Managing IP is a leading global resource for IP news and analysis, providing an extensive online portal, monthly magazine, web seminars and events since 1990.

With an international team of journalists based in New York, London and Hong Kong, Managing IP leads the market with its expert coverage of all aspects of IP law and practice with a focus on business-led, strategic advice on IP exploitation and enforcement.
THE MAGAZINE
REACHING YOUR MARKET
- A powerful, respected brand with over 20 years’ market experience
- Unrivalled international reach from our offices in London, New York and Hong Kong
- Practical editorial coverage targeted at in-house counsel
- Landmark features including the World IP Survey, MIP 50 most influential people, PCT Survey and IP Cases of the Year
- 8 issues per year February, March, April, May, Summer, September, October, Winter

MANAGING IP MAGAZINE IS SENT IN BOTH PRINT AND DIGITAL FORMATS AND IS DISTRIBUTED TO OVER 10,000 IP PROFESSIONALS AND INDIVIDUALS IN IP-RELATED ROLES AND ORGANIZATIONS

MANAGING IP MAGAZINE REACHES A HIGHLY INFLUENTIAL GLOBAL READERSHIP OF IN-HOUSE COUNSEL AND BUSINESS-MINDED PRIVATE PRACTITIONERS

DISTRIBUTION AT KEY EVENTS*
- INTA Annual & Leadership Meetings
- BIO International Convention
- MARQUES Annual Meeting
- AIPLA Annual Meeting
- FICPI Annual Meeting
- LES International Annual Meeting
- LES US & Canada Annual Meeting
- ECTA Annual Meeting

Please note that event attendance is subject to change

MANAGING IP FACTS
- Global reach
- Distribution to leading IP owner companies and referral law firms*
- Managing IP is a subscription-led magazine and online resource – this sets us apart from many publications that offer their content to all readers at no cost

SOURCES:
*See page 9 for specific examples of companies and firms included on distribution.
Please note; the exact figures for future editions may vary
Managingip.com hosts both open-user and subscriber-only content, updated on a daily basis.

Managingip.com receives, on average, over 17,000 users per month.\(^1\)

Managing IP delivers two weekly email newsletters to our global and North American communities, reaching a total of over 28,000 individuals each week.

Managing IP is also active in social media, with over 19,600 followers on Twitter: @ManagingIP.\(^2\)

All e-newsletter recipients requested delivery when they registered on the Managing IP website. The distribution statistics are as follows:

**MIP EMAIL NEWSLETTER SUBSCRIBERS BY OCCUPATION**

- 3% Academic Institution/Student
- 22% Corporate/Financial Institution
- 6% Govt./Industry Association
- 62% Law firm/IP Agency
- 2% Other

**MIP EMAIL NEWSLETTER SUBSCRIBERS BY REGION**

- 45% North America
- 27% Europe
- 18% Asia-Pacific
- 5% Rest of the World

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\(^1\)Average rolling average number of users per month from September 19 2015 to September 20 2016 as recorded by Google Analytics. 2\(^1\)9,600 Twitter followers based on September 21 2016. *Correct as of 14/12/15 based on analysis of 10% of MIP Week subscribers, selected at random and conducted by Euromoney Institutional Investor PLC, please note future subscriber lists will vary.
MARKETING OPPORTUNITIES

MAGAZINE

DISPLAY ADVERTISING
High profile advertisement opportunities within the magazine provide direct access to Managing IP’s influential global audience. Advertisement options range from quarter-page spaces to full-page cover positions. Discounted series deals are available – please refer to the rate-card for options and technical specifications.

SUPPLEMENTS AND INBOUND FEATURES
Managing IP publishes a series of annual features dedicated to key industry sectors and jurisdictions. These appear as either stand-alone supplements to Managing IP magazine, or as specific sections within the monthly magazine. All supplements have the same core readership as Managing IP magazine, are distributed at targeted international conferences, and are free to access on managingip.com.

Private practice firms and service providers can participate by placing a display advertisement alongside the front editorial section of the feature, or by contributing an exclusive chapter on their respective jurisdictions/fields. Please see the editorial calendar for the list of forthcoming features.

INTERNATIONAL BRIEFINGS
This is one of the most popular sections in Managing IP’s monthly magazine. Each month this brings together short articles from our correspondent firms around the world, summarizing the latest IP developments in their jurisdictions. Each correspondent firm sponsors its position and secures the exclusive rights to that jurisdiction for a period of one year.

REPRINTS, INSERTS AND CREATIVE SOLUTIONS
Reprints of any section in Managing IP magazine are available and can be tailored to an individual firm’s specifications. Inserts are accepted into all editions of the magazine and can be split by region. Belly-wraps, false covers, gatefolds and other creative solutions are also available.

IP STARS HANDBOOKS
The IP Handbook has been a valuable resource for global IP professionals for over 20 years. In 2014, Managing IP expanded our analysis of the leading IP firms across 70 jurisdictions to include information about the leading IP lawyers in the market.

We divide the research into two unique Handbooks; Trade Mark & Copyright published in May 2017 and Patent published in July 2017. Each publication contains rankings and written analysis of the leading IP firms and individuals around the globe, published as practice area Handbooks, creating an important utility for in-house counsel and senior law firm partners.

Both IP Handbooks will be available online at ipstars.com.
Options for participation range from exclusive sponsored chapters to full-page listings and high-profile display advertisements.
MARKETING OPPORTUNITIES ONLINE

WEBSITE BANNERS
Banner positions are available throughout managingip.com and miphandbook.com on an exclusive or rotating basis. Innovative sponsorship ideas can also be tailored to specific requirements (e.g. sponsorship of the archive search function).

E-NEWSLETTER BANNERS AND SPONSORED LINKS
Managing IP provides our community with two unique email newsletters each week:

**NORTH AMERICA***
11,000 INDIVIDUALS

**GLOBAL***
17,000 INDIVIDUALS

Managing IP’s email newsletters provide an ideal platform for advertisers to achieve regular access to a large and dynamic audience. Three banner positions are available on each email on weekly or monthly rotations. Exclusive text links within the main body of the email are also available as a “word from our sponsor” position.

ONLINE CORRESPONDENTS
Exclusive sponsored jurisdictional/industry positions are available on managingip.com, providing a unique platform for your firm’s thought leadership content.

Firm content is marketed through the website, on our email newsletters, and our new blog. Position your firm as the exclusive correspondent for your topic or jurisdiction for 12 months.

WEB SEMINARS
Managing IP runs a series of web seminars on key issues throughout the year. Limited exclusive sponsorship opportunities are available providing firms with direct access to our dynamic on-line community. A schedule of forthcoming web seminars is available on request.

* Correct as of December 2015.
MANAGING IP EVENTS & AWARDS

Managing IP runs a series of highly successful events and awards which bring together thousands of IP professionals each year. Our 2017 calendar includes:

- MIP Women’s Leadership Forum, London, February 2017
- MIP Luxury Brand & Retail Forum USA, April 2017
- MIP Africa Forum, New York, April 2017
- MIP PTAB Forum, May 2017
- MIP Women in IP IN TA Cocktail Reception, Barcelona, May 2017
- IP in Asia Roadshow, June 2017
- MIP International Women’s Leadership Forum, June 2017
- MIP Life Sciences Forum, NYC, September 2017
- MIP Trade Secrets Forum, Silicon Valley, September 2017

PREVIOUS SPONSORS OF MANAGING IP EVENTS INCLUDE

| Bird & Bird   | Cadwalader    | CCPI      |
| Clifford Chance | CPA Global  | DLA Piper |
| Evalueserve   | Finnegan      | Foley & Lardner |
| Fross Zelnick | Garrigues     | Gevers    |
| Gorodissky    | Gruneker Kinkeldy | Hoffman Eitle |
| Hogan Lovells | Lall Lahiri & Salhotra | Lexis Nexis |
| Liu Shen & Associates | Mallesons  | Markmonitor |
| Netnames      | Olivares & Cia | Orrick    |
| Rouse         | Ryuka IP Law Firm | Sisvel    |
| Smart & Biggar | Thomson Reuters | Tilleke & Gibbins |
| TMI Associates | Vossious & Partners | Wong & Partners |
MARKETING OPPORTUNITIES
SPECIAL PROJECTS

CONFERENCE NEWSPAPERS
Managing IP publishes the exclusive official conference newspapers for the largest international IP gatherings each year. These provide unparalleled access to the attendees at key events including:

The AIPPI Congress News
Published in three editions at the AIPPI World Congress

The AIPLA Daily Report
Published in three editions at the AIPLA Annual Meeting

Limited display advertising positions are available in the newspapers – ranging from full page spaces through to 1/16th page classified entries.

For information on any Managing IP projects please contact your regional representative below:

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Fax: +852 2521 8900

HEAD OF SALES ASIA
MATTHEW SIU
matthew.siu@euromoneyasia.com
For the supply of advertisements we accept the following formats:

tif and eps files: Copy can be generated and produced as an image and saved as a .tif or .eps file. The resolution should be 300 dots or pixels per inch (dpi or ppi).

PDF files: Copy can be supplied in a Portable Document Format (PDF), colour adverts must be CMYK (not RGB) and in a Press-optimized format with all fonts embedded.

Quark files: Copy can be supplied in a QuarkXpress™ format, accompanied by all fonts, logos and photographs.

For all banners the file size should be less than 13Kb. Both animated GIFs or static JPEGs are acceptable. Flash formats can be accepted for the website banners only.

<table>
<thead>
<tr>
<th>NUMBER OF INSERTS (CIRCULATION)</th>
<th>GLOBAL (3,500)</th>
<th>NON US (2,000)</th>
<th>EUROPEAN (1,050)</th>
<th>US (1,500)</th>
<th>ASIA-PACIFIC (650)</th>
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<tbody>
<tr>
<td>UP TO 15 GMS</td>
<td>1,995</td>
<td>1,695</td>
<td>1,545</td>
<td>1,125</td>
<td>890</td>
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<td>15-30 GMS</td>
<td>2,495</td>
<td>2,125</td>
<td>1,435</td>
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<td>30-50 GMS</td>
<td>2,830</td>
<td>2,395</td>
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<table>
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<th>NUMBER OF WEEKS</th>
<th>1 TO 4</th>
<th>5 TO 8</th>
<th>9 TO 12</th>
<th>13 TO 16</th>
</tr>
</thead>
<tbody>
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<td>TOP BANNER (SIZE: 468 X 60)</td>
<td>1,750</td>
<td>1,575</td>
<td>1,400</td>
<td>1,225</td>
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<tr>
<td>MIDDLE BANNER (SIZE: 468 X 60)</td>
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<td>1,320</td>
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<tr>
<td>RIGHT BANNER (SIZE: 160 X 160)</td>
<td>1,450</td>
<td>1,300</td>
<td>1,150</td>
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<td>LEADERBOARD (SIZE: 728 X 90)</td>
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<td>TOP RIGHT BANNER (SIZE: 300 X 250)</td>
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<td>1,380</td>
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<tr>
<td>RIGHT SKYSCRAPER (SIZE: 160 X 600)</td>
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