



**2024 MEDIA PACK**

## ABOUT ITR

**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.

<sup>1</sup>Google Analytics: October 1 2022 – September 30 2023.

<sup>2</sup>Based on followers: LinkedIn – ITR Insights and ITR (International Tax Review), ITR Twitter and ITR Facebook (October 2023).  
50,000 total: 35,000 LinkedIn, 15,000 Twitter

<sup>3</sup>Weekly newsletters: ITR Direct Tax, ITR Indirect Tax, ITR Transfer Pricing, ITR Friday Round-up

## OUR REACH AND AUDIENCE

**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

**2.6m+**

page views on [internationaltaxreview.com](https://www.internationaltaxreview.com)<sup>1</sup>

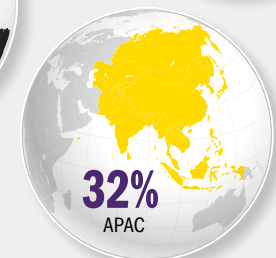
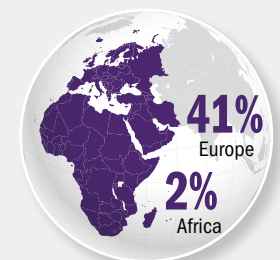
**50k+**

followers on social media<sup>2</sup>

**9k+**

email subscribers receiving ITR weekly newsletters globally<sup>3</sup>

### GEOGRAPHICAL BREAKDOWNS<sup>1</sup>





## WHAT WE OFFER

### BRAND AWARENESS

#### DISPLAY ADVERTISING

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



#### 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 <b>(MPU or leaderboard)</b>	£1,495	£1,345	£1,196	£1,047
Banner advertisement <b>(multiple links)</b>	£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 <b>(MPU or leaderboard)</b>	£1,495	£1,420	£1,345	£1,196
Banner advertisement <b>(multiple links)</b>	£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.

February	TP Special Focus
March	M&A Special Focus
April	Asia Special Focus
May	Switzerland Special Focus
June	LATAM 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.

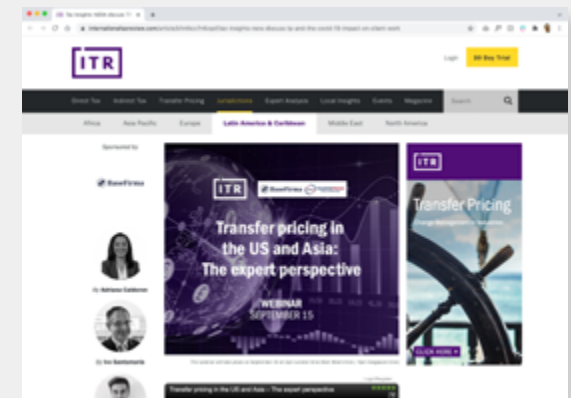
### BESPOKE SURVEYS

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 AND LEADERS GUIDES

## ITR WORLD TAX

**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 guide, and individuals are listed in the Leaders Guide. All guides are distributed and promoted to our ITR and World Tax 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.

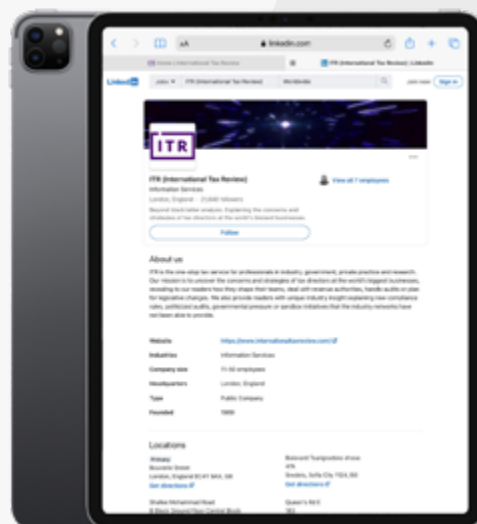
### OUR REACH AND AUDIENCE

**396,329**

page views annually on [itrworldtax.com](https://itrworldtax.com)<sup>1</sup>

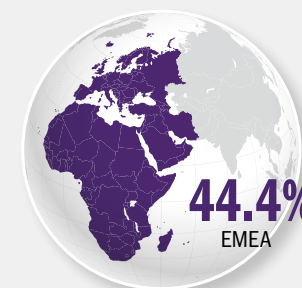
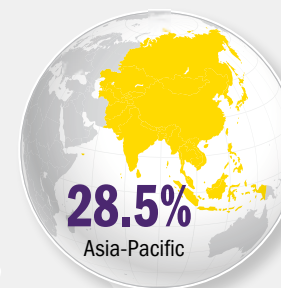
**8.4k+**

followers on social media<sup>2</sup>



### GEOGRAPHICAL BREAKDOWNS

#### WORLD TAX VISITORS<sup>1</sup>



#### TOP 10 COUNTRIES VISITING WORLD TAX<sup>1</sup>

**USA**  
**India**  
**United Kingdom**  
**Brazil**  
**Netherlands**

**Indonesia**  
**Portugal**  
**Italy**  
**Germany**  
**Mexico**



### RESEARCH SCHEDULE DATES

**RESEARCH BEGINS - NOVEMBER 2023**  
**SUBMISSION DEADLINE - MARCH 2024**

<sup>1</sup>Google Analytics: October 1, 2022 to September 30, 2023.

<sup>2</sup>Based on followers of World Tax accounts on LinkedIn and Twitter (October 1, 2023)



## 2024 SUBSCRIPTION PACKAGES

### INDIVIDUAL

Advisor profile  
Licensing of assets  
Account manager  
Independent review  
Client feedback & research quotes\*

### STANDARD

Firm profile for your jurisdiction  
Licensing of assets  
Account manager  
Independent review  
Client feedback & research quotes\*  
Historical rankings data  
Firm briefings

### PREMIUM

Firm profile for your jurisdiction  
Licensing of assets  
Account manager  
Independent review  
Client feedback & research quotes\*  
Historical rankings data  
Firm briefings  
5 user licence for ITR NEW  
What Corporates Want NEW  
Talent Tracker NEW  
Marketing Toolkit NEW

### UNLIMITED

Firm profile for your jurisdiction  
Licensing of assets  
Account manager  
Independent review  
Client feedback & research quotes\*  
Historical rankings data  
Firm briefings  
10 user licence for ITR  
What Corporates Want  
Talent Tracker  
Marketing Toolkit  
Unlimited profiles for all rated advisors in your jurisdiction

# ITR+

\*assuming both your firm's engagement and your referees' participation in the World Tax research

## EVENTS

### CONFERENCES<sup>1</sup>

**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 2024



#### **ITR ASIA TAX FORUM – SINGAPORE**

April 2024



#### **ITR INDIRECT TAX FORUM – LONDON**

May 2024



#### **ITR GLOBAL TRANSFER PRICING FORUM – EUROPE**

September 2024



#### **ITR MANAGING TAX DISPUTES SUMMIT – EUROPE**

September 2024



#### **ITR GLOBAL TRANSFER PRICING SUMMIT – NEW YORK**

September 2024



#### **ITR PILLAR 2 FORUM – LONDON**

September 2024

### AWARDS

**In its 20th 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.







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