

Made in Germany

Business Law Magazine



Objective

BusinessLawMagazine is an English-language online magazine primarily aimed at company and tax lawyers, managing directors, association representatives, attorneys, and judges in Germany's leading trade partners. In articles written with real-world legal practice in mind, the magazine reports on developments in German and European legislation and jurisdiction as well as exploring important issues related to trade, commercial, M&A, corporate finance, labor and tax law as well as intellectual property and compliance. Widely known external authors from law firms, institutions and

companies as well as practicing researchers write about the full spectrum of German business law. In doing so, they always take cross-sector issues into account.

The **BusinessLawMagazine** is a joint publication of FRANKFURT BUSINESS MEDIA GmbH – Der F.A.Z.-Fachverlag, a member of the F.A.Z. Publishing Group, and German Law Publishers GmbH. It is a member of the Deutscher Anwalt-Spiegel product family. The aim and mission are to inform our readers about current legal issues that play an impor-

tant role in their daily legal activities. To achieve these goals, we work closely with a number of strategic partners – all highly regarded national and international institutions and auditing firms. They, too, will share their comprehensive legal knowledge with you. Additional support is provided by our expert panel comprising highly regarded corporate lawyers and our cooperation partners – leading German chambers of commerce abroad that distribute **BusinessLawMagazine** in their networks.

Publishers

The FRANKFURT BUSINESS MEDIA – Der F.A.Z.-Fachverlag, a member of the F.A.Z. Publishing Group, provides trade publications, networking projects, analyses and events.

The trade publishing company German Law Publishers, produces high-quality reference books with practical relevance for the most important aspects of German commercial, tax and labor law.



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Target readership

Since the publication of its first issue in June 2014, **BusinessLawMagazine** has attracted roughly 1,500 subscribers who registered to receive regular copies (as of September 2017). In addition, the magazine is distributed within the networks of the Association of Chamber of Commerce Executives as well as of participating chambers of commerce in the United

States, Canada, Brazil, Greater China, Japan, India, the United Arab Emirates, Saudi Arabia, South Africa, France, the Netherlands and Poland. The online magazine is also available on the www.businesslaw-magazine.com, where you can access it directly without having to register.

Strategic Partners

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WHITE & CASE

Your selected target groups

- Corporate attorneys
- Managing directors, executive boards, owners
- Lawyers at law firms

Your positioning opportunity

- Advertisements in the online magazine (4 issues per year)
- Cooperation at events/roundtables
- Strategic partnership (ongoing presence in all magazine issues and on the website www.businesslaw-magazine.com)

Publication schedule 2018

Issue	Publication date	Advertising deadline	Materials deadline
01/2018	Mar. 01, 2018	Feb. 22, 2018	Feb. 26, 2018
02/2018	Jun. 07, 2018	May 30, 2018	Jun. 04, 2018
03/2018	Sept. 06, 2018	Aug. 30, 2018	Sept. 03, 2018
04/2018	Nov. 22, 2018	Nov. 15, 2018	Nov. 19, 2018

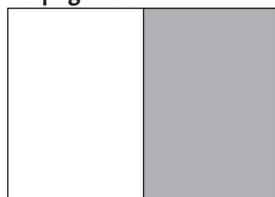
Advertising prices

Format (W x H in mm)	Price 4c/bw in Euro*	* All prices plus German value added tax (currently 19%)
1/1 page 4c horizontal 297 x 210	2.000,00	
1/2 page 4c vertical 148,5 x 210	1.000,00	
1/4 page 4c vertical 74 x 210	650,00	

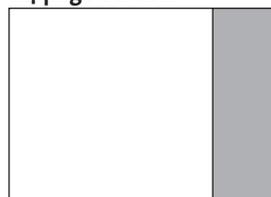
1/1 page horizontal



1/2 page vertical



1/4 page vertical



Technical requirements

- Print-ready Adobe Acrobat PDF (Version 1.4), use Euroscale to distill special colors, include fonts or convert into paths.
- If the PDF is created with Adobe InDesign, please check the PDF in Acrobat to see if the PDF includes Identity H fonts and, if applicable, convert these fonts into paths.
- CMYK image data, 300 dpi, scale 100%

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