

# Media Pack 2021

## **Introduction**

ITR is the market-leading masthead servicing the international corporate taxpayer community, providing an essential source of news, analysis, publications and events for leading tax experts, directors, lawyers and CFOs.

By collaborating with firms and tax experts through our varying platforms, we give them the opportunity to showcase their expertise to our engaged ITR readership.

### **One brand, several outlets**

In print and online, ITR provides daily, weekly and monthly news, updates and special features on major economies and their changing corporate tax landscape, in addition to forums, webinars and networking opportunities for leading tax practitioners.

## About Us

*ITR* is a print and digital information service ([www.internationaltaxreview.com](http://www.internationaltaxreview.com)).

A subscription title, the publication provides essential reading for corporate tax directors, CFO's, and all those involved in the planning and payment of corporate tax.

## Coverage Areas

The publication is broken down into four main coverage areas: Corporate Tax, Indirect Tax, Tax Disputes, Tax Compliance and Transfer Pricing. In tandem to these verticals, *ITR* provides the latest monthly news covering national legislation, key cases, disputes, and any changes in the field's practice and policy online and in a weekly newsletter. The publication also provides an opportunity for firms and individuals to submit in-depth, long-form special features covering tax trends and developments.

## Local Insights

Provides a medium for tax firms to directly cover economies ranging from Brazil to Switzerland to a global readership looking for short, easy to read updates on the jurisdictions relevant to them.

You can become the expert and *ITR* Correspondent for your jurisdiction for the following areas of expertise:

- General Tax
- Direct Tax
- Indirect Tax
- Transfer Pricing
- Tax Disputes
- Tax Technology
- Transactional Tax

## Expert Analysis

*ITR* produces yearly reference guides that showcase specialist insight from leading global tax advisors on topical tax developments. They cover key markets such as China and Switzerland, and provide thematic insight on topical tax issues such as transfer pricing and energy. They not only serve as reference points supplementing *ITR*'s daily tax news, but also provide an opportunity for firms to showcase their expertise.

## Webinars

Another platform to engage with our *ITR* audience, webinars are a great way to present a topic that is of concern to the corporate tax payer and have an engaged interaction with them

## Tax Awards

*ITR* also publishes the shortlist and results of its annual EMEA, Asia and North American Tax Awards online.

## World Tax, World TP and Leaders Guides

Alongside our magazine, we publish once a year rankings on the leading tax and transfer pricing firms and individuals covering over 100 jurisdictions and practice areas from controversy, indirect tax, transactional tax and indirect tax.

These include at firm level World Tax and World TP, and at individual level the Leaders Guides.

It is distributed and promoted to our *ITR* readership as well as our World Tax and World TP readership.

## Editorial Calendar

In 2021, *ITR* publish four print editions alongside our ongoing online website. These are expected to be:

1. Winter Issue (January 2021)
2. Spring Issue (April 2021)
3. Summer Issue (July 2021)
4. Autumn Issue (October 2021)

For *Expert Insight* supplements, these are:

1. Switzerland
2. Italy
3. Transfer Pricing
4. Brazil
5. M&A
6. Latin America

## Events

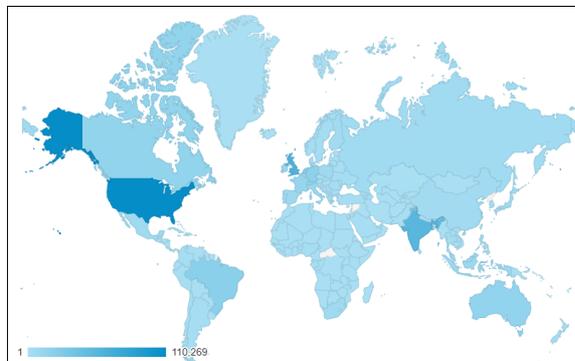
*ITR* compliments its editorial with a number of key events. These allow key actors in the tax market to engage, network and recognise their contribution to the field.

## Distribution

ITR is distributed print and online formats to over 2,700 tax professionals and individuals in tax-related roles and organisations around the world, from industries such as the finance, technology and energy sector, to government organizations, NGOs and academic institutions. Distribution includes magazine subscribers and a controlled circulation.

### ITR in numbers

- **1,429,000+** page views annually on [www.internationaltaxreview.com](http://www.internationaltaxreview.com) \*
- **48,400+** followers on social media\*\*
- **7,800+** ITR Newsletters sent out to tax practitioners globally\*\*\*
- **2,700** print and online distribution\*\*\*\*



Online traffic source locations\*

\*Google Analytics: 18<sup>th</sup> November 2019 – 17<sup>th</sup> November 2020

\*\* Based on followers: LinkedIn - ITR Insights and ITR (International Tax Review), and ITR Twitter (17<sup>th</sup> November 2020)

\*\*\* Weekly newsletters: ITR Direct Tax, ITR Indirect Tax, ITR Transfer Pricing, ITR Friday Round-up (17<sup>th</sup> – 23<sup>rd</sup> November 2020)

\*\*\*\* Subscribers and controlled circulation (November 2020)

### World Tax, World TP and Leaders Guides in numbers

- **352,300+** page views annually on [www.itrworldtax.com](http://www.itrworldtax.com) and [www.worldtransferpricing.com](http://www.worldtransferpricing.com) \*
- **51,600+** followers on social media\*\*
- **8,800+** World Tax/ World TP Newsletter sent out to tax practitioners globally\*\*\*

\*Google Analytics: 18<sup>th</sup> November 2019 – 17<sup>th</sup> November 2020

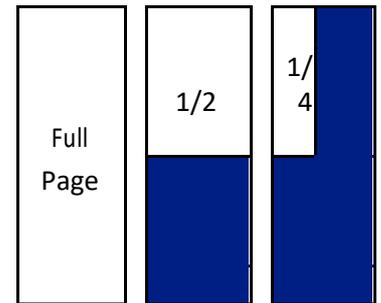
\*\* Based on followers: LinkedIn - ITR Insights, ITR (International Tax Review) and World Tax and World Transfer Pricing, and ITR Twitter (17<sup>th</sup> November 2020)

\*\*\* Monthly newsletter: October 2020

## Rate Card – display and banner advertising

### ITR Print Magazine

	Single unit	3 ads (@10% disc)	6 ads (@15% disc)	10 ads (@20% disc)
Display ad - 1/4 page	£2,595	£2,335	£2,205	£2,076
Display ad - 1/2 page	£3,995	£3,595	£3,395	£3,196
Display ad - Full page	£5,995	£5,395	£5,095	£4,796



### ITR Website

	1 week	5-8 weeks (@10% disc)	9-12 weeks (@20% disc)	13-16 weeks (@30% disc)
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% disc)	9-12 weeks (@10% disc)	13-16 weeks (@20% disc)
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

## 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;

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

### Banner advertisements –

Format: JPEG, PNG, GIF, HTML5\* and third-party served\*

Measurements:

- Leaderboard: 728 x 90
- Superleaderboard: 970 x 90
- Mobile: 320 x 50

Size: should not exceed 100Kb.

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