

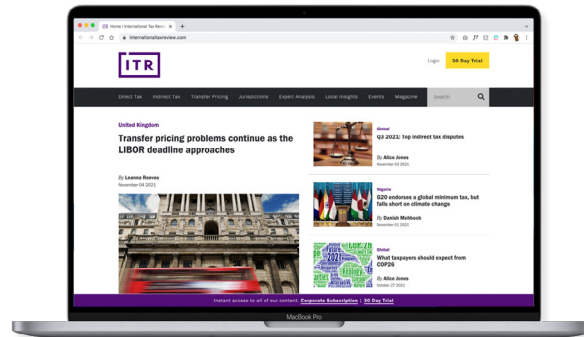


2025 MEDIA PACK

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: October 1 2023 – September 30 2024.

²Based on followers: LinkedIn – ITR Insights and ITR (International Tax Review), ITR Twitter and ITR Facebook (October 2024).

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

2.4m+

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

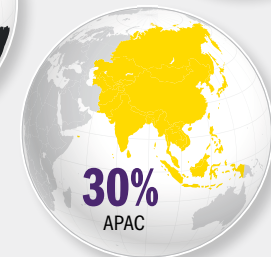
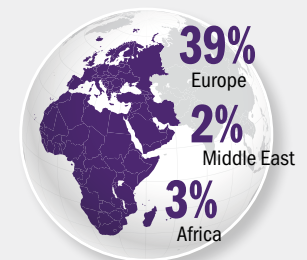
77k+

followers on social media²

9k+

email subscribers receiving ITR weekly newsletters globally³

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.



ADVERTISING RATES (ONLINE ONLY)

ITR ONLINE

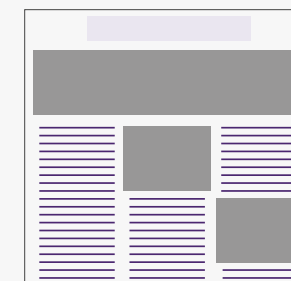
	1 WEEK	5-8 WEEKS* (10% DISCOUNT)	9-12 WEEKS* (20% DISCOUNT)	13-16 WEEKS* (30% DISCOUNT)
Banner advertisement (MPU or leaderboard)	£1,550	£1,395	£1,240	£1,085
Banner advertisement (multiple links)	£1,895	£1,705	£1,515	£1,327

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)	£1,550	£1,473	£1,395	£1,240
Banner advertisement (multiple links)	£2,695	£2,560	£2,426	£2,156

*Price per week

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.

Jan | Feb | Mar

TP Special Focus, Pillar 2 Special Focus

Apr | May | Jun

M&A Special Focus, LATAM Special Focus

Jul | Aug | Sep

Asia Special Focus

PODCASTS

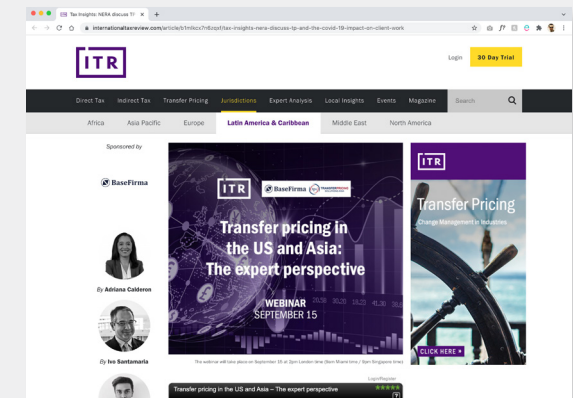
An interview-style format where a member of our commercial editorial team will interview a representative of your firm to reflect on key developments in the world of tax.

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.

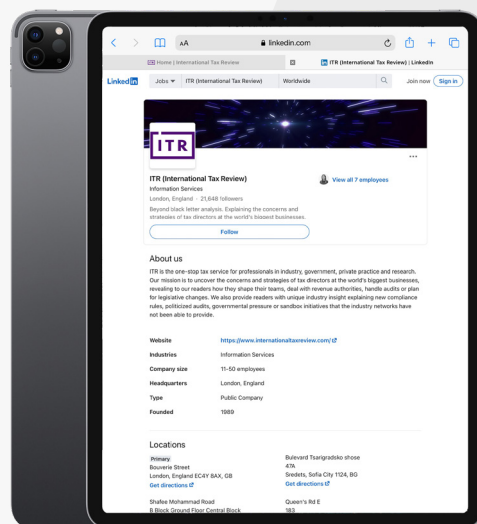
OUR REACH AND AUDIENCE

232,392

page views annually on itrworldtax.com¹

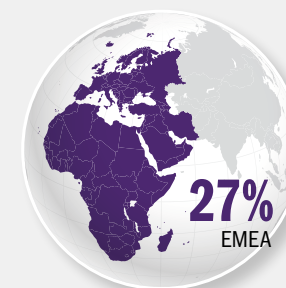
8.7k+

followers on social media²



GEOGRAPHICAL BREAKDOWNS

WORLD TAX VISITORS¹



TOP 10 COUNTRIES VISITING WORLD TAX¹

US
India
Brazil
Indonesia
Canada

Mexico
China
Peru
Chile
Japan



RESEARCH SCHEDULE DATES

RESEARCH BEGINS - NOVEMBER 2024
SUBMISSION DEADLINE - MARCH 2025

¹Google Analytics: October 1, 2023 to September 30, 2024.

²Based on followers of World Tax accounts on LinkedIn and Twitter (October 1, 2024).



2025 SUBSCRIPTION PACKAGES

	STANDARD	PREMIUM	ENTERPRISE	PRACTITIONER
Profiling for one jurisdiction on ITRworldtax.com	300-word firm profile	500-word firm profile	Uncapped word firm profile	300-word practitioner profile
Banner advertisement for your selected jurisdiction	✓	✓	✓	✗
Short-form briefings published throughout the year	6 briefings	6 briefings	12 briefings	✗
Profiles for all rated practitioners in your selected jurisdiction	✗	✗	✓	✗
Dedicated Customer Success Executive on hand to assist you	Silver level, including: <ul style="list-style-type: none"> onboarding assistance bi-annual service outreach technical troubleshooting 	Gold level, including: <ul style="list-style-type: none"> onboarding assistance bi-annual service outreach technical troubleshooting ITR user registration 	Platinum level, including: <ul style="list-style-type: none"> onboarding assistance bi-annual service outreach technical troubleshooting ITR user registration profiling optimisation prioritised delivery turnaround 	Silver level, including: <ul style="list-style-type: none"> onboarding assistance bi-annual service outreach technical troubleshooting
Early access to your ranking rosette, contained in your Marketing Toolkit	✓	✓	✓	✓
Full distribution rights to use World Tax's logo, rosettes and promotional materials	✓	✓	✓	✓
Client feedback & research quotes (*)	✓	✓	✓	✓
World Tax independent Review outlining your strengths and capabilities	✓	✓	✓	✗
Access to ITR's premium client and competitor insight content on internationaltaxreview.com, including: <ul style="list-style-type: none"> Ranking and Awards analysis What Corporates Want Talent Tracker, and more 	Nil	5 users	10 users	Nil
(*) assuming both your firm's engagement and your referees' participation in World Tax's research				

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 2025



ITR ASIA TAX FORUM – SINGAPORE

April 2025



ITR INDIRECT TAX FORUM – LONDON

May 2025



ITR PILLAR 2 FORUM – LONDON

May 2025



ITR GLOBAL TRANSFER PRICING FORUM (US) – NEW YORK

September 2025



ITR MANAGING TAX DISPUTES SUMMIT – AMSTERDAM

September 2025



ITR GLOBAL TRANSFER PRICING FORUM (EUROPE) – AMSTERDAM

September 2025

AWARDS

In its 21st 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

CONTACTS

EDITOR-IN-CHIEF

ED CONLON

T: +44 (0) 20 7779 8341

E: ed.conlon@legalbenchmarkinggroup.com

EDITOR

THOMAS BAKER

T: +44 (0) 20 7779 8618

E: thomas.baker@internationaltaxreview.com

HEAD OF SALES

TANYA GUJRAL

T: +44 (0) 20 7779 8317

E: tanya.gujral@internationaltaxreview.com

SENIOR BUSINESS DEVELOPMENT MANAGER

RAQUEL IPO

T: +44 (0) 20 7779 8325

E: raquel.ipo@internationaltaxreview.com

COMMERCIAL DIRECTOR – ITR EVENTS

JAMIL AHAD

T: +44 (0) 20 7779 8767

E: jamil.ahad@internationaltaxreview.com