



CEE LEGAL MATTERS

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- Experts Review: Labor/

CEE LEGAL MATTERS OVERVIEW

ABOUT US:

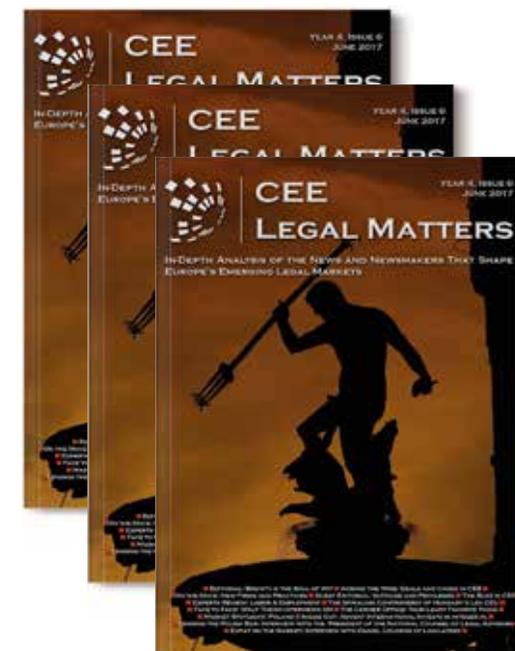
CEE Legal Matters is a print and online publication for and about the lawyers and legal markets of Central and Eastern Europe. CEE Legal Matters features news, interviews, analysis, opinion, and more. We also host conferences and round-tables. Our mission is, simply, to be the go-to source of information about the legal industry in Central and Eastern Europe.

REGULAR FEATURES:

- Summary of all significant deals and cases across CEE
- Round-up of Partner and Team Moves and Office Openings
- Interviews with Game-Changers across the region
- In-depth analysis of trends and developments across CEE, with a focus on the personalities that drive them
- Guest commentary and analysis
- Market Spotlights

REGIONAL COVERAGE:

- Albania
- Austria
- Belarus
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Czech Republic
- Estonia
- Greece
- Hungary
- Kosovo
- Latvia
- Lithuania
- Macedonia
- Moldova
- Montenegro
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Turkey
- Ukraine



2018 EDITORIAL CALENDAR

JANUARY:

Special Start-of-the-Year Issue

FEBRUARY:

Market Spotlight: Serbia & the Balkans
Experts Review: Energy & Environmental

MARCH:

Market Spotlight: Austria
Experts Review: PPP/Infrastructure

APRIL:

Special Corporate Counsel Handbook Issue

MAY:

Market Spotlight: Hungary
Experts Review: IP/Data Protection

JUNE:

Market Spotlight: Czech Republic & Slovakia
Experts Review: Real Estate

JULY:

Special GC Summit Issue

AUGUST:

Market Spotlight: Russia
Experts Review: Banking/Finance

SEPTEMBER:

Market Spotlight: Poland
Experts Review: Competition

OCTOBER:

Special CEE-China Issue

NOVEMBER:

Market Spotlight: Ukraine
Experts Review: Dispute Resolution

DECEMBER:

Market Spotlight: Romania
Experts Review: Tax

KEY FACTS

The subscription-only monthly **CEE Legal Matters Magazine** provides in-depth reports, penetrating interviews, incisive commentary, and expert analysis of the latest news and developments affecting lawyers and law firms in Central and Eastern Europe. As of September, 2017, there are 3,421 subscribers — 41% of which are in-house counsel. With the publication of each issue, the issue published two months earlier becomes freely available on **ceelegalmatters.com**. Each of the previous issues are read electronically, on average, 2126 times per month.

The **ceelegalmatters.com website** provides reports on the latest deals and cases and senior lateral moves and promotions from across CEE's legal markets, as well as offering expert legal analysis provided by top tier firms in CEE via the Thought Leadership Section. The site also includes electronic access to all content from the **CEE Legal Matters Magazine**.

ceelegalmatters.com attracts over 1 million unique visitors per month (1,205,261 in July 2017 & 1,087,254 in August 2017) with the top 20 jurisdictions in terms of visitors being: the United States; Russia; Hungary; Poland; Great Britain; France; Romania; Germany; Turkey; Lithuania; the Czech Republic; Ukraine; Serbia; Bulgaria; Croatia; Austria; Slovenia; Estonia; Greece; Latvia (as of September 1, 2017).

Stories originally published on **ceelegalmatters.com** have been republished or quoted in:

- | | | |
|-----------------------------|--|-------------------------------------|
| ■ Budapest Business Journal | ■ LawFirm.ru | ■ Russia Insider |
| ■ Chambers & Partners | ■ Legal Cheek | ■ RusTelegraph.ru |
| ■ Corporate Live Wire | ■ LegalMarketing.ro | ■ The American Lawyer |
| ■ Forbes.com | ■ Mondaq | ■ The Guardian |
| ■ Global Arbitration Review | ■ Newsweek | ■ The Lawyer |
| ■ Global Legal Chronicle | ■ PBV Monitor | ■ The Washington Post |
| ■ IFLR1000 | ■ PolskiPrawnik.pl | ■ Ukrainian Bar Association |
| ■ Intellinews | ■ RAPSI | ■ Ukrainian Journal of Business Law |
| ■ Jurist.by | ■ Romanian Society of Construction Law | ■ Yuridicheskaya Gazeta |

Average Monthly Visits / Visitor:
2.85

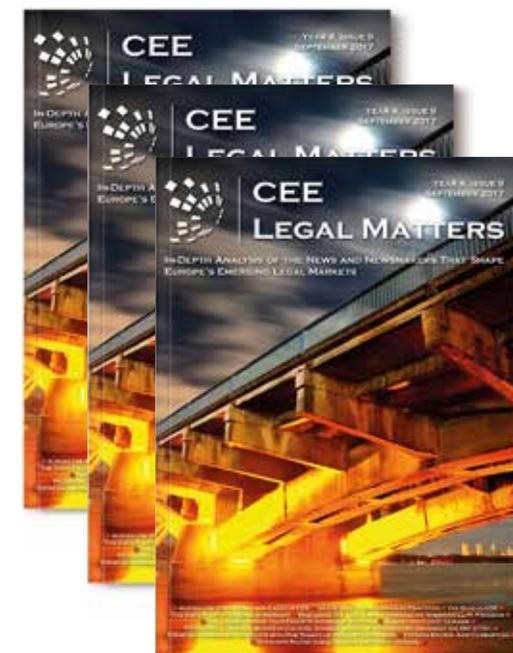
Average Article Reads / Month:
1452

Average Pageviews / Visit:
12.01

Average Featured Article Reads / Month:
1864

Average Homepage Banner Clickthrough / Month:
1842

Average TLS Article Reads / Month:
1179



“Ceelegalmatters - one of my constant readings”

Ramona Ene,
Legal Manager, Romania and Bulgaria,
Cargill

“I have a very high regard of what you do. Long live CEE Legal Matters!”

Gabor Antal,
Associate General Counsel, Europe,
Teva Pharmaceutical

PRINT ADVERTISING

FULL PAGE ADVERT:

Width: 210 mm

Height: 297 mm

■ Normal Full Page:

1 issue.....	950 EUR
3 issues.....	2,500 EUR
12 issues.....	8,000 EUR

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1 issue.....	1,250 EUR
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3 issues.....	3,000 EUR
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3 issues.....	4,500 EUR
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12 issues.....	7,000 EUR

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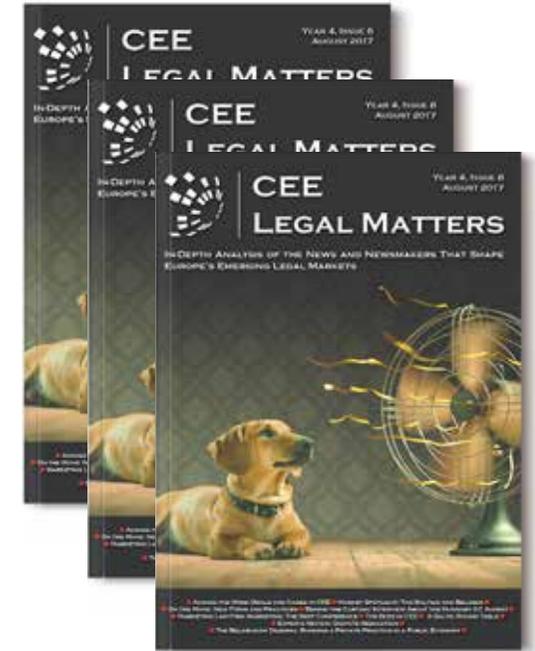
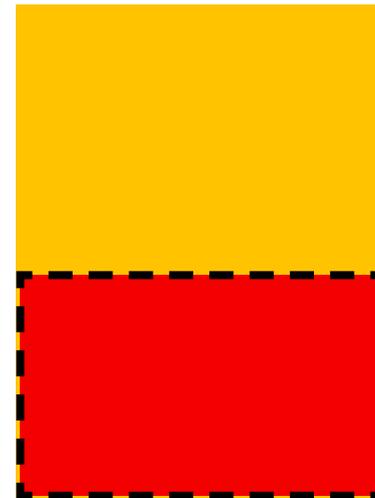
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ARTWORK SUBMISSION GUIDELINES:

- Supported Formats: GIF, JPEG, PNG, AI, PDF, EPS
- Color: CMYK, no RGB or Pantone. All images must be CMYK and 300 dpi at print size.
- Bleed: Files must include crop marks, center marks, and include 3 mm bleed
- File names: Cannot contain spaces, commas or symbols (except underscore). Please use only letters and numbers.



LEARN MORE

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ONLINE ADVERTISING

FEATURED BANNER

Size

Width: 1300 px
Height: 140 px

Supported Formats:

GIF, JPEG, PNG

Price

1 month.....800 EUR
3 months.....1,700 EUR
1 year.....5,500 EUR

SIDE BANNER

Homepage sizes

Width: 348 px
Height: 250 px

Article sizes

Width: 245 px
Height: 140 px

Supported Formats:

GIF, JPEG, PNG

Price

1 month.....400 EUR
3 months.....900 EUR
1 year.....3,000 EUR

TOWER BANNER

Homepage sizes

Width: 348 px
Height: 650 px

Article sizes

Width: 245 px
Height: 500 px

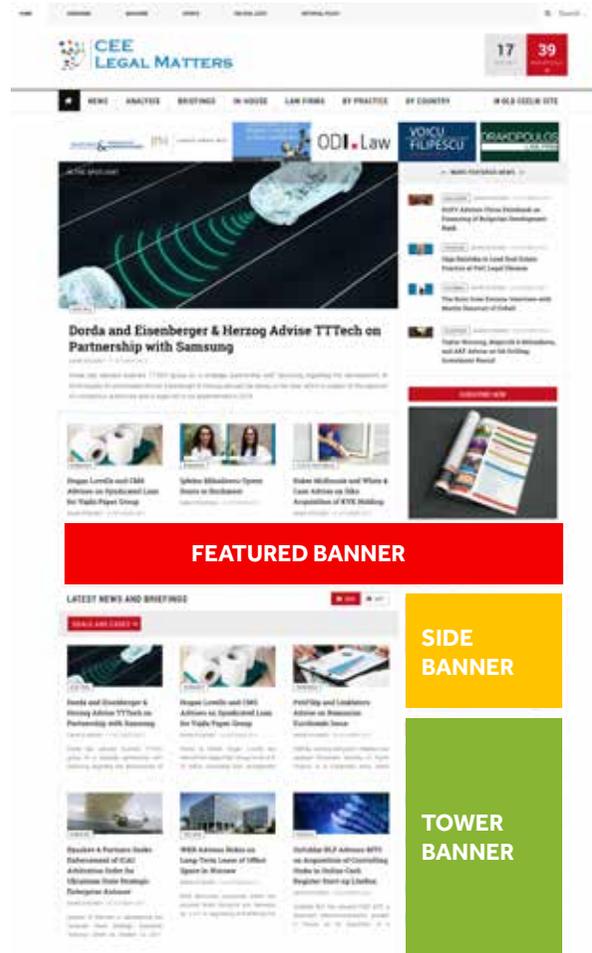
Supported Formats:

GIF, JPEG, PNG

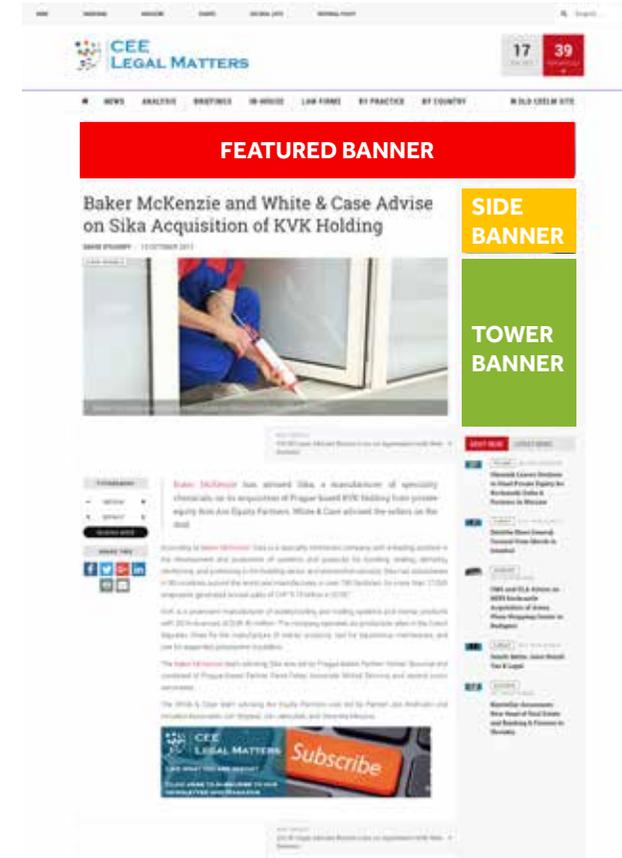
Price

1 month.....500 EUR
3 months.....1,100 EUR
1 year.....4,000 EUR

Banner Positioning On Homepage:



Banner Positioning in Articles:



EDITORIAL PLACEMENTS

Featured Interview (One Placement)

Our editors will conduct a Q&A with a partner or client of your choosing on virtually any subject you request, then put a mutually-edited transcript of the conversation in the CEE Legal Matters magazine or on the CEE Legal Matters website. The result? An ideal opportunity to publicize hires, deals, promotions, achievements, or other strategic developments the world should know about.

Print & Online:
1,500 EUR

Online:
1,100 EUR

Featured Deal/Story (One Placement)

Do you have a deal you want to publicize or a story you want the world to know? Our editors will work with you to learn the details and explore the ramifications, then will prepare an article on the subject for the CEE Legal Matters magazine or website.

Print & Online:
1,100 EUR

Online:
950 EUR

Regular Column (One Year)

A rare opportunity to reserve a prominent place in our publication and to demonstrate your absolute expertise on a particular subject, practice area, or sector. Whether the focus is regulatory developments in a specific sector, lateral moves for partners, or a regular summary of deals and transactions in a particular area, this is a truly unique way to establish a connection in our readers' minds between you and that subject.

Print & Online:
5,000 EUR

Online:
N/A

Market Snapshot Article (One Placement)

The Market Snapshot is a series of 600-word articles, written by partners in that issue's Market Spotlight country, and summarizing the current state of affairs in key sectors, including recent, current, or expected transactions, regulatory changes, or other developments of interest. Market Snapshots may address Banking/Finance, Energy, Real Estate, Dispute Resolution, IP/IT, Tax, Hospitality, and many more.

Print & Online:
450 EUR

Online:
N/A

Buzz Article Reserved Spot (One Placement)

The Buzz provides summaries of major topics of discussion and pressing matters of significance from each and every CEE market, based on short conversations with senior partner in each. Are you highly knowledgeable, connected, and informed about what's happening in the political, financial, legislative, and cultural worlds in your country? By participating in the Buzz, you show that you have your finger on the pulse of your country and are uniquely positioned to guide clients through any challenges that may arise. (Also appears immediately online)

Print & Online:
450 EUR

Online:
N/A

Experts Review Article Reserved Spot (Magazine)

A cornerstone of CEE Legal Matters, the Experts Review feature includes 750-word articles from experts in each and every CEE jurisdiction on a shared subject or practice area. Want to highlight your firm's unique capabilities in a particular practice area? Want to establish yourself as one of the leading firms in CEE? This is the way to do it.

Print & Online:
300 EUR

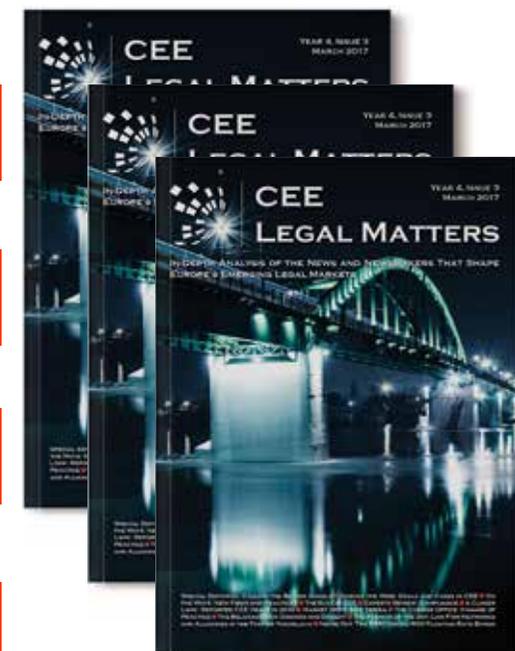
Online:
150 EUR

Face-to-Face (Partner/General Counsel) Interview

A remarkable business development opportunity. You identify the General Counsel you'd like to interview, from any industry/sector and from whatever company, and we'll coordinate and arrange. In other words, a private conversation between the two of you, arranged by us. The result? A 1000-word interview (for the CEE Legal Matters magazine) and a unique opportunity to establish a personal contact with a potential client (for you).

Print & Online:
2,500 EUR

Online:
1,700 EUR



"You have introduced new quality in the legal newspaper business in CEE and beyond"

Andras Posztl,
Country Managing Partner,
DLA Piper

"@CEELegalMatters just a quick note to say your feed is useful and appreciated. Good job, folks!"

Mike Nash,
Editor Middle East & Africa,
The Legal 500 Europe

THOUGHT LEADERSHIP SECTION (TLS)

ABOUT TLS

The Thought Leadership Section of the CEE Legal Matters Website is an excellent opportunity to position your firm and lawyers as experts in targeted practices through legal analysis content.

It also offers enhanced branding for your firm and lawyers through a dedicated branded landing page as well as the option to include author pictures in each article submitted.

The best part: you do not need to produce more content than you do already. All articles produced as part of your marketing efforts can be submitted for upload.

A TLS ACCOUNT (200 EUR/MONTH OR 2,000 EUR/YEAR) INCLUDES

- The ability to upload an unlimited number of legal analysis articles on any of the practice areas and jurisdictions covered by CEE Legal Matters that your firm publishes during the contract period.
- A dedicated, branded landing page for your firm. The landing page lists not only all your recent legal analysis articles but also all the recent news related to your firm reported on by CEE Legal Matters. All articles remain on the website even after contracting period expires but branded page is replaced with the simple listing.
- A banner for the firm on the CEELM homepage
- Featured listing in our law firm directory online.
- A hyperlink in any news item we cover about your firm leading to your branded landing page.
- All articles are displayed on the home page and on the dedicated Thought Leadership Section. In the Thought Leadership Section, articles are sortable by country, practice area, law firm, and author.
- Articles do not need to be produced exclusively for CEE Legal Matters. All content your firm produces as part of its marketing effort can be submitted.
- Articles need to be at least 200 words long and cannot include special characters (only English alphabet letters can be used).
- Articles can include pictures of the author(s) (minimum picture size 364 px x 364 px)

