

Part of Deutscher AnwaltSpiegel Publishing Group

BusinessLawMagazine

From lawyers for companies

Media Information 2020



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 AnwaltSpiegel product family. The aim and mission are to inform our readers about current

legal issues that play an important 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 August 2019).

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.

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 www.businesslaw-magazine.com

Strategic Partners



Cooperation Partners



Publication schedule

Issue	Publication date	Advertising deadline	Materials deadline
01/2020	Feb. 27, 2020	Feb. 18, 2020	Feb. 20, 2020
02/2020	Jun. 04, 2020	May 25, 2020	May 27, 2020
03/2020	Sep. 03, 2020	Aug. 25, 2020	Aug. 27, 2020
04/2020	Nov. 05, 2020	Oct. 27, 2020	Oct. 29, 2020

Advertising prices

Basic format (297 mm x 210 mm)	Format (W x H in mm)	Price 4c/bw in Euro*
1/1 page horizontal	257 x 180	2,000
1/2 page vertical	130 x 163	1,000
1/4 page vertical	70 x 163	650

1/1 page horizontal



1/2 page vertical



1/4 page vertical



* All prices plus German value added tax

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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