

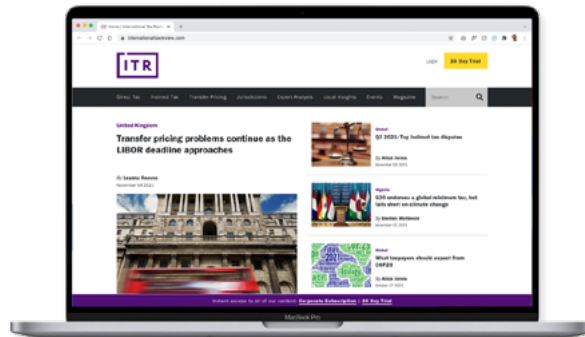


2024 MEDIA PACK

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 2022 – September 30 2023.

²Based 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

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

2.6m+

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

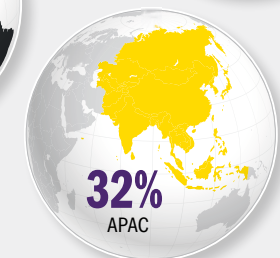
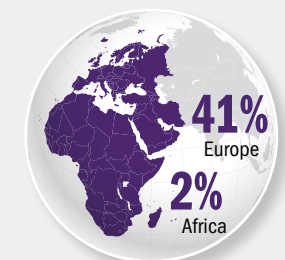
50k+

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)	£1,495	£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.

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.

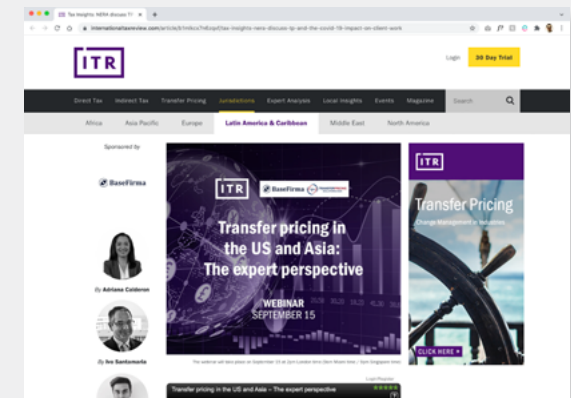
BESPOKE SURVEYS

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.

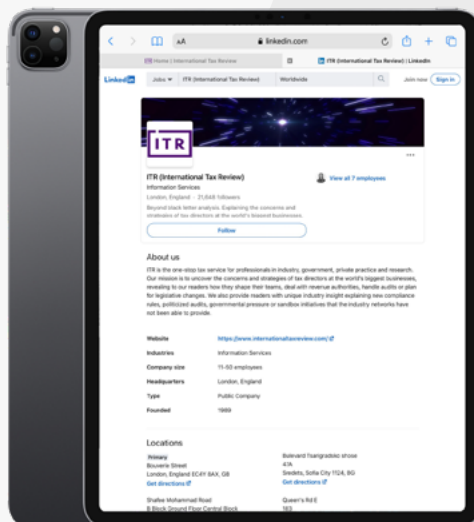
OUR REACH AND AUDIENCE

396,329

page views annually on itrworldtax.com¹

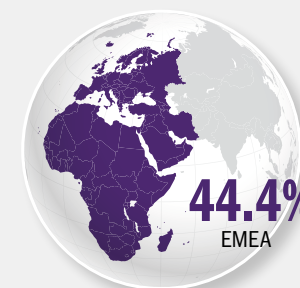
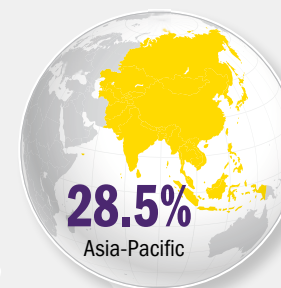
8.4k+

followers on social media²



GEOGRAPHICAL BREAKDOWNS

WORLD TAX VISITORS¹



TOP 10 COUNTRIES VISITING WORLD TAX¹

USA
India
United Kingdom
Brazil
Netherlands

Indonesia
Portugal
Italy
Germany
Mexico



RESEARCH SCHEDULE DATES

RESEARCH BEGINS - NOVEMBER 2023
SUBMISSION DEADLINE - MARCH 2024

¹Google Analytics: October 1, 2022 to September 30, 2023.

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



ITR+

FEATURES	INDIVIDUAL	STANDARD	UNLIMITED
New for 2023/24 ITR.com subscription access: Full access to ITR, the leading source of analysis on global tax developments. We offer private practitioners and advisors actionable intelligence on the business of corporate tax and transfer pricing.	Individual license	5 user license Access via landing page registration	10 user license Access via landing page registration
Firm profile , including contact details, practice data and sector information.	✓	✓	✓
Licensing of rosettes and supporting marketing material highlighting your firm and practitioner accolades for internal and external communications.	✓	✓	✓
Account manager on hand to guide your firm through the ITR 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 X (Twitter), YouTube, and RSS Feeds.		✓	✓
Firm briefings: via ITR World Tax, you can publish your firm press releases, news and briefings throughout the year.		✓	✓
Unlimited lawyer profiles Individual profiles for all listed lawyers in your jurisdiction.			✓

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 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

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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