



# MEDIA KIT

*"In a highly competitive market, law firms that do not keep themselves informed about future trends will lose out to those that do."*



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# ABOUT US

## Iberian Legal Group

**Iberian Legal Group** offers a platform for the Spanish, Portuguese and international legal community to develop business and professional skills, and also serves as a communication channel for benchmarking and market intelligence.

The group offers a range of products and services:

- **Iberian Lawyer magazine and website**
- **The Latin American Lawyer**
- **Iberian Lawyer TV**
- **Consultancy**
- **Professional networking via the In-House & Compliance Club**
- **Training & Events**

## Iberian Lawyer Magazine

**Iberian Lawyer** is the preferred source of information on the legal and business sectors in Spain and Portugal. We specialise in the legal sector, but our content is available to all audiences. This means our readers do not need to be lawyers or legal experts to enjoy, and benefit from, the content of the magazine.

The audience includes:

- Company secretaries, general counsel and heads of legal at the **top 500 businesses** in Spain and Portugal.
- In-house lawyers and senior management at the **leading 250 multinationals** with Iberian operations.
- Strategic investors with Iberian interests including private equity houses, banks and other financial institutions.
- Lawyers at the world's largest law firms that advise clients with Iberian interests – this includes lawyers at over 300 firms across the USA, UK and Europe – as well as the top 50 Spanish and Portuguese law firms.

## In-House & Compliance Club

Iberian Legal Group is the coordinator of one of the **leading networking groups for general counsel** in the Iberian region and Latin America. The **Iberian Lawyer In-House Club** started in 2010 and has more than **500 actively participating members**. It offers know-how, research, recruitment, networking and executive training for in-house lawyers.

Iberian Legal Group also coordinates a **leading networking group for compliance officers and heads of legal** to learn about best practice and innovation. The **Iberian Lawyer Global Compliance Club**, started in 2014 and has around **200 actively participating members**. It provides key research, recruitment, and information services, as well as software solutions, networking and executive training. It also has a specialist broadcasting channel **ComplianceTV**.

The Club has an expert committee that includes the following firms: Abengoa, Atento, Bankia, Baker & McKenzie, Barclays, Clifford Chance, CMS Albiñana Suárez de Lezo, Diligent, Everis, Eversheds Nicea, GE Global Operations Europe, Goldman Sachs, ING Direct, KPMG Forensic, Santander Elavon Merchant Services, Nokia, Novartis, Nutreco, ONO, Pérez-Llorca, PepsiCo Western Europe, SEAT, Siemens, TEVA.

"Whether it is political change, boom and bust in the economy or new trade blocs, Latin America provides fresh and exciting challenges every year. Furnished with the latest market intelligence, law firms and international investors will be ready to take advantage of opportunities in the region"

Ignacio Abella, editor - The Latin American Lawyer, Iberian Lawyer

## The Latin American Lawyer

A series of top-level events, in-depth articles, reports and interviews appearing both online and in print. The initiative was launched by Iberian Lawyer on its 10th anniversary in 2015 and is now a **bridge of communication – and a high profile platform – for leading law firms and multinational clients in Latin America, Europe, the US and Africa**. The Latin American Lawyer broadcast, communicate and educate through the provision of relevant market intelligence and content to international investors.

The Latin American Lawyer adds value to in-house lawyers working for companies with business interests in the region, as well as for law firm leaders.

# IBERIAN LAWYER magazine

*“Iberian Lawyer is the reference for lawyers in Spain and Portugal as it offers them insight into the workings of both the domestic and international legal markets and bolsters and reinforces the identity of the legal community on the Iberian peninsular. The magazine also identifies the future trends that will impact on the business of running law firms and the way in which lawyers work and live.”*

## Editorial Themes

Edition	Special Report		Special Focus
January / February	Tax	Litigation & ADR	Africa
March / April	Energy & Renewables	Banking & Finance	Latin America: Pacific Alliance & Brazil
May / June	M&A and Private Equity	Madrid	Compliance
July / August	Global Report		Latin America: Central America
September / October	Lisbon	TMT & New Technologies	EU & Competition
November / December	Corporate Governance	Real Estate	IP & Data Privacy

**Africa** New opportunities for law firms in the African market.

**Banking & Finance** The latest trends in the banking and finance sector, including the emergence of ‘fintech’ companies.

**Compliance** How law firms are helping clients handle the growing burden of compliance demands.

**Corporate Governance** An analysis of the growing demands on regulation and corporate governance in businesses

**Energy & Renewables** The latest development in the energy sector as regulation and investment activity in Spain and Portugal increases.

**EU & Competition** An analysis of the latest trends EU & Competition law and how affects to Spain and Portugal.

**Global Report** The latest developments in global markets of strategic importance to Iberian businesses and law firms.

**IP & Data Privacy** What are the trends in IP & Data Privacy and how the importance is rising being now one of the key assets from companies to protect.

**Litigation & ADR** The latest trends in commercial dispute resolution.

**Latin America focus Pacific Alliance, Central America, Mercosur & Brasil** An analysis of the latest trends in the Latin American regional market, which is of growing importance for Spanish and Portuguese firms

**Lisbon** Managing partners at leading law firms in Portugal discuss the latest market trends.

**Madrid** Managing partners at the leading law firms in Madrid discuss the latest developments in the market.

**M&A and Private Equity** The latest trends in relation to M&A and PE investment in Spain and Portugal and its impact on the market

**Tax** How law firms are helping clients adapt to the changing tax environments in different jurisdictions.

**TMT & New Technologies** New trends in technology, media and telecommunications and their legal implications.

**Real Estate** The latest developments and trends in the Iberian property sector.

# Audience

Iberian Lawyer is the preferred source of information on the legal and business sectors in Iberia. We specialise in the legal sector, but our content is available to all audiences. This means our readers do not need to be lawyers or legal experts to enjoy, and benefit from, the content of the magazine.

The magazine’s audience – which spans 90 countries – includes: company secretaries, general counsel or heads of legal, in-house lawyers and senior management, strategic investors including private equity houses, banks and other financial institutions, as well as lawyers and marketing directors at the world’s largest law firms.

The magazine is available to our audience in printed and digital formats.

*"Iberian Lawyer es una herramienta clave para abogados corporativos con temas muy relevantes e información estratégica en un formato muy cómodo."*

Miguel Soler, director jurídico, Prosegur

*"Una publicación seria y profesional que ofrece al mercado los elementos más positivos y dinámicos del mercado jurídico ibérico."*

Luis de Carlos, socio director, Uría Menéndez

*"Información muy interesante y un formato excelente para debatir asuntos jurídicos"*

Beatriz Martínez-Falero, general counsel, Mahou-San Miguel

*"I would like to use this opportunity to thank you for your excellent magazine (it's the best one to be aware of our legal market)."*

Antonio Gil, general counsel, Grupo Gmp

Audience	Audience Profile	Region	Lawyer Practice
12,500	Male / Female: 69% / 31% Median Age: 45 Average Personal Income: €110,000 University+ Educated: 95% Senior Management: 70% Travel +5 Air Trips year: 70%	Europe: 73% The Americas: 25% Rest of the world: 2%	Private Practice: 62% In-House: 38%

## Advertising Rates

Type	1 insertion €/insertion	3 insertions €/insertion	6 insertions €/insertion
<b>Cover 2</b>	4,550	4,250	3,950
<b>Cover 3</b>	4,200	4,050	3,800
<b>Cover 4</b>	4,950	4,650	4,350
<b>Full page</b>	2,650	2,365	2,110
<b>2/3 page (vertical)</b>	2,195	1,960	1,750
<b>1/2 page (horizontal)</b>	1,650	1,450	1,250
<b>1/4 page</b>	950	850	750
<b>Strip / Banner</b>	750	610	495
<b>1/6 page</b>	440	395	350

## Advertisements specifications

	Size	Formats
<b>Full page</b>	w: 200mm x h: 273mm (Full page bleed size: w: 204mm x h: 275mm)	Preferred file formats: . AI (with all fonts attached), JPEG* (high quality), PDF* (high quality). Acceptable file formats: . TIFF (with or without LZW compression), EPS. *NB – Full page PDF/JPEG files that are sized at 200mm x 273mm without 4mm bleed on all sides will have to be re-made. This can lead to reduction in print quality and may incur an extra charge. All other file sizes don't need bleeding or marks.
<b>2/3 page (vertical)</b>	w: 114,5mm x h: 217mm	
<b>1/2 page (horizontal)</b>	w: 174mm x h: 105mm	
<b>1/4 page</b>	w: 114,5mm x h: 105mm	
<b>Strip / Banner</b>	w: 174mm x h: 52mm	
<b>1/6 page</b>	w: 52.5mm x h: 105mm	

All files should be saved in CMYK and accompanied by a printed proof for colour matching.

## Advertising Calendar

Issue	Print Close	Art work delivery
<b>IBL 76</b>	10/02/2018	20/01/2018
<b>IBL 77</b>	10/04/2018	20/03/2018
<b>IBL 78</b>	10/06/2018	20/05/2018
<b>IBL 79</b>	10/08/2018	20/07/2018
<b>IBL 80</b>	10/10/2018	20/09/2018
<b>IBL 81</b>	10/12/2018	20/11/2018

Note: all dates and themes are subject to change.

“Iberian Lawyer event provided the right amount of time to hear about the topics, learn about what was being done in law firms and legal departments, to network and, of course, to have fun.”

Luis Graça Rodrigues, legal counsel, Indra Company

“For the last 10 years you have managed to create a leading and highly influential magazine for the entire legal profession in Portugal and Spain and that is something that you should be proud of. It has allowed me to be up to date with the most recent trends of legal services and I can no longer imagine my career without recourse to your valuable inputs.”

Tiago Ferreira de Matos, legal counsel, Odebrecht Infraestrutura



# ONLINE CONTENT

*“To maintain Iberian Lawyer’s position as the pre-eminent source of information, analysis and best practice for lawyers and clients in Spain and Portugal, we also want to improve our offering to our subscribers, providing them with a complete experience that combines the most accurate and relevant legal business information, together with other information that enables them to keep up-to-date with the latest market trends and opportunities.”*

Ben Cook, editor, Iberian Lawyer

## www.iberianlawyer.com

Iberianlawyer.com is the main platform for users interacting with Iberian Legal Group. All content published in the magazine, as well as rankings, events, jobs, and the latest news for Spain, Portugal and Latin America can be found on the website.

Iberianlawyer.com provides lawyers and general users with the most up-to-date information about the Iberian and Latin American legal market and its latest trends.

Iberianlawyer.com receives more than **35,500 visits each trimester** (over 106,000 a year).

Audience	Region Ranking	Country Ranking
44,800 users	Europe: 78% The Americas: 20% Other: 2%	Spain: 53% Portugal: 14% UK: 10% United States: 9% Mexico: 5%

## E-mail Alert and Social Media

**Iberian Lawyer E-mail Alert** Subscribers are provided weekly with all the most relevant and updated information about the Iberian legal market. Main news, reports, legal updates, jobs and events are some of the contents included in the alerts.

Iberian Lawyer E-mail Alerts are received by more than **9,340 specific subscribers**, located all around the world.

**The Latin American Lawyer Newsletter** is sent twice a month to more than **5,800 specific subscribers**, and contains the latest legal news and events on the Latin American region.

*“The topics discussed and the ideas shared by the participants were very interesting, the rhythm of the debate was very good and the result very satisfactory.”*

Christine Papazian, Legal Counsel, Cepsa









