ABOUT ITR

First published in 1989 as *International Tax Review*, ITR is the market-leading publication providing daily, weekly and monthly insights on the changing corporate tax landscape.

Peer insight drives our news, special features and events, and we do this by talking to market leaders to uncover the tactics and strategies of tax directors at the world’s biggest businesses.

ITR now incorporates the former standalone publication *TP Week* into a single service, and as such, caters for our subscribers in in-house tax teams, advisory firms and governmental bodies within the areas of direct and indirect tax and transfer pricing. Within these areas, we also focus on 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.

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

- 1,564,000+ page views annually on internationaltaxreview.com
- 66,000+ followers on social media
- 7,800+ email subscribers receiving ITR weekly newsletters globally

GEOGRAPHICAL BREAKDOWNS

1,564,000+ page views annually on internationaltaxreview.com

66,000+ followers on social media

7,800+ email subscribers receiving ITR weekly newsletters globally

**Americas**

26.8% of page views are from the Americas

**Asia-Pacific**

32.2% of page views are from Asia-Pacific

**EMEA**

40.7% of page views are from EMEA

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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).
366,106 total: 14,600 Twitter + 21,857 ITR LinkedIn page + 22,365 ITR LinkedIn Group + 4,363 TP Week LinkedIn Group + 2,921 Facebook
4Weekly newsletters: ITR Direct Tax, ITR Indirect Tax, ITR Transfer Pricing, ITR Friday Round-up
WHAT WE OFFER

BRAND AWARENESS
DISPLAY ADVERTISING

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

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

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ADVERTISING RATES (ONLINE ONLY)

ITR ONLINE

<table>
<thead>
<tr>
<th></th>
<th>1 WEEK</th>
<th>5-8 WEEKS (10% DISCOUNT)</th>
<th>9-12 WEEKS (20% DISCOUNT)</th>
<th>13-16 WEEKS (30% DISCOUNT)</th>
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ITR EMAIL NEWSLETTER

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PEER ANALYSIS

Special Focus articles are annual guides to showcase specialist insight from leading global tax advisors on topical tax developments.

These articles provide thematic insight on tax issues such as transfer pricing and energy. They not only serve to supplement ITR’s daily tax news, but also provide an opportunity for firms to demonstrate their expertise.
WHAT WE OFFER

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

EXPERT ANALYSIS

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.

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.

ROUNDTABLES

Another lead generation opportunity, our roundtables allows your firm to connect with our senior finance and tax professionals in a closed-door, virtual environment. This would take place under Chatham House Rule, allowing for insightful thought exchange and discussion around a particular topic with your key audience.
THOUGHT LEADERSHIP CONSULTING

Our thought leadership opportunities can solidify your status as an expert in your field, where potential clients and customers will look to you for advice, as well as information and ideas.

WHAT WE DO

Our dedicated team will work with you to design a large-scale, bespoke survey on a specific topic decided in collaboration with your team, to provide real-time insight into the tax market and the pertinent challenges for tax professionals. The results will allow us to create a report and microsite to demonstrate the results in an interactive and engaging format.

BUILD YOUR CREDIBILITY AND TRUST

With your original content, take advantage of ITR’s global presence and have your content published on ITR.com, our social media channels, shared with our ITR subscribers, newsletter subscribers and more.
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

352,300+
page views annually on itrworldtax.com and worldtransferpricing.com

8,800+
World Tax/World TP newsletter sent out to tax practitioners globally

4,600+
followers on social media and announcements are also shared through ITR’s main social media channels

GEOGRAPHICAL BREAKDOWNS

WORLD TAX VISITORS

26.9% Americas
28.5% Asia-Pacific
44.4% EMEA

WORLD TP VISITORS

23.1% Americas
28.4% Asia-Pacific
48.1% EMEA

TOP 10 COUNTRIES VISITING WORLD TAX

USA
India
United Kingdom
Brazil
Netherlands
Indonesia
Portugal
Italy
Germany
Mexico

TOP 10 COUNTRIES VISITING WORLD TP

USA
Indonesia
Netherlands
India
United Kingdom
Germany
Finland
Mexico
Singapore
Italy

RESEARCH SCHEDULE DATES

RESEARCH BEGINS - JANUARY 2022
SUBMISSION DEADLINE - MARCH 2022
RESEARCH INTERVIEWS CONDUCTED WITH PRACTITIONERS AND CLIENTS - APRIL - JUNE 2022
RANKINGS PUBLISHED - OCTOBER 2022

We accept the following formats:

PORTABLE DOCUMENT FORMAT (PDF). Colour adverts must be CMYK and in a press-optimised format.

TIFF, EPS AND JPEG FILES. Copy can be generated and produced as an image and saved as a .tif, .eps or .jpg file. The resolution should be 300 dots per inch (dpi).

BANNER ADVERTISEMENTS - JPEG, PNG, GIF, HTML5* AND THIRD-PARTY SERVED (*SHOULD NOT EXCEED 100MB)

Measurements:
• Leaderboard: 728 x 90
• Superleaderboard: 970 x 90
• Mobile: 320 x 50

**AD SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Package: £995</td>
<td>300 word practitioner profile with headshot, contact details and firm logo at ITRWorldTax.com</td>
</tr>
<tr>
<td>Standard Package: £3,000</td>
<td>300 word firm profile with contact details and firm logo at ITRWorldTax.com</td>
</tr>
<tr>
<td>Unlimited Package: £6,500</td>
<td>Unlimited word firm profile with contact details and firm logo at ITRWorldTax.com</td>
</tr>
<tr>
<td>Sponsor press packet</td>
<td>Sponsor press packet including high definition logos to aid your marketing efforts</td>
</tr>
<tr>
<td>Rosette images showing your endorsement for internal marketing</td>
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</tr>
<tr>
<td>Social Media Integration -</td>
<td>Social Media Integration - including video content, Linkedin, Twitter, Google Maps, RSS feed</td>
</tr>
<tr>
<td>Banner advert on your microsite</td>
<td>Banner advert on your microsite and on your country homepage</td>
</tr>
<tr>
<td>Up to 5 hyperlinks to increase traffic and SEO</td>
<td>Unlimited hyperlinks to increase traffic and SEO</td>
</tr>
<tr>
<td>Social Media Integration -</td>
<td>Social Media Integration - including video content, Linkedin, Twitter, Google Maps, RSS feed</td>
</tr>
<tr>
<td>Firm Briefings - up to 12 press releases throughout the year published on your microsite and on your country homepage</td>
<td>Firm Briefings - up to 12 press releases throughout the year published on your microsite and on your country homepage</td>
</tr>
<tr>
<td>Unlimited Adviser profiles - all rated advisers in your jurisdiction</td>
<td>Unlimited Adviser profiles - all rated advisers in your jurisdiction</td>
</tr>
</tbody>
</table>

Includes print and digital opportunities. Contact [Tanya Gujral](mailto:Tanya.Gujral@ITRWorldTax.com) for pricing.

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IR 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.

**WEBINARS**

14,000+

subscribers to the ITR webinar channel

The ITR webinar channel has over 14,000 subscribers\(^2\) and provides firms with an opportunity to demonstrate expertise and to engage directly with our audience through a topic that is of concern to the corporate tax payer.

**AWARDS**

In its 18\(^{th}\) 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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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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