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.

ABOUT MANAGING IP

Our brand started in 1990 as Managing Intellectual Property.

However, over time our clients, prospects, delegates and partners became accustomed to the name and started to shorten it to either Managing IP or MIP. Naturally, we listened to our audience and decided to keep both of those names alive.

Today, 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 (but is not limited to):

- Copyright
- Trademarks
- Patents
- Trade Secrets
- Data

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.

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**REACH AND AUDIENCE**

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

**MANAGING IP**

840,000+
Annual page views

31,000+
Average unique visitors a month

2,900+
Managing IP global newsletter subscribers

**VISITORS BY LOCATION**

28% North America
25% Europe
40% Asia

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

**SOCIAL MEDIA**

**LINKEDIN**

13,100 FOLLOWERS
8,125 UNIQUE VISITORS
17,546 PAGE VISITS

**TWITTER**

28,100+ FOLLOWERS
67,000 TWEETS SEEN PER MONTH
OVER 700 VISITS TO @MANAGINGIP PROFILE

LinkedIn and Twitter analytics, January 2022
LinkedIn visitor analytics, November 2019 to October 2020
Twitter analytics, November 2019
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.

The best clearance and watch workflows are built with Markify.

- 190 countries
- Superior similarity algorithms
- API and Data products
- Sophisticated Screening
- Full searching
- The best price!

DIGITAL ADVERTISING RATES

Managing IP and IP STARS

<table>
<thead>
<tr>
<th></th>
<th>1 WEEK</th>
<th>5-8 WEEKS 9-12 WEEKS 13-16 WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner advertisement</td>
<td>$1,495</td>
<td>$1,345 $1,196 $1,047</td>
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</tbody>
</table>

Managing IP Email and Newsletter

<table>
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<tr>
<td>Banner advertisement</td>
<td>$1,495</td>
<td>$1,420 $1,345 $1,196</td>
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</tbody>
</table>
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

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.

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.

Collaborate with our team to create a survey design to gain insight into the IP market around a topic relevant to your business objectives.

Another lead generation opportunity, our roundtables allows your firm to connect with our senior in-house and private practice professionals in a closed-door, virtual environment. This would take place under Chatham House Rule, allowing for insightful thought exchange and discussion around a particular topic with your key audience.

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.
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

FIRM RANKINGS
Trademarks | March
General IP | April
Patents | June
Copyright | July
Transactions | November

IP STAR RANKINGS
IP Stars (All) | April
Top 250 Women in IP | June
Corporate IP Stars | July
Rising Stars | October

1 Google Analytics: January 1, 2021 to December 31, 2021. 2 LinkedIn and Twitter analytics, January 2022
### IP STARS SUBSCRIPTION PACKAGES

<table>
<thead>
<tr>
<th>Individual Subscription</th>
<th>Basic Firm Subscription</th>
<th>Standard Firm Subscription</th>
<th>Unlimited Firm Subscription</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practitioner profile, including contact details, headshot, practice date and sector information.</td>
<td>Jurisdictional firm profile, including contact details, practice data and sector information for a single jurisdiction.</td>
<td>Global firm profile, including contact details, practice data and sector information.</td>
<td>Global firm profile, including contact details, practice data and sector information.</td>
</tr>
<tr>
<td>Licensing of rosettes and supporting marketing material highlighting your firm and practitioner accolades for internal and external communications</td>
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<td>Jurisdictional firm profiles, including contact details, practice data and sector information for every jurisdiction the firm is listed.</td>
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</tr>
<tr>
<td>Client feedback and research quotes published on the review section*</td>
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</tr>
<tr>
<td>Firm banner advert on your practitioner profile, firm profile and jurisdictional ranking pages</td>
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</tr>
<tr>
<td>Social media integration including Twitter, YouTube, RSS Feeds and Google Maps</td>
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</tr>
<tr>
<td>Firm briefings: up to six editorial pieces throughout the year published on your microsite and on the homepage</td>
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<td>Firm briefings: up to six editorial pieces throughout the year published on your microsite and on the homepage</td>
<td>Unlimited Practitioners profiles: Individual profiles for all listed practitioners across IP STARS.</td>
</tr>
</tbody>
</table>

**Rate:** $1,350  
**Rate:** $3,145  
**Rate:** $3,675  
**Rate:** $7,350
Now in their 17th 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 2022, London
370+ IP Professionals
100+ Organisations
VIEW PREVIOUS WINNERS HERE

AMERICAS AWARDS
April 2022, New York
200+ IP Professionals
60+ Organisations
VIEW PREVIOUS WINNERS HERE

ASIA PACIFIC AWARDS
June 2022, Shanghai
90+ IP Professionals
50+ Organisations
VIEW PREVIOUS WINNERS HERE

1 If we cannot host a physical ceremony due to the ongoing COVID-19 pandemic, Managing IP will host a virtual show, details of which will be shared closer to the time. Please confirm dates and location of Awards with your account manager.
2 Attendee numbers based on 2019 awards ceremonies.
3 Attendee numbers based on the March 2020 ceremony.

AWARDS BOOKINGS AND INFORMATION
EMEA Awards | Prin Shasiharan
Americas Awards | George Reeves
Asia Pacific Awards | Matthew Siu
Research process | Kingsley Egbuonu
ADVERTISING RATES

### DISPLAY ADS

<table>
<thead>
<tr>
<th></th>
<th>(price per insert)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Premium (IFC, IBC, OBC)</td>
<td>$7,250</td>
</tr>
<tr>
<td>Full page</td>
<td>$5,950</td>
</tr>
<tr>
<td>Half page</td>
<td>$4,350</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$2,750</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supplements and IP Focus contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page advert</td>
</tr>
<tr>
<td>Full page advert</td>
</tr>
<tr>
<td>Chapter contribution</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>$4,350</td>
</tr>
<tr>
<td>$5,950</td>
</tr>
<tr>
<td>$8,300</td>
</tr>
</tbody>
</table>

| Annual contract                          |
| Local Insights – regular contribution from a particular jurisdiction, exclusive to one firm |
| $12,000                                  |

| Editorial contribution                    |
|                                         |
| $8,300                                  |

### MANAGING IP

<table>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(10% DISCOUNT)</td>
<td>(20% DISCOUNT)</td>
<td>(30% DISCOUNT)</td>
</tr>
<tr>
<td>Newsletter advertisements (MPU or leaderboard)</td>
<td>$1,495</td>
<td>$1,345</td>
<td>$1,196</td>
<td>$1,047</td>
</tr>
<tr>
<td>Website advertisements (MPU or leaderboard)</td>
<td>$1,495</td>
<td>$1,420</td>
<td>$1,345</td>
<td>$1,196</td>
</tr>
</tbody>
</table>

### IP STARS

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<tr>
<td>Unlimited Firm Subscription</td>
<td>$7,350</td>
</tr>
</tbody>
</table>

### MAGAZINE FORMATS

For the supply of advertisements, we accept the following formats:
- jpg and .eps files: The resolution should be 300 dots or pixels per inch (dpi or ppi).
- PDF files: Colour adverts must be CMYK (not RGB) and in a press-optimised format with all fonts embedded.

### ONLINE BANNER SPECIFICATIONS

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

**LEADERBOARD** | 728 x 90
**TOP RIGHT BANNER** | 300 x 250
**RIGHT SKYSCRAPER** | 160 x 600
**LEADERBOARD MOBILE STYLE ONE** | 320 x 50
**LEADERBOARD MOBILE STYLE TWO** | 320 x 100