

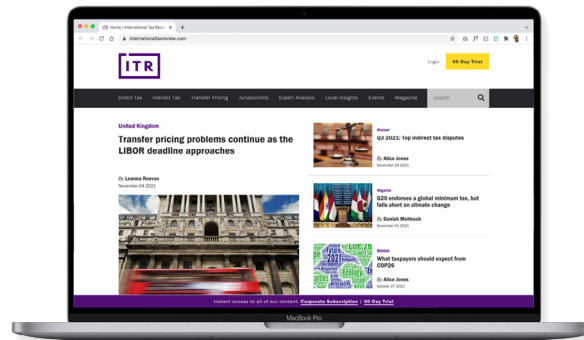


**2026 MEDIA PACK**

**First published in 1989 as International Tax Review, ITR is the market-leading publication for senior tax and finance professionals globally. For over three decades, we have delivered trusted intelligence on the evolving tax landscape, empowering decision-makers to navigate complexity with confidence.**

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: January 1st 2025 – December 31st 2025.

<sup>2</sup>Based on followers: LinkedIn – ITR Insights and ITR (International Tax Review), ITR Twitter and ITR Facebooked (December 2025).

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

**ITR's e-newsletters are distributed to an audience of 9,000 senior decision-makers globally.**

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

### ITR IN NUMBERS

**2.9m+**

page views on internationaltaxreview.com<sup>1</sup>

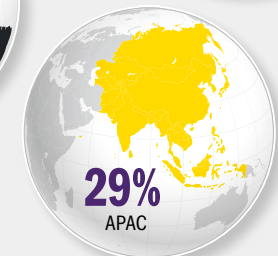
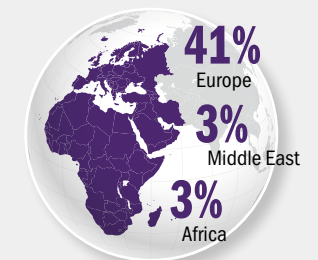
**80k+**

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

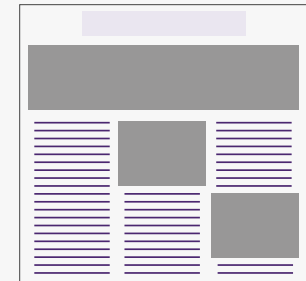
Through ITR.com, you have the opportunity to promote your firm through various display advertising formats.

### 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> )	£1,640	£1,476	£1,312	£1,148
Banner advertisement ( <b>multiple links</b> )	£1,989	£1,790	£1,591	£1,392

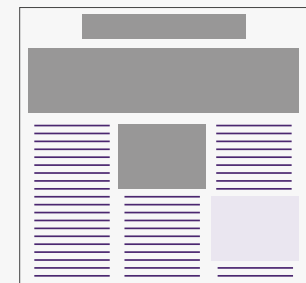
Leaderboard



#### 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> )	£1,640	£1,558	£1,476	£1,312
Banner advertisement ( <b>multiple links</b> )	£2,830	£2,689	£2,547	£2,264

MPU



\*Price per week



## 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**

Transfer Pricing Special Focus , Switzerland Special Focus

**Apr | May | Jun**

Technology Transformation in Tax, LATAM Special Focus

**Oct | Nov | Dec**

APAC Special Focus, Tax & Trade 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.

### 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.

The screenshot shows a webinar registration page. At the top, it says 'Webinars' and 'Access a wealth of international taxation knowledge through this collection of live webinars hosted by ITR.' Below this is a paragraph about building understanding of global tax landscapes. There is a link to 'Contact tax@insightsoftware.com' and a 'Back to all content' link. The main heading is 'Beyond transfer pricing with Deloitte and insightsoftware' with a date of 'Nov 4 2025' and a duration of '45 mins'. There is a 'Watch now' button and a 'Business email' input field with a 'Proceed' button. Below the registration form is a 'REGISTER NOW' button on a video thumbnail. At the bottom, there is a 'What you'll learn' section.

# FIRM RANKINGS

## WORLD TAX 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 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.

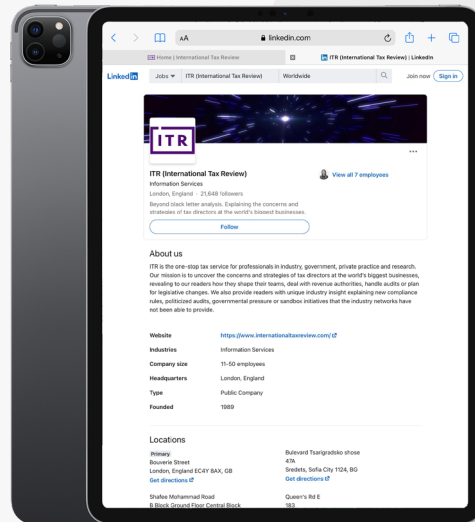
## OUR REACH AND AUDIENCE

**635,961**

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

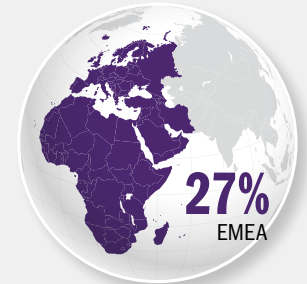
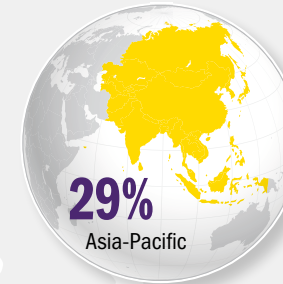
**9.7k+**

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



## GEOGRAPHICAL BREAKDOWNS

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



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

China  
US  
India  
Brazil  
Indonesia

UK  
Germany  
Japan  
Singapore  
Australia



## RESEARCH SCHEDULE DATES

RESEARCH BEGINS - JANUARY 2026  
SUBMISSION DEADLINE - MARCH 2026

<sup>1</sup>Google Analytics: January 1st 2025 to December 31st 2025.

<sup>2</sup>Based on followers of World Tax accounts on LinkedIn and Twitter (December 31st 2025).



	STANDARD	PREMIUM	ENTERPRISE	PRACTITIONER
<b>BRANDING &amp; VISIBILITY</b>				
Profiling	100-word firm profile, 1 jurisdiction	300-word firm profile, 1 jurisdiction	Uncapped firm profile, 1 jurisdiction	300-word lawyer profile
Rated Practitioner Profiling	-	-	✓	-
Banner Advertisement	✓	✓	✓	✓
Press Releases	Up to 6/year	Up to 6/year	Up to 12/year	-
Logo & Rights Usage	✓	✓	✓	✓
Marketing Toolkit	✓	✓	✓	✓
<b>INTELLIGENCE &amp; INSIGHTS</b>				
Access to internationaltaxreview.com's <b>premium client and competitor insights</b> , including: What Corporates Want, Talent Tracker, Rankings and Awards analysis	-	5 Users	10 Users	-
Independent Review	✓	✓	✓	-
Client Feedback & Quotes*	✓	✓	✓	-
<b>NEW FOR 2026</b>				
Historical Ranking Asset	-	✓	✓	-
What Corporates Want Industry Dashboard	-	-	✓	-
<b>SERVICE &amp; SUPPORT</b>				
Support Level	Silver	Gold	Platinum	Silver
	Customer Success Executive Onboarding assistance Bi-annual service outreach Technical troubleshooting	All Silver level benefits, plus ITR user registration	All Gold level benefits, plus Profiling optimisation Prioritised delivery turnaround	Customer Success Executive Onboarding assistance Bi-annual service outreach Technical troubleshooting

\*Assuming both your firm's engagement and your referees' participation in World Tax's 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 2026
- ★ ITR PILLAR 2 FORUM – LONDON  
April 2026
- ★ ITR AI IN TAX FORUM (LONDON) – LONDON  
April 2026
- ★ ITR ASIA TAX FORUM – SINGAPORE  
May 2026
- ★ ITR INDIRECT TAX FORUM – AMSTERDAM  
June 2026
- ★ ITR GLOBAL TRANSFER PRICING FORUM (EUROPE) - AMSTERDAM  
September 2026
- ★ ITR MANAGING TAX DISPUTES SUMMIT – AMSTERDAM  
September 2026
- ★ ITR AI IN TAX FORUM (MIDDLE EAST) - DUBAI  
October 2026
- ★ ITR AI IN TAX FORUM (NYC) – NEW YORK  
October 2026
- ★ ITR GLOBAL TRANSFER PRICING FORUM (US) - NEW YORK  
October 2026

### AWARDS

In its 22<sup>nd</sup> 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**

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