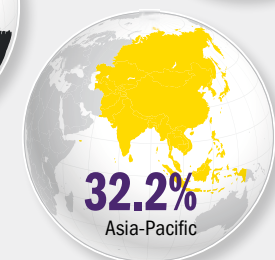
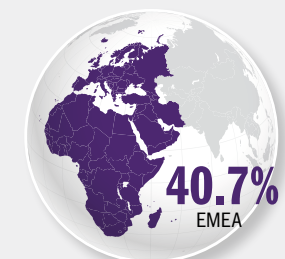
7,800+

email subscribers receiving ITR weekly newsletters globally³

14,000

webinar subscribers

GEOGRAPHICAL BREAKDOWNS¹

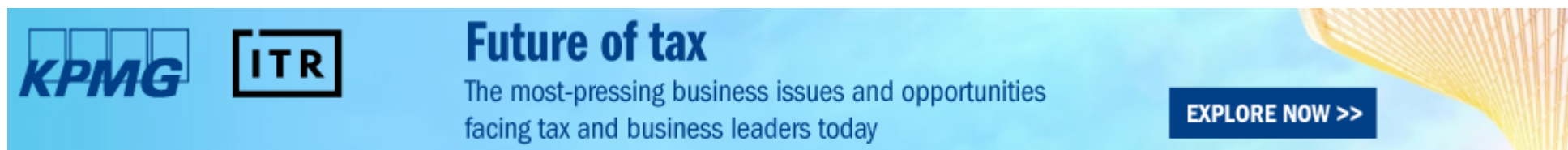


WHAT WE OFFER

BRAND AWARENESS

DISPLAY ADVERTISING

Through ITR.com, you have the opportunity to promote your firm through various display advertising formats.



A banner advertisement for ITR.com. On the left, the KPMG logo is displayed in blue. Next to it is the ITR logo, which consists of the letters 'ITR' inside a black square. To the right of the logos, the text 'Future of tax' is written in a large, bold, blue font. Below this, in a smaller blue font, is the text 'The most-pressing business issues and opportunities facing tax and business leaders today'. On the far right, there is a dark blue button with the white text 'EXPLORE NOW >>'. The background of the banner is a light blue gradient with a faint image of a fan of orange and yellow lines on the right side.

ADVERTISING RATES (ONLINE ONLY)

ITR ONLINE

	1 WEEK	5-8 WEEKS (10% DISCOUNT)	9-12 WEEKS (20% DISCOUNT)	13-16 WEEKS (30% DISCOUNT)
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

ITR EMAIL NEWSLETTER

	1 WEEK	5-8 WEEKS (5% DISCOUNT)	9-12 WEEKS (10% DISCOUNT)	13-16 WEEKS (20% DISCOUNT)
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

Leaderboard



MPU



WHAT WE OFFER

THOUGHT LEADERSHIP LOCAL INSIGHTS

Your firm will have the opportunity to submit up to twelve articles across the year, focusing on your areas of expertise to demonstrate your understanding of pertinent challenges for tax professionals.

Your content will be published within our Local Insights and relevant practice area sections on ITR.com, supported by a robust marketing campaign to ensure optimal exposure of your content through our e-newsletters and social media channels.

Showcase your firm's expertise and become the authority for your jurisdiction in the following areas:

- General tax
- Direct tax
- ESG and Tax
- Indirect tax
- Transfer pricing
- Tax disputes
- Tax technology
- Transactional tax

FEATURE ARTICLES

You have the opportunity to contribute in-depth articles (up to 2,000 words) produced by your firm, providing detailed analysis and perspective around a topical issue. This will be published within our Expert Analysis section on ITR.com and promoted through our various channels.

SPECIAL FOCUS

Our Special Focus content provides a spotlight on a topical area of tax; your firm is able to contribute through formats such as articles and podcasts. These are produced by your firm and published within a content hub on our website. Your participation will be promoted through exclusive email campaigns, e-newsletters as well as and campaigns across our social media channels.

January	Asia Focus
February	TP Special Focus
March	M&A Special Focus
April	Switzerland Special Focus
June	Latin America Special Focus

PODCASTS

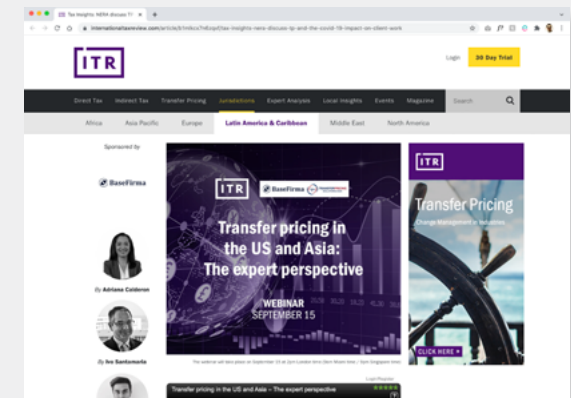
An interview-style format where a member of our commercial editorial team will interview a representative of your firm to reflect on key developments in the world of tax.

BESPOKE SURVEYS

Collaborate with our team to create a survey design to gain insight into the tax market around a topic relevant to your business objectives.

LEAD GENERATION WEBINARS

Use our webinar platform as a lead generation tool that will support your business development goals. We will work with you in a collaborative process to define a topic for the webinar, which will become a discussion facilitated by a member of our editorial team and a representative of your firm. There is also the opportunity to include a client of your firm who is able to provide a 'case study' and/or in-house perspective.



FIRM RANKINGS

WORLD TAX, WORLD TP AND LEADERS GUIDES



ITR publishes rankings once a year on the leading tax and transfer pricing firms and individuals, covering over 100 jurisdictions and practice areas including tax controversy, general corporate tax, transactional tax and indirect tax.

Firms are recognised in the World Tax and World TP guides, and individuals are listed in the Leaders Guides. All guides are distributed and promoted to our ITR, World Tax and World TP readership. The guide is also promoted to the client referees from the research.

Our Profile Packages are an opportunity to boost your brand presence amongst buyers of tax services in our audience globally. Profile Packages include high-impact branding and content positioning to ensure that your firm is front-of-mind for key decision makers looking to do business in your target jurisdictions.

OUR REACH AND AUDIENCE

426,400+

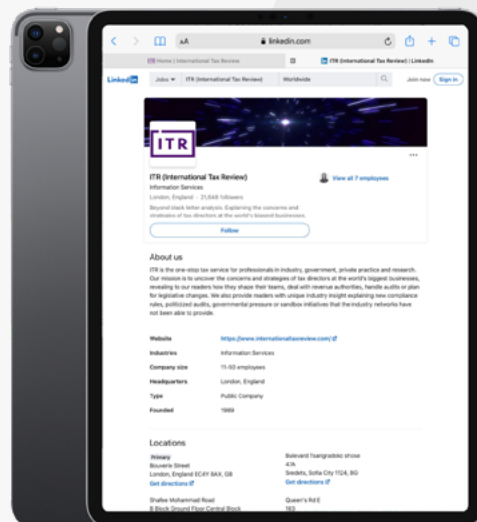
page views annually on itrworldtax.com and worldtransferpricing.com¹

8,800+

World Tax/World TP newsletter sent out to tax practitioners globally²

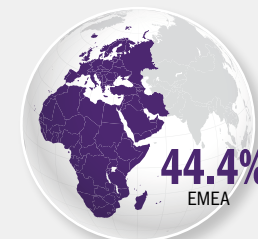
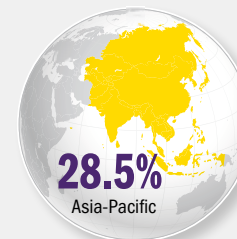
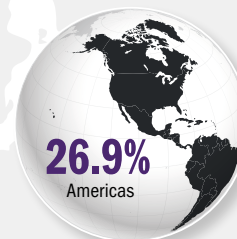
6.4k+

followers on social media³

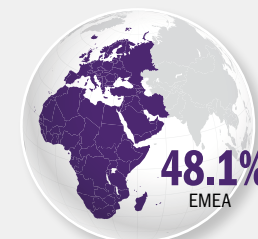
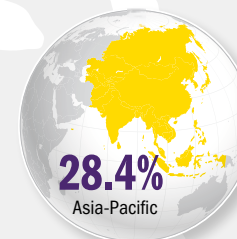
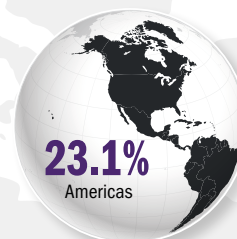


GEOGRAPHICAL BREAKDOWNS

WORLD TAX VISITORS¹



WORLD TP VISITORS¹



TOP 10 COUNTRIES VISITING WORLD TAX¹

USA
India
United Kingdom
Brazil
Netherlands

Indonesia
Portugal
Italy
Germany
Mexico

TOP 10 COUNTRIES VISITING WORLD TP¹

USA
Indonesia
Netherlands
India
United Kingdom

Germany
Finland
Mexico
Singapore
Italy



RESEARCH SCHEDULE DATES

RESEARCH BEGINS - NOVEMBER 2022
SUBMISSION DEADLINE - MARCH 2023










¹Google Analytics: November 18 2020 – November 8 2021. ²Monthly newsletter: October 2021. ³Based on followers: World Tax and World Transfer Pricing accounts (November 15 2021)



WORLD TAX AND WORLD TP RATE CARD

SUBSCRIPTION RATES 2023



FEATURES	INDIVIDUAL SUBSCRIPTION	STANDARD FIRM SUBSCRIPTION	UNLIMITED FIRM SUBSCRIPTION
 Practitioner profile , including contact details, headshot, practice date and sector information.	Individual practitioner profile	-	Profiles for ALL ranked practitioners
 Firm profile , including contact details, practice data and sector information.	-	300 word limit	Unlimited word count
 Licensing of rosettes and supporting marketing material highlighting your firm and practitioner accolades for internal and external communications.	✓	✓	✓
 Account manager on hand to guide the firm through the World Tax research process.	✓	✓	✓
 Client feedback and research quotes published on the review section.*		✓	✓
 Firm banner advert on your practitioner profile, firm profile and jurisdictional ranking pages.		✓	✓
 Social media integration including Twitter, YouTube, and RSS Feeds.		✓	✓
 Firm briefings : up to six editorial pieces throughout the year published on your microsite and on the homepage.		✓	✓
 Unlimited lawyer profiles Individual profiles for all listed lawyers in your jurisdiction.			✓
One year subscription	£ 1,100	£ 3,000	£ 6,500
Two year subscription Including 5% annual discount†	£ 2,090	£ 5,700	£ 12,350
Three year subscription Including 10% annual discount†	£ 2,970	£ 8,100	£ 17,55

EVENTS

CONFERENCES¹

ITR hosts regional high-level conferences, including the flagship ITR Global Transfer Pricing Forum, providing exclusive networking opportunities between in-house tax leaders, advisors and NGOs.



ITR WOMEN IN TAX FORUM – NEW YORK

March 2023



INDIRECT TAX FORUM - EUROPE

May 2023



ITR ASIA TAX FORUM - SINGAPORE

May 2023



ITR GLOBAL TRANSFER PRICING FORUM - NEW YORK

September 2023



ITR GLOBAL TRANSFER PRICING FORUM - EUROPE

September 2023



ITR TAX DISPUTES SUMMIT - EUROPE

September 2023

AWARDS

In its 19th year, the ITR Awards programme celebrates the leading tax and transfer pricing practitioners globally.

Following months of research, submissions from over 1,000 tax practices, interviews and peer reviews, the awards bring together those working at the forefront of the tax industry.

Firms and solution providers will have the additional opportunity to participate in the awards as sponsors, where they can attend the ceremony and receive branding opportunities at the event, as well as across our digital channels.



ITR ASIA-PACIFIC TAX AWARDS 2023

24th August 2023

[See the 2022 winners](#)



ITR EMEA TAX AWARDS 2023

14th September 2023

[See the 2022 winners](#)



ITR AMERICAS TAX AWARDS 2023

21st September 2023

[See the 2022 winners](#)



¹ Due to the ongoing COVID-19 pandemic, events are either in-person or virtual meetings. Event formats are subject to change. ² Correct as of November 8 2021



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