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.

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.

LOCAL INSIGHTS

ITR provides an opportunity for firms and individuals to become an exclusive correspondent for their jurisdiction, covering tax trends and developments in their country for a year.

Our ‘Local Insights’ allows tax firms to exclusively cover economies ranging from Brazil to Switzerland and to share their expertise with a global readership looking for short, easy to read updates on the jurisdictions relevant to them.

Showcase your firm’s expertise and become the authority for your jurisdiction in the following areas:

- General tax
- Direct tax
- Indirect tax
- Transfer pricing
- Tax disputes
- Tax technology
- Transactional tax
- Tax insurance

OUR REACH AND AUDIENCE

ITR is distributed in print and online formats to over 2,700 tax professionals and individuals in tax-related roles and organisations globally.

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

ITR IN NUMBERS

1,429,000+
page views annually on internationaltaxreview.com

48,400+
followers on social media

7,800+
email subscribers receiving ITR weekly newsletters globally

2,700+
print and online distribution

GEOGRAPHICAL BREAKDOWNS

43.8%
EMEA

28.2%
Americas

26.8%
Asia-Pacific
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 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

3,200+
followers on social media and announcements are also shared through ITR’s main social media channels

GEOGRAPHICAL BREAKDOWNS

WORLD TP VISITORS

38.9% Americas
23.9% Asia-Pacific
32.8% EMEA

WORLD TAX VISITORS

31.3% Americas
27.3% Asia-Pacific
36.6% EMEA

TOP 10 COUNTRIES VISITING WORLD TP

1. USA
2. Indonesia
3. Netherlands
4. India
5. United Kingdom
6. Germany
7. Finland
8. Mexico
9. Singapore
10. Brazil

TOP 10 COUNTRIES VISITING WORLD TAX

1. USA
2. Indonesia
3. Portugal
4. Italy
5. Germany
6. Mexico
7. India
8. United Kingdom
9. Brazil
10. Singapore

RESEARCH SCHEDULE DATES

RESEARCH BEGINS - JANUARY 2021
SUBMISSION DEADLINE - MARCH 2021
RESEARCH INTERVIEWS CONDUCTED WITH PRACTITIONERS AND CLIENTS - APRIL - JUNE 2021
RANKINGS PUBLISHED - OCTOBER 2021

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
Identify your market’s pain points and delve into the key concerns of your audience. Address these points through a range of compelling formats from reports to videos, microsites to infographics.

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.
EDITORIAL CALENDAR

ITR publishes four print editions:

• Winter Issue (January 2021)
• Spring Issue (April 2021)
• Summer Issue (July 2021)
• Autumn Issue (October 2021)

ITR’s editorial calendar renews each year in October. Click here to view the full calendar.

KEY DATES

JANUARY 2021
SPECIAL FOCUS
Global Tax 50 rankings

RESEARCH
Submission period opens for ITR’s Tax Awards
Submission period opens for World Tax and World TP rankings

FEBRUARY 2021
SPECIAL FOCUS
Switzerland

MARCH 2021
SPECIAL FOCUS
Italy
Transfer pricing

RESEARCH
Submission period closes for World Tax and World TP rankings
Submission period closes for ITR’s Tax Awards

APRIL 2021
SPECIAL FOCUS
Brazil

MAY 2021
SPECIAL FOCUS
Indonesia

JUNE 2021
SPECIAL FOCUS
Mexico and Asia

RANKINGS
TP Expert Guides

JULY 2021
SPECIAL FOCUS
Latin America

AWARDS
ITR Asia-Pacific Shortlist announced
ITR EMEA Tax Awards Shortlist announced

AUGUST 2021
SPECIAL FOCUS
M&A

RANKINGS
World Tax Leaders

AWARDS
ITR Americas Shortlist announced
ITR Asia-Pacific Tax Awards winners

SEPTEMBER 2021
RANKINGS
World Tax guide
World TP guide

AWARDS
ITR Americas winners
ITR EMEA Tax Awards winners
ITR hosts more than 10 events annually, including the flagship ITR Global Transfer Pricing Forum, providing exclusive networking opportunities between in-house tax leaders, advisors and NGOs.

**CONFERENCES AND AWARDS¹**

- **ITR WOMEN IN TAX FORUM – EAST COAST**
  March 2021. Virtual
- **ITR INDIA TAX FORUM**
  April 2021. Virtual
- **ITR TAX DISPUTES FORUM**
  April 2021. Virtual
- **ITR ASIA TAX FORUM**
  August 2021. In-person event
- **ITR BRAZIL TAX FORUM**
  September 2021. Virtual
- **ITR WOMEN IN TAX FORUM – WEST COAST**
  September 2021. In-person event
- **ITR WOMEN IN TAX FORUM – LONDON**
  September 2021. In-person event
- **ITR TAXATION OF THE DIGITAL ECONOMY SUMMIT**
  September 2021. In-person event
- **21st ITR GLOBAL TRANSFER PRICING FORUM - LONDON**
  September 2021. In-person event
- **ITR INDIRECT TAX FORUM**
  November 2021. In-person event

**WEBINARS**

- **13,000+**
  subscribers to the ITR webinar channel

The ITR webinar channel has over 13,000 subscribers² 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**

ITR awards ceremonies are now in their 16th year. ITR publishes the shortlist and results of its annual EMEA, Asia and North American tax awards online and recognises firm and individual achievements at annual awards ceremonies.

- **ITR ASIA-PACIFIC TAX AWARDS 2021**
  August 26 2021
  See the 2020 winners
- **EMEA TAX AWARDS 2021**
  September 15 2021
  See the 2020 winners
- **ITR AMERICAS TAX AWARDS 2021**
  September 23 2021
  See the 2020 winners

¹Due to the ongoing Covid-19 pandemic, events are noted as virtual or in-person meetings. We estimate in-person events to return in the second half of 2021. Event formats (virtual or in-person) are subject to change while the pandemic is ongoing. ²Correct as of 16 December 2020
## Advertising Rates

### ITR Print

<table>
<thead>
<tr>
<th></th>
<th>Single Unit</th>
<th>3 Ads (10% Discount)</th>
<th>6 Ads (15% Discount)</th>
<th>3 Ads (20% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display ad - Quarter page</td>
<td>£2,595</td>
<td>£2,335</td>
<td>£2,205</td>
<td>£2,076</td>
</tr>
<tr>
<td>Display ad - Half page</td>
<td>£3,995</td>
<td>£3,595</td>
<td>£3,395</td>
<td>£3,196</td>
</tr>
<tr>
<td>Display ad - Full page</td>
<td>£5,995</td>
<td>£5,395</td>
<td>£5,095</td>
<td>£4,796</td>
</tr>
</tbody>
</table>

### ITR Online

<table>
<thead>
<tr>
<th></th>
<th>1 Week (10% Discount)</th>
<th>5-8 Weeks (20% Discount)</th>
<th>9-12 Weeks (30% Discount)</th>
<th>13-16 Weeks (40% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner advertisement (MPU or leaderboard)</td>
<td>£1,495</td>
<td>£1,345</td>
<td>£1,196</td>
<td>£1,047</td>
</tr>
<tr>
<td>Banner advertisement (multiple links)</td>
<td>£1,795</td>
<td>£1,616</td>
<td>£1,436</td>
<td>£1,257</td>
</tr>
</tbody>
</table>

### ITR Email Newsletter

<table>
<thead>
<tr>
<th></th>
<th>1 Week (5% Discount)</th>
<th>5-8 Weeks (10% Discount)</th>
<th>9-12 Weeks (15% Discount)</th>
<th>13-16 Weeks (20% Discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner advertisement (MPU or leaderboard)</td>
<td>£1,495</td>
<td>£1,420</td>
<td>£1,345</td>
<td>£1,196</td>
</tr>
<tr>
<td>Banner advertisement (multiple links)</td>
<td>£2,495</td>
<td>£2,370</td>
<td>£2,245</td>
<td>£1,996</td>
</tr>
</tbody>
</table>
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).

MAGAZINE - DIMENSIONS

Full page: Trim 297(h) x 210(w) mm; Bleed: 303(h) x 216(w) mm

Standard (safe type area): 277(h) x 190(w) mm

Half page: 127(h) x 184(w) mm

Quarter page: 127(h) x 92(w) mm

SUPPLEMENT - DIMENSIONS

Full page: Trim 253(h) x 190(w) mm; Bleed: 259(h) x 196(w) mm

Standard (safe type area): 233(h) x 170(w) mm

AD SPECIFICATIONS

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).

MAGAZINE - DIMENSIONS

Full page: Trim 297(h) x 210(w) mm; Bleed: 303(h) x 216(w) mm

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Full page: Trim 253(h) x 190(w) mm; Bleed: 259(h) x 196(w) mm

Standard (safe type area): 233(h) x 170(w) mm

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

Includes print and digital opportunities. Contact Maggie Varela-Christie for pricing.

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<table>
<thead>
<tr>
<th>STANDARD PACKAGE</th>
<th>PREMIUM PACKAGE</th>
<th>UNLIMITED PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 word online firm profile with firm logo at ITRWorldTax.com</td>
<td>Unlimited word online firm profile with firm logo at ITRWorldTax.com</td>
<td>Unlimited word online firm profile with firm logo at ITRWorldTax.com</td>
</tr>
<tr>
<td>Sponsor press packet including high definition logos to aid your marketing efforts</td>
<td>Sponsor press packet including high definition logos to aid your marketing efforts</td>
<td>Sponsor press packet including high definition logos to aid your marketing efforts</td>
</tr>
<tr>
<td>Client feedback published on the review section of your microsite</td>
<td>Client feedback published on the review section of your microsite</td>
<td>Client feedback published on the review section of your microsite</td>
</tr>
<tr>
<td>Rosette images showing your endorsement for internal marketing</td>
<td>Rosette images showing your endorsement for internal marketing</td>
<td>Rosette images showing your endorsement for internal marketing</td>
</tr>
<tr>
<td>Banner advert on your microsite and on your country homepage</td>
<td>Banner advert on your microsite and on your country homepage</td>
<td>Banner advert on your microsite and on your country homepage</td>
</tr>
<tr>
<td>5 hyperlinks to your website to increase traffic and SEO</td>
<td>Unlimited hyperlinks to increase traffic and SEO</td>
<td>Unlimited hyperlinks to increase traffic and SEO</td>
</tr>
<tr>
<td>Social Media Integration - including video content, LinkedIn, Twitter, Google Maps, RSS feed</td>
<td>Social Media Integration - including video content, LinkedIn, Twitter, Google Maps, RSS feed</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>
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<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></td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>LEADERS GUIDES</th>
<th>LEADERS GUIDES RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic package</td>
<td>£995</td>
</tr>
<tr>
<td>Standard package</td>
<td>£1,250</td>
</tr>
<tr>
<td>Premium package</td>
<td>£1,500</td>
</tr>
</tbody>
</table>
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