



Managing IP

In-house intelligence on global IP

MEDIA PACK 2023



ABOUT MANAGING IP

Managing IP is a leading source of analysis, events and rankings on IP developments worldwide. We offer in-house and actionable intelligence on the latest developments in IP, in turn helping IP professionals to understand and enforce critical IP strategies.

Our coverage is global and encompasses:

TM

TRADEMARKS



COPYRIGHT



DATA



PATENTS



TRADE SECRETS



DESIGNS

WHAT WE OFFER

PEER ANALYSIS



In addition to Managing IP's analysis, 'Local Insights' features are regular contributions by firms wishing to position themselves as key experts on a particular jurisdiction or topic.

These firms have exclusive rights to provide specialist insights on topics ranging from European patent developments to IP enforcement in China.

RANKINGS AND AWARDS



IP STARS is Managing IP's rankings guide to the very best IP firms in the world.

A rigorous and impartial research process over a six month period produces credible lists of the key players in IP. The IP STARS rankings also form the shortlist of the annual Managing IP Awards, which recognise excellence in IP work from firms across EMEA, the Americas and Asia.

EXPERT ANALYSIS



Published throughout the year Expert Analysis provides insight from the leading IP practitioners and firms globally. Private practice and in-house counsel alike are invited to submit co-published content and editorials.

Opportunities include short and long form editorials produced by your firm, providing detailed analysis and perspective around a topical issue. This will be published within our Expert Analysis section on ManagingIP.com and promoted through our various channels.



REACH AND AUDIENCE

Our audience is made up of in-house IP lawyers, private practitioners, IP service/solutions providers and governmental bodies.

MANAGING IP

1m+

Annual page views¹

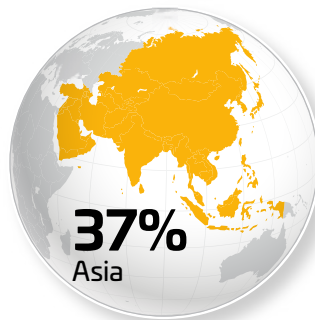
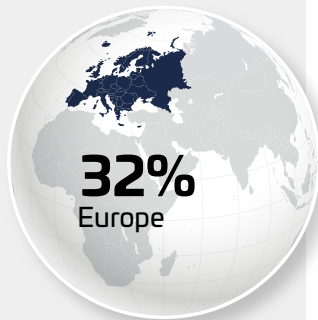
370,000+

Average unique visitors a month¹

3,000+

Managing IP global newsletter subscribers

VISITORS BY LOCATION



Google Analytics: January 1, 2021 to December 31, 2021



SOCIAL MEDIA



LINKEDIN

16,490

FOLLOWERS

7,893

UNIQUE VISITORS³

19,622

PAGE VISITS³



TWITTER

28,300+

FOLLOWERS





WHAT WE OFFER

Managing IP provides news and analysis in these key areas:
Copyright, Patents, Trademarks and IP Strategy.

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



DISPLAY ADVERTISING

| | 1 - 4 Weeks | 5-8 Weeks (10% Discount) | 9-12 Weeks (20% Discount) | 13-16 Weeks (30% Discount) |
|--|-------------|-----------------------------|------------------------------|-------------------------------|
| Managing IP + IP STAR Banner and MPU's | \$1,495 | \$1,345 | \$1,196 | \$1,045 |
| Managing IP Newsletter | \$1,295 | \$1,165 | \$1,035 | \$905 |

SPECIAL FOCUS

Special Focus articles are annual guides to showcase specialist insight from leading practitioners on topical IP developments.

These articles provide thematic insight on IP issues such as IP Strategy and regulatory developments. They not only serve to supplement Managing IP's daily news, but also provide an opportunity for firms to demonstrate their expertise.





WHAT WE OFFER

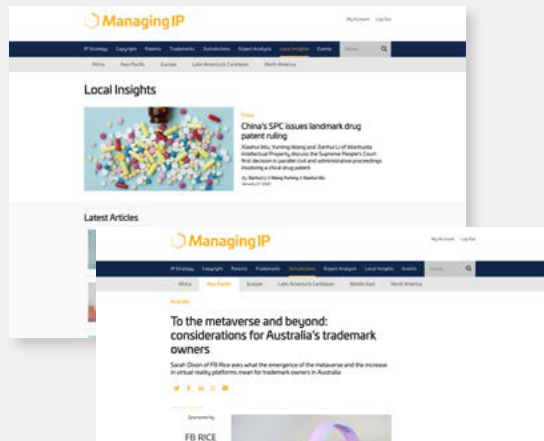
LOCAL INSIGHTS

Your firm will have the opportunity to submit up to eight articles across the year, focusing on your areas of expertise to demonstrate your understanding of pertinent challenges for IP professionals.

Your content will be published within our Local Insights and relevant practice area sections on ManagingIP.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:

- Designs
- Patents
- Regulatory
- Life Sciences
- Litigation
- Licensing
- Copyright
- Trademarks



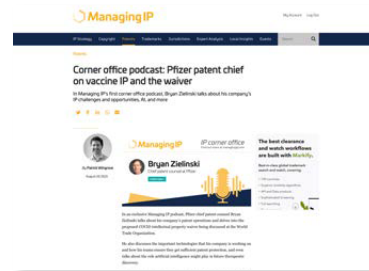
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PODCASTS

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 IP.



MANAGING IP TRENDS REPORT

The report identifies 10 key issues for in-house IP counsel based on a survey of more than 700 in-house IP practitioners around the world. The report demonstrates the wide variety of issues that in-house IP practitioners face – encompassing developments in law, technology, business models and society in general.

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.





CUSTOM MARKETING OFFERINGS

CASE STUDY 1

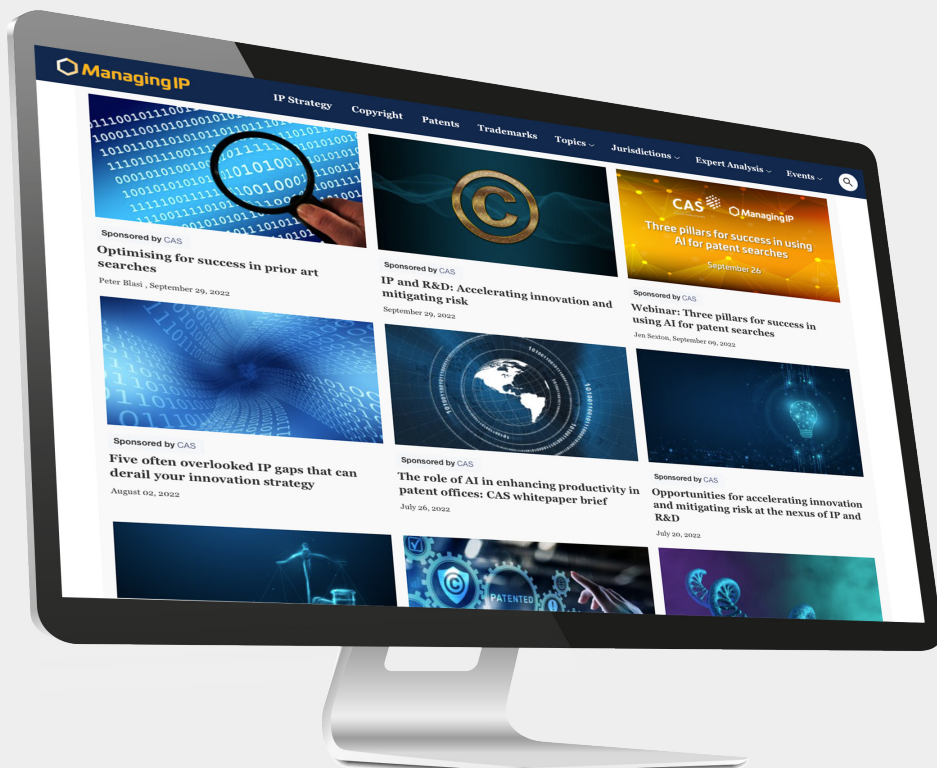
CAS STN

Co-Branding and Market Introduction Exercise

CAS was presenting the new STN IP platform to the market, targeting international IP Practitioners and National Offices.

Mediums:

- Display Branding
- Content Promotion and Creation



CASE STUDY 2

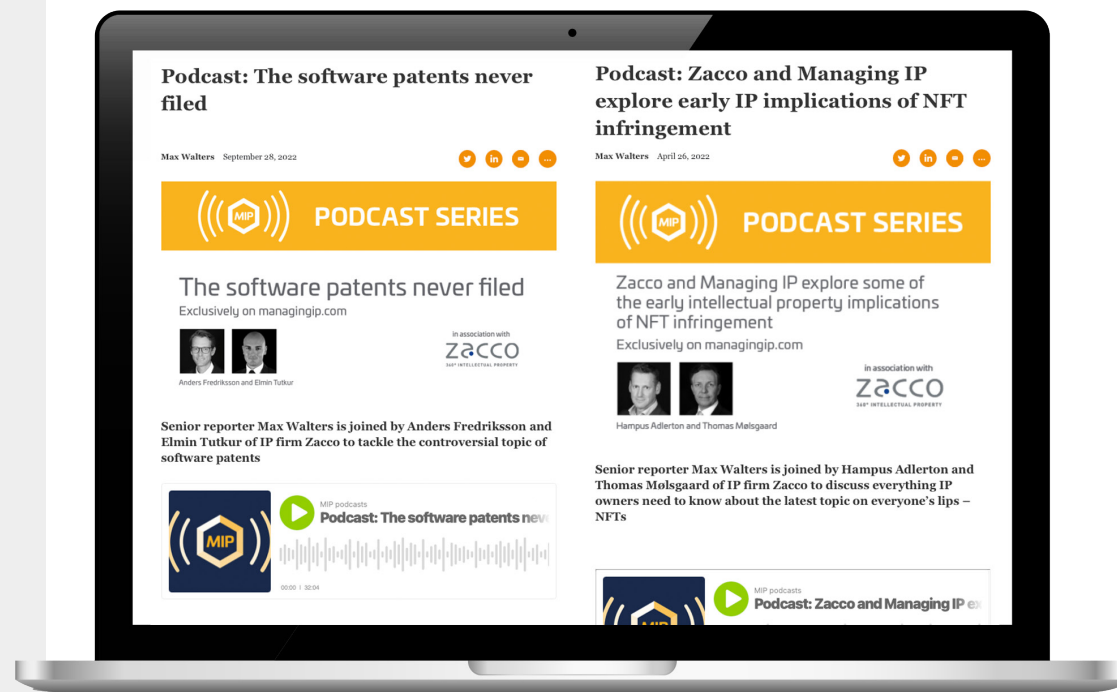
Zacco

Content Promotion and Creation

The law firm capitalized on Managing IP's editorial scope and audience to produce two custom podcasts highlighting their Patent and Copyright Infringement experience and expertise. This was supported by interviews of subject matter experts with the content being reinforced with cross platform display branding.

Mediums:

- Display Branding
- Podcast Sponsorship
- Content Promotion and Creation



IP STARS

YOUR GUIDE TO THE WORLD'S LEADING IP FIRMS AND PRACTITIONERS

IP STARS is an exclusive rankings publication where only the best IP firms and lawyers are listed.

Covering more than 70 jurisdictions, IP STARS is the most comprehensive IP guide in the legal profession.

Rankings are determined by a six-month research process, resulting in over 5,000 surveys and interviews being conducted with IP professionals, law firms and their clients.

The findings are analysed and supplemented by Managing IP's own research before the annual results.

INCREASE YOUR FIRM'S VISIBILITY

600k+

page views annually¹

13,400+

visitors on average per month¹

36,000+

followers across LinkedIn and Twitter. IP STARS rankings are also shared with Managing IP's social media accounts²

PUBLISHING TIMELINE

FIRM RANKINGS

Trademarks | March

General IP | April

Patents | June

Copyright | July

Transactions | November

IP STARS RANKINGS













IP Stars (All) | April

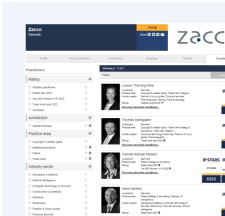
Top 250 Women in IP | June

Rising Stars | September

Corporate IP Stars | October



| FEATURES | | INDIVIDUAL SUBSCRIPTION | BASIC FIRM SUBSCRIPTION | STANDARD FIRM SUBSCRIPTION | UNLIMITED FIRM SUBSCRIPTION |
|--|---|---------------------------------|---|---|---|
| Practitioner profile , including contact details, headshot, practice date and sector information. |  | Individual practitioner profile | - | - | Profiles for ALL ranked practitioners |
| Firm profile , including contact details, practice data and sector information. |  | - | Firm profile for a Single jurisdiction | Firm profiles for ALL listed jurisdictions | Firm profiles for ALL listed jurisdictions |
| Licensing of rosettes and supporting marketing material highlighting your firm and practitioner accolades for internal and external communications. |  | ✓ | ✓ | ✓ | ✓ |
| Account manager on hand to guide the firm through the IP STARS research process. |  | ✓ | ✓ | ✓ | ✓ |
| Client feedback and research quotes published on the review section.* |  | | ✓ | ✓ | ✓ |
| Firm banner advert on your practitioner profile, firm profile and jurisdictional ranking pages. |  | | ✓ | ✓ | ✓ |
| Social media integration including Twitter, YouTube, and RSS Feeds. |  | | ✓ | ✓ | ✓ |
| Firm briefings : up to six editorial pieces throughout the year published on your microsite and on the homepage. |  | | | ✓ | ✓ |
| Unlimited Lawyer profiles Individual profiles for all listed lawyers in your jurisdiction. |  | | | | ✓ |
| One Year Subscription |  | \$ 1,350 | \$ 3,145 | \$ 3,675 | \$ 7,350 |
| Two Year Subscription Including 5% Annual Discount† |  | \$ 2,565 | \$ 5,970 | \$ 6,980 | \$ 13,960 |
| Three Year Subscription Including 10% Annual Discount† |  | \$ 3,645 | \$ 8,490 | \$ 9,920 | \$ 19,845 |



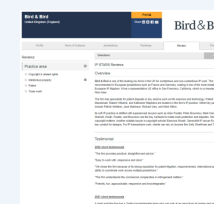
PROFILE

Differentiate the firm and key practitioners from their peers. Assisting your client base in identifying sector specific expertise



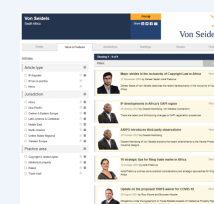
LICENSING

Rosettes and supporting marketing material highlighting your firm and practitioner accolades for internal and external communications



REVIEWS AND QUOTES

Client feedback, quotes and commentary published on your profile page from the IP STARS annual research process



BRIEFINGS

Keep clients up to date with developments at the firm. Demonstrate your firm's strengths and subject matter expertise



SOCIAL

Increase effectiveness of content currently produced by the firm. Drive additional traffic to your social media channels



AWARDS

Now in their 18th year, the Managing IP Awards recognise the top IP practitioners, firms and in-house counsel from around the world.

Managing IP will host three awards ceremonies recognising the best in class from across the Americas, EMEA and Asia Pacific.

EMEA AWARDS

June 2023, London
In Person

550+

IP Professionals

[VIEW PREVIOUS WINNERS HERE](#)



130+

Organisations

AMERICAS AWARDS

April 2023, New York
In Person

200+

IP Professionals

[VIEW PREVIOUS WINNERS HERE](#)



60+

Organisations

ASIA PACIFIC AWARDS

May 2023, Singapore
In Person

190+

IP Professionals

[VIEW PREVIOUS WINNERS HERE](#)



50+

Organisations¹



AWARD BOOKINGS AND INFORMATION

[EMEA Awards](#) | [Prin Shasiharani](#)

[Americas Awards](#) | [George Reeves](#)

[Asia Pacific Awards](#) | [Matthew Siu](#)

[Research process](#) | [Kingsley Egbunu](#)



¹ Attendee numbers based on 2022 awards ceremonies



ADVERTISING RATES



MANAGING IP AND IP STARS - DISPLAY ADVERTISING

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Managing IP - Global IP Survey

| | Trademark Survey | Patent Survey | Both Surveys |
|--------------------------------|------------------|---------------|--------------|
| Global IP Survey - Full | \$5,950 | \$5,950 | \$8,330 |
| Global IP Survey - Half | \$4,350 | \$4,350 | \$6,090 |

Managing IP - Editorial Contributions

| | | | |
|--|----------------------|--|--|
| Stand Alone Editorial contribution Including Promotion, Licensing and Distribution | \$8,300 | | |
| Local Insight - Jurisdictional Exclusive Regular contribution from a single jurisdiction, published six times a year | \$12,000 | | |
| Podcast Sponsorship Including Production, Promotion and Distribution | Available on Request | | |
| Webinar Sponsorship Including Production, Promotion and Distribution | Available on Request | | |

IP STARS - Licensing and Profiles

| | | | |
|--|---------|--|--|
| Individual Subscription - Licensing and Profile | \$1,350 | | |
| Basic Firm Subscription - Licensing and Profile | \$3,145 | | |
| Standard Firm Subscription - Licensing and Profile | \$3,675 | | |
| Unlimited Firm Subscription - Licensing and Profile | \$7,350 | | |

BANNER SPECIFICATIONS

Acceptable formats include animated or static GIFs, JPEG, PNG and HTML5. Measurements are in pixels (WxH)

SUPER LEADERBOARD | 970 x 90 MOBILE LEADERBOARD | 320 x 50

BILLBOARD | 970 x 250 MOBILE BILLBOARD | 320 x 100

MPU | 300 x 250 HALFPAGE | 300 x 600

GLOBAL IP SURVEY FULL | 500 x 500 GLOBAL IP SURVEY HALF | 500 x 250



BUSINESS DEVELOPMENT

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