

IFLR

INTERNATIONAL FINANCIAL LAW REVIEW



Media
information

ABOUT IFLR

- IFLR is the only magazine written for lawyers specializing in international finance working in-house in banks, corporates and in private practice.
- It is uniquely devoted to covering the law of global capital markets, M&A, finance, and financial regulation.
- The magazine's practical, lively and opinion-forming coverage is highly valued by a loyal subscriber base, with an annual renewal rate of close to 80%.
- Each edition of IFLR has up to 13,615 readers, based on audited readership figures. Our website, www.iflr.com, attracts on average 16,700 sessions each month.
- IFLR's annual awards dinners in New York, London, Hong Kong and Dubai are attended by more than 1,000 representatives of the industry's best firms and their clients.
- Our two-day annual capital markets events in Europe and Asia, and our Asia M&A forum, are established as leading opportunities for specialists in the field to meet, network and learn.
- Contributors to the magazine include senior regulators, in-house counsel and leading private practitioners. Recent authors include Ethiopis Tafara, head of the Office of International Affairs at the US Securities and Exchange Commission, Brad Gans, general counsel EMEA at Citigroup, and Peter Kurer, group general counsel at UBS.
- IFLR publishes 12 issues a year and is available to readers on the first of every month. We also publish a free weekly newsletter – *IFLR Bulletin* sent to over 11,000 individuals.
- IFLR has been in print for more than 25 years.



UNMATCHED EXPERTISE

IFLR draws upon the knowledge of thirteen contributing editors as well as our in-house staff of specialist journalists based in London, New York and Hong Kong. Contributing editors, who are some of the most dynamic lawyers in the international market, are actively involved in monthly planning and commissioning for the magazine.

IFLR also has an expert board of editorial advisers including many of the most senior and experienced practitioners in the field.

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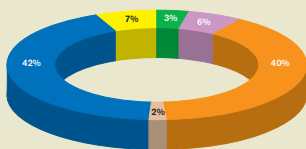
William Underhill, Slaughter and May

“ The new look IFLR has more punchy articles than ever ”

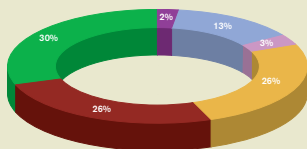
Michael Willisich, Davis Polk & Wardwell

REACH YOUR CLIENT UNIVERSE

Circulation profile¹



Geographical breakdown of subscribers²



IFLR can help your firm reach potential clients. In hard copy the magazine has up to **13,615³** readers, including many of the world's leading financial lawyers both in-house and in private practice.

The magazine is available online every month to subscribers and trial users at www.iflr.com, which receives on average over **43,600⁴** page views a month and **16,700⁴** sessions.

Special open-access features and all IFLR supplements are available to readers of our weekly email newsletter (*IFLR Bulletin*), each edition of which is sent to more than **11,000⁴** individuals.

During the year, personal copies of specific editions of IFLR and supplements of the magazine are sent to a selected readership free of charge. These recipients include:

- Up to **3,000** named in-house lawyers in financial institutions taken from IFLR's exclusive database of bankers' counsel.
- Named in-house lawyers at up to **3,000** of the world's largest corporates drawn from information gathered by Euromoney Institutional Investor PLC.

Use IFLR to promote your firm at key events

Individual issues of IFLR and supplements to the magazine are also available free of charge to delegates at the following conferences:

- The IBA Annual Conference, Singapore, 2007.
- The IBA International Financial Law Conference, Seville, 2007.
- The IFLR-IPBA Asia M&A Forum, Hong Kong, February 2007.
- The IFLR Capital Markets Forum, London, March 2007.
- The IFLR Asia Capital Markets Forum, Hong Kong, November 2007.

1. Based on IFLR circulation October 2006. 2. Based on IFLR subscribers October 2006. 3. The readership of IFLR based upon a survey conducted in October 2006 has been independently audited by IPSOS MORI, the international media consultancy. At 95% confidence, International Financial Law Review has a readership between 10,721 and 13,617. 4. Average taken between September 1 and September 30 2006.

INFLUENCE DECISION MAKERS

When your firm advertises in IFLR you have the opportunity to influence decision makers at the leading buyers of legal services in finance and M&A including:

ABN AMRO
Air Liquide
Allen & Overy
Allens Arthur Robinson
Allied Irish Banks Ltd
Anglo American
Asian Development Bank
Banco De Espana
Banco Santander Chile
Bank Austria
Bank for International Settlements
Bank of America
Bank of England
Bank of Japan
Banque Nationale De Belgique
Barclays Capital
Bech-Bruun Dragsted
Bonelli Erede Pappalardo
BNP Paribas
Bredin Prat
Brosio Casati E Associati
Cadwalader Wickersham & Taft
Cantor Fitzgerald
Carnegie Investment Bank
Calyon
Citigroup
Cleary Gottlieb Steen & Hamilton
Clifford Chance
Commodity Futures Trading Commission
Commonwealth Bank Of Australia
Cravath Swaine & Moore
Credit Agricole
Credit Suisse
Daiwa Securities
Davis Polk & Wardwell
De Brauw Blackstone Westbroek
Debevoise & Plimpton
Deloitte
Den Danske Bank
Depfa-Bank
Deutsche Bank
Dexia
EBRD
Ernst & Young
Euronext Paris
European Central Bank
European Investment Bank
Export Development Canada
Exxon Corp
Financial Services Authority
Fitch Ratings
Freehills
Freshfields Bruckhaus Deringer
Gazprombank
Goldman Sachs
Gulf International Bank
HBOS Treasury Services Plc
Hengeler Mueller
Herbert Smith
HSBC
ING Bank
Inter-American Development Bank
International Finance Corporation
Irish Stock Exchange
Islamic Development Bank
JP Morgan Chase
KBC Bank
KFW Bankengruppe
Korea Export Insurance Corp
Latham & Watkins
Lee & Li
Lehman Brothers
Linklaters
Lloyds of London
Lloyds TSB Bank Plc
Lovells
Man Investments
Merrill Lynch
Mizuho Corporate Bank Ltd
Moody's Investment Services
Morgan Stanley
Mori Hamada & Matsumoto
N M Rothschild & Sons Ltd
Nagashima Ohno & Tsunematsu
Nikko Citigroup Ltd
Nomura
Nordic Investment Bank
Oesterreichische Nationalbank
Ontario Securities Commission
OPEC Fund for International Development
PricewaterhouseCoopers
Rabobank International
Reserve Bank of India
Scotiabank
Shearman & Sterling
Shell International Ltd
Sidley Austin
Sinopec
Simmons & Simmons
Simpson Thatcher & Bartlett
Skadden Arps Slate Meagher & Flom
Slaughter and May
Société Générale
Standard & Poor's
Standard Bank Ltd
Stikeman Elliot
Sullivan & Cromwell
Swiss Reinsurance Company
SWX Swiss Exchange
The Central Bank of China
Total
UBS
Uría Menéndez
US Securities & Exchange Commission
Wachtell Lipton Rosen & Katz
Weil Gotshal & Manges
White & Case
Winston & Strawn
Zurich Financial Services

POSITION YOUR FIRM EFFECTIVELY

Make clients think of your firm first

Reach up to 13,615 readers per issue with the assurance that you are targeting active buyers of legal services, increasing the likelihood that these clients will instruct your firm in future.

Make clients see your firm as a specialist

Advertise in IFLR to show that your firm is internationally active and a specialist in the field of financial law, and do so in a cost-effective way.

Maximize the return on your marketing investment

Promote your firm through IFLR without incurring substantial research, editorial, production, print or distribution costs. Make sure potential clients read your material by presenting it as part of an independent editorial product.

Show clients your track record

Advertise in IFLR to show potential clients your firm's experience advising on deals in their industry or region.

Make clients see you as part of the professional elite

Benefit from association with the most respected publication among professionals in the field.

Gain a competitive advantage over others

Raise awareness of your firm above that of less active rivals, increasing the likelihood that clients will turn to you before others.

Show confidence to your existing clients

Demonstrate to core clients that your firm is a leader in corporate and financial law and confident of its ability to meet client expectations.



“ IFLR concentrates on the topics that matter and provides real thought leadership in the industry ”

Peter Kurer, general counsel, UBS

RATES

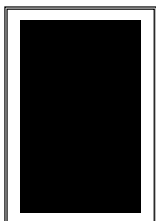
Full page	x1	x3	x6	x12
Black & White	€3,595	€3,325	€3,255	€3,055
Full colour	€4,495	€4,150	€4,045	€3,800
Inside back	€4,940	€4,550	€4,450	€4,200
Inside front	€5,150	€4,800	€4,650	€4,400
Outside back	€9,000	€8,500	€7,750	€7,000

Extended advertising packages available

Two-thirds of a page				
Black & White	€2,700	€2,500	€2,400	€2,250
Full colour	€3,995	€3,700	€3,550	€3,330

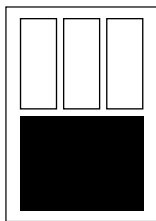
Half page				
Black & White	€1,895	€1,755	€1,700	€1,650
Full colour	€2,795	€2,595	€2,550	€2,395

One-third of a page				
Black & White	€1,250	€1,150	€1,125	€1,095

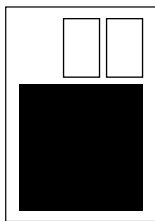


Full page

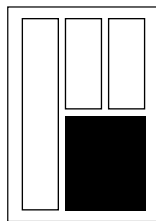
Standard: 266 x 184 mm
Trim: 296 x 210 mm
Bleed: 303 x 216 mm



Half-page horizontal
172 x 117 mm (width x height)



Two-thirds page horizontal
172 x 156 mm (width x height)



One-third page
119 x 117 mm (width x height)

Agency commission

10%

Copy deadline

20th of the preceding month

Full page sizes

Standard 266mm x 184mm
Trim 296mm x 210mm
Bleed 303mm x 216mm

Two-third page (horizontal) 172mm x 156mm (width x height)

Half page 172mm x 117mm (width x height)

One-third page 119mm x 117mm (width x height)

Materials supplied

For the supply of advertisements we accept the following formats:

tif and eps files

Adverts 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

Adverts can be supplied in a Portable Document Format (PDF), colour adverts must be CMYK and not RGB and be in a press optimized format.

Quark files

Adverts can be supplied in a QuarkXpress™ format, accompanied by all the fonts, logos, and photographs

MARKETING OPPORTUNITIES

Display advertising

Series advertising in IFLR enables firms to position themselves in the minds of clients as a leading adviser on international financial transactions.

- Premium positions are available on the outside back cover, inside front cover, inside back cover, opposite the contents page, opposite the editorial page and in the news analysis section of the magazine.
- Discounts for firms booking a series of positions are available.

Capital Markets and M&A Reviews

Advertisers alongside IFLR's exclusive rankings of the world's leading law firms for capital markets work and for M&A advice have the opportunity to raise their profile as a leader in these fields.

- Limited advertising opportunities available.
- Advertisers receive a free PDF of the survey to distribute to clients.
- Free electronic circulation means the IFLR Capital Markets and M&A Reviews will be among the magazine's most widely read features of the year.

Bankers' Counsel and Corporate Counsel Polls

Sponsors of IFLR's trend-spotting polls of in-house transactional lawyers in investment banks and corporates are able to demonstrate thought leadership on cutting-edge practice issues, showing their firm is suitable for work on complex deals.

- Sponsorship opportunities are available for firms to work alongside IFLR in preparing research and commenting on the results.
- Sponsors will receive exclusive access to the full research results.

Book publishing

By co-publishing a book with IFLR, firms are able to provide clients with a definitive guide to local law issues affecting cross-border financial transactions involving their jurisdiction.

- Typical length will be up to 200 pages.
- Titles are distributed free of charge to IFLR's readers.
- Firms receive 1,000+ copies to send to clients.
- Books are also sold through IFLR's online bookshop.

Roundtables

IFLR's roundtables enable sponsoring firms to demonstrate to clients their expertise in a specific area and engage in debate with industry leaders on that topic.

- Sponsors can be the exclusive law firm participant in the roundtable.
- Sponsors have the option to host the discussion in their offices.
- Editorial coverage of the roundtable will appear in IFLR.

Site licences

Readers of IFLR have access to the leading thinking on developments in financial law through a mix of news, features and comment.

- Subscribers receive fully searchable access to archived material.
- Hard copies can be included as part of deals.
- Site licence deals can be set up on a worldwide, regional or office basis.

Conferences

By sponsoring IFLR's annual Capital Markets Forums in London, Hong Kong and New York, firms can raise profile and demonstrate their expertise to a core audience of in-house lawyers from the leading investment banks.

- Sponsors field speakers for key slots in the two-day programme.
- Sponsorship allows firms to invite clients to the event for free.
- Firms have a stand in the exhibition area outside the conference.

Awards

IFLR's Awards Dinners in London, New York, Hong Kong and Dubai are the principle industry events, each attended by up to 300 guests from the leading law firms in the field of international finance.

- Attendance by invitation only.
- Winning firms have the option to advertise alongside the awards write-up in the April issue of the magazine (for Europe, Asia and the Americas) or the October issue (for the Middle East).

Supplements and sponsored statements

IFLR supplements on private equity, M&A and our annual Global Report provide the ideal vehicle through which firms can profile their expertise.

Sponsored statements allow firms to raise profile in a specific area when they most wish to do so.

- Firms write an article of 3,000 words.
- Authors receive a full-page advertisement alongside their article.
- Firms receive 50 copies of the magazine or supplement to send to clients.
- Firms have exclusivity to cover their chosen topic.

International briefings

Correspondent firms in IFLR's international briefings section are able to show their knowledge while providing a service to readers, updating them on the latest developments in financial law in the firm's chosen jurisdiction.

- Firms write a monthly column on developments in a jurisdiction of their choice.
- Correspondents are listed on the contents page of the briefings section.
- All briefings are included in IFLR's free email bulletin to more than 11,000 recipients as well as the magazine's monthly email to subscribers.

Email newsletter and online opportunities

Advertisers in IFLR's e-bulletin have the chance to position their firm in the minds of over 11,000 individuals a week. Firms that advertise on www.iflr.com gain exposure to an audience of readers who account for 16,700 sessions on the website a month.

- Banner, pop-up and tower advertisements available.
- Firms are able to hyperlink from www.iflr.com to their own website at competitive rates.

EDITORIAL CALENDAR

November 2006

The Capital Markets Review

Annual rankings and analysis of leading legal advisers on capital markets deals worldwide

Bonus distribution

Delegates at the IFLR Asia Capital Markets Forum, Hong Kong

December

The M&A Review

Rankings of the best law firms for M&A and the trends driving their success

January 2007

What to watch out for in 2007

IFLR's annual prediction of trends that will shape dealmaking over the coming 12 months in the Americas, Asia and Europe

Bonus distribution

IFLR Asia M&A Forum, Hong Kong; European Capital Markets Forum, London

Supplement

The IFLR Japan Guide 2007

February

The Transparency Directive

A roundtable of leading experts, chaired by IFLR, debating the impact of the latest EU Directive

March

The Bankers' Counsel Poll

Our unique survey of lawyers in-house at the leading investment banks on the issues worrying them most and the opportunities they see ahead

Bonus distribution

Delegates at IFLR's European Capital Markets Forum, London
Delegates at IFLR's inaugural Americas Capital Markets Forum, New York
Delegates at the IBA 24th International Financial Law Conference, Seville

April

IFLR Awards: Europe, Americas and Asia

Editorial coverage of the deals of the year and law firms of the year

Bonus distribution

Personal copies of IFLR's awards coverage will be sent to all attendees at the magazine's presentation dinners in London, New York and Hong Kong (up to 1,000 individuals), plus up to 2,000 leading practitioners in capital markets, M&A, securitization, banking, project finance and insolvency, identified through Euromoney Expert Guides research

Supplements

Mergers and acquisitions 2007; Private equity and venture capital 2007

May

The Corporate Counsel Poll

IFLR's unique survey of the views of corporate counsel on the legal trends and developments of greatest impact on financial and corporate transactions

Bonus distribution

Up to 3,000 named in-house lawyers from IFLR's exclusive contact list of corporate counsel at the world's biggest companies

Delegates at IFLR's inaugural Americas Capital Markets Forum, New York
Delegates at the IBA International Financial Law Conference, Seville

June

The future of restructuring

IFLR looks at how insolvency and restructuring will change worldwide with the growth of distressed debt, the involvement of hedge funds and the increased liquidity available. Will bank workouts ever play a significant role again?

July

Regulatory convergence

With the wave of stock exchange mergers processed and settled, what will the future hold for international regulation of the capital markets? Are the fears of US regulatory creep justified?

August

Opportunities in emerging markets

IFLR analyzes the worldwide trends of law firms expanding into emerging economies and how they win work in new jurisdictions

September

Innovation

A review of structural innovations in debt, equity and structured issuance

Bonus distribution

Delegates at the IBA Annual Conference, Singapore

October

Middle East Awards

Coverage from Dubai of IFLR's second Middle East Awards presentation dinner featuring all the winning law firms and deals

Supplement

Global Report 2007: a collection of white papers written by leading advisers on the year's most topical themes, presented country by country

November

The Capital Markets Review

Bonus distribution

Delegates at the IFLR Asia Capital Markets Forum, November, Hong Kong

December

The M&A Review

