Managing Intellectual Property™

IP STARS

2020 MEDIA KIT + EDITORIAL CALENDAR

LEGAL MEDIA GROUP
Euromoney Institutional Investor
IP STARS - Your guide to the world’s leading IP firms and practitioners

IP Stars covers over 130 jurisdictions, including the most active for IP protection, exploitation and enforcement. Our research is carried out over a six-month period by a team of global researchers based in our offices in London, New York and Hong Kong. IP Stars is the result of over 5,300 surveys and interviews being conducted with IP professionals.

Each year, our researchers obtain information from law firms and IP agencies, and their clients, through surveys and interviews. They scrutinise the information and conduct their own independent research before producing the firm ranking tables and list of leading IP practitioners.

Results are published in print and on IPStars.com
## MIP PRINT EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Type</th>
<th>Copy Deadline</th>
<th>Publishing Date</th>
<th>Event Distribution</th>
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<tbody>
<tr>
<td>including: Trademark Global Survey, Future of IP, Mexico Focus</td>
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<tr>
<td>China IP Focus</td>
<td>Stand Alone</td>
<td>19-Mar-20</td>
<td>02-Apr-20</td>
<td>INTA, Int Pat Forum, AIPLA, AIPPI</td>
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<td>16-Apr-20</td>
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<td>02-Jun-20</td>
<td>AIPPI, ASIPI, AIPPI, Asia Awards</td>
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<td>including: PCT Rankings, Future of IP</td>
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<td>Digital</td>
<td>14-Jun-20</td>
<td>15-Jun-20</td>
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READERSHIP AND REACH

Managing IP print and digital distribution

- Managing IP magazine is distributed to over 5,000+ IP professionals globally¹
- ManagingIP.com receives 232,000+ unique users, and 820,000+ page views annually²
- Managing IP Global Newsletters received by over 20,100+ users³
- Content distributed to over 37,800+ followers via social media⁴
- IP Focus and Future of IP supplements distributed to all Managing IP subscribers and made freely available to our 225,000+ users on ManagingIP.com²

IP Stars print and digital distribution

- IP Stars provides in-depth analysis and rankings of 2,200 IP firms and 5,200 practitioners globally
- IPStars.com receives 110,000+ unique users, and 455,000+ page views annually²
- Content distributed via IP Stars and Managing IP social media channels⁴
- IP Stars is received by 81% of the top 100 companies by marketing capitalisation globally⁵
- IP Stars is distributed to all Managing IP subscribers and made freely available to our 110,000+ users on IPStars.com²

Geographic breakdown of Managing IP users ²

35% 36% 24%

Geographic breakdown of IP Stars users ²

24% 33% 37%
Now in its 16th year, Managing IP will host three awards ceremonies in March 2020.

The Managing IP Awards recognise the top IP practitioners, firms and in-house counsel from around the world.

Shortlists for all three award ceremonies will be announced in late January 2020.

**Europe, Middle East & Africa IP Awards**
05 March 2020, Marriott, Grosvenor Square - London
**Attendance**: Approx. 350+ IP professionals from 115+ organisations
2019 Photos  2019 Video

**Americas IP Awards**
26 March 2020, New York City
**Attendance**: Approx. 200+ IP professionals from 60+ organisations
2019 Photos

**Asia IP Awards**
June 2020, Shanghai*
**Attendance**: Approx. 90+ IP professionals from 50+ organisations
2019 Photos

Bookings and information:
EMEA + Americas Awards: Nicholas Heath
Asia Awards: Matthew Siu

*Please confirm dates and location of Asia Awards with your Account Manager prior to making any travel arrangements.

Attendee numbers based on 2019 awards ceremonies.
Euromoney’s Though Leadership team create original content that enables organisations to become part of the debate with their target audience.

Our editorial team is hugely experienced in devising memorable, long-lasting and insightful content marketing programmes. We are able to deliver that content in a range of compelling formats from reports to videos, microsites to infographics.

With over 2,400 employees around the world, we are able to draw upon the editorial, sales and marketing expertise of hundreds of specialists. With a third of our revenues deriving from emerging markets, we are able to connect your content to new audiences around the world.

Our editorial team has over 30-years of combined experience interviewing senior business executives and public sector officials worldwide. From government ministers and central bank governors, to global bank and multinational company chairmen, CEOs, CIOs and CFOs, our editors have a proven track record of interviewing some of the most influential and important people in global markets.

Euromoney Thought Leadership places at your disposal the editorial expertise and audience of many of the world’s leading specialist business information brands.

**OUR SOLUTIONS**

- Surveys
- Reports
- Blogs and Opinion Pieces
- Videos and Infographics
- Social Media Strategy
- Digital Platforms
- Live Events
- Content Strategy
- Speaking Engagements
- Benchmarking Tools

Click [here](#) to view the Euromoney Though Leadership portfolio
### Managing IP - Print + Digital - $USD

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<th>Number of Bookings</th>
<th>Price per inclusion</th>
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<td>2 - 3</td>
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#### Print Display Adverts
- **Premium (IFC, IBC, OBC)**
- **Full Page**
- **Half Page**
- **Quarter Page**

#### International Briefings (Print + Digital)
- **Editorial Contribution (Print + Digital)**

#### Supplement + IP Focus Contributions
- **Managing IP Digital**
- **Newsletters**
- **Website Banners**

#### Conference Newspapers
- **Editorial or DPS**
- **Premium (IFC, OBC)**
- **Full Page**
- **Half Page**
- **Quarter Page**
- **Classified (3)**

### IP Stars - Print + Digital - $USD

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<th>Number of Bookings (Print Editions only)</th>
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#### Premium Display Advert (IFC, IBC, OBC)
#### Firm Profile or Display Advert (Print Editions Only)
#### Firm Profile (Print + Digital Edition)
#### Practitioner Biography (Print + Digital Edition)

#### Digital - Global Firm Profile
#### Digital - Global + Jurisdictional Firm Profiles
#### Digital - Practitioner Biography
#### Digital - Unlimited Package (All Profiles, All IP Star Biographies)
#### Website Banner (per week)
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