

# Overview

*IP Law & Business* helps IP practitioners succeed in the art and science of creating, protecting and profiting from their intellectual property portfolios.



**IP** *Law & Business* is the monthly magazine for the intellectual property community, addressing the vital issues for practitioners at U.S. law firms and corporations: protecting and profiting from IP portfolios, IP litigation, international trade law and more.

Our readership of in-house counsel, practice group leaders, litigators, prosecutors and high-tech executives looks to our coverage of the cases, tactics and players shaping what is now the fastest-growing practice area in the law.

*IP Law & Business* attracts an important legal and business audience — and enables advertisers to create recognition in a field of law that outpaces all others in terms of growth.



## Regular Columns and Features

- **Big Deals:** Which firms are getting the IP business
- **Trial Tips:** Successful litigators share winning strategies
- **Big Suits:** A rundown on the biggest suits recently filed
- **Profiles:** An in-depth look at a prominent in-house lawyer



## Signature Issues:

### Patent Litigation Survey

Rankings and analysis on the nation's most active patent litigation practices

### Who Represents IP America

The nation's leading IP corporations select their law firms of choice

### The IP Almanac

A digest of the year's most important developments in intellectual property, featuring our surveys and studies

# Overview

**Circulation: 17,500**

Passalong: **3.6** readers after subscriber\*

## Professional Profile

Managing Partner/Partner/ Law Firm Associates or Solo Practitioner	<b>45%</b>
General Counsel/Chief Legal Officer/ Deputy General Counsel/ in-house Corporate Counsel	<b>55%</b>

## Top Practice Areas

Patents	<b>68%</b>
Trademarks	<b>53%</b>
Licensing	<b>50%</b>
Corporate	<b>39%</b>
Copyright	<b>38%</b>
Trade Secrets	<b>36%</b>
Management of IP Assets	<b>34%</b>
IP Litigation (including appellate)	<b>23%</b>
International	<b>20%</b>
Antitrust	<b>12%</b>

**80%** of readers hold degrees in addition to a JD:

B.S. **82%** | Master's **42%** | Ph.D **8%**

Industries/business areas in which readers  
predominately work:

Manufacturing	<b>28%</b>
Legal	<b>27%</b>
Software	<b>18%</b>
Corporate	<b>16%</b>
Research & Development	<b>15%</b>
Medical Devices	<b>15%</b>
Healthcare/Medical	<b>14%</b>
E-Commerce	<b>14%</b>
Pharmaceutical	<b>13%</b>
Biotechnology	<b>13%</b>
Finance/Financial Services	<b>12%</b>

## Firm/Company Profile

**Average Firm/Company Size:**

Attorneys: **146** | Employees: **3,270**

In-house readers and their companies:

- Approximately **50%** of subscribers' companies have **gross annual revenues** placing them at or above the level of Fortune 500 companies.

## Recent Awards



**American Society of Business Publication Editors (ASBPE):**

- National—Silver: Special Section

- The approximate annual budget for a company's **legal department** is **\$12 million**.
- **48%** have legal department **IP research** annual budgets ranging from **\$250,000** up to **\$10 million** and above.
- **29%** spent between **\$1 million** and **\$10 million** or more on outside law firms for IP matters in the previous 12 months.

## Areas of Outsourced Legal Work

Patents	<b>78%</b>
IP Litigation including appellate	<b>70%</b>
Trademark	<b>54%</b>
Corporate	<b>30%</b>
Antitrust	<b>28%</b>
International	<b>28%</b>
Copyright	<b>26%</b>

**66%** of in-house subscribers' companies have **international subsidiaries/offices**.

- The average number of international subsidiaries/offices is **25**.
- **Locations** of international subsidiaries/offices:

Europe	<b>87%</b>
Asia	<b>71%</b>
Canada	<b>50%</b>
Mexico & Central America	<b>58%</b>
Australia & New Zealand	<b>42%</b>
South America	<b>50%</b>
Africa	<b>29%</b>
- Subscribers' companies have required foreign legal advice an average of **38 times** in the previous 12 months.

## Reader Engagement

- Readers spend **28 minutes** with a typical issue.
- **58%** of readers take action on the articles or ads they come across in the publication.
- **34%** of readers identify the publication as the most useful for staying abreast of IP practice issues by a 2:1 margin versus the nearest competitor.



\*2007 Erdos & Morgan Subscriber Study for IP Law & Business

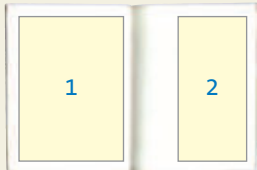


Issue Date	Special Features	Bonus Distribution	Closing Dates	
			Space	Material
<b>January</b>	<ul style="list-style-type: none"> <li>■ <b>IP Litigation Department of the Year</b></li> <li>■ Sponsored Section: <b>Global IP Lawyer</b></li> </ul>	<ul style="list-style-type: none"> <li>■ American Intellectual Property Law Association (AIPLA), Mid-Winter Meeting, January 23-26, Phoenix, AZ</li> <li>■ LegalTech New York February 5-7, 2008 New York, NY</li> </ul>	<b>Nov. 23</b>	<b>Dec. 4</b>
<b>February</b>	<ul style="list-style-type: none"> <li>■ Practice Focus: <b>Copyright</b></li> </ul>	<ul style="list-style-type: none"> <li>■ Minority Corporate Counsel Association (MCCA) South/Southwest Region Diversity Dinner, February 26, Houston, TX</li> </ul>	<b>Dec. 26</b>	<b>Jan. 7</b>
<b>March</b> Law Firm Ad-Q Study	<ul style="list-style-type: none"> <li>■ <b>IP in Silicon Valley</b></li> </ul>	<ul style="list-style-type: none"> <li>■ ABA TechShow, March 13-15, Chicago, IL</li> <li>■ IP Annual Briefing, March, California</li> </ul>	<b>Jan. 25</b>	<b>Feb. 5</b>
<b>April</b>	<ul style="list-style-type: none"> <li>■ Practice Focus: <b>Trademark/ Brand Management</b></li> <li>■ <b>IP China</b></li> <li>■ Sponsored Section: <b>Global IP Lawyer</b></li> </ul>	<ul style="list-style-type: none"> <li>■ US/Canadian Cross-Border M&amp;A Forum, TBA, New York, NY</li> </ul>	<b>Feb. 26</b>	<b>Mar. 7</b>
<b>May</b>	<ul style="list-style-type: none"> <li>■ <b>Building, Protecting and Profiting from Your IP Portfolio</b></li> <li>■ <b>IP—Up &amp; Coming/ 40 under 45</b></li> </ul>	<ul style="list-style-type: none"> <li>■ American Intellectual Property Law Association (AIPLA), Spring Meeting, May 14-16, Houston, TX</li> <li>■ International Trademark Association (INTA), May 17-21, Berlin, Germany</li> <li>■ Nanotech Annual Conference, June 1-5, Boston, MA</li> <li>■ The Corporate Counsel Forum, May, Norwegian Dawn, New York, NY</li> <li>■ Legal Sales and Service Organization (LSSO) Annual Meeting, May 6-8, Boston, MA</li> </ul>	<b>Mar. 28</b>	<b>Apr. 8</b>
<b>June</b>	<ul style="list-style-type: none"> <li>■ <b>Biotech</b></li> <li>■ <b>ITC Survey</b></li> </ul>	<ul style="list-style-type: none"> <li>■ Special Libraries Association (SLA) Annual Conference, June 15-18, Seattle, WA</li> <li>■ LegalTech West Coast, June 26-27, Los Angeles, CA</li> <li>■ Biotechnology Industry Organization (BIO) Annual Meeting, June 17-20, San Diego, CA</li> <li>■ The 20th Annual General Counsel Conference, New York, NY</li> </ul>	<b>Apr. 25</b>	<b>May 6</b>

Issue Date	Special Features	Bonus Distribution	Closing Dates	
			Space	Material
<b>July</b>	<ul style="list-style-type: none"> <li>■ Patent Litigation Survey: The Most Active Patent Practices</li> <li>■ Sponsored Section: IP Asia</li> </ul>	<ul style="list-style-type: none"> <li>■ American Association of Law Libraries (AALL) Annual Meeting, July 13-15, Portland, OR</li> </ul>	<b>May 28</b>	<b>June 6</b>
<b>August</b>	<ul style="list-style-type: none"> <li>■ IP Boutiques</li> <li>■ Recruiting</li> </ul>	<ul style="list-style-type: none"> <li>■ National Bar Association (NBA) Annual Convention, July 26-August 2, Houston, TX</li> <li>■ American Bar Association (ABA) Annual Meeting, August 7-12, New York, NY</li> <li>■ International Legal Technology Association (ILTA) Annual Meeting, August 25-28, Dallas, TX</li> </ul>	<b>June 27</b>	<b>July 8</b>
<b>September</b>	<ul style="list-style-type: none"> <li>■ Patent Management and Licensing</li> </ul>	<ul style="list-style-type: none"> <li>■ Intellectual Property Owners Association (IPO) Annual Conference, September 21-23, San Diego, CA</li> </ul>	<b>July 28</b>	<b>Aug 6</b>
<b>October</b>	<ul style="list-style-type: none"> <li>■ IP Europe</li> </ul>	<ul style="list-style-type: none"> <li>■ International Bar Association (IBA) Annual Conference, October 12-17, Buenos Aires, Argentina</li> <li>■ Licensing Executive Society (LES) Annual Meeting, October 13-19, Orlando, FL</li> <li>■ Association of Corporate Counsel (ACC) Annual Meeting, October 19-22, Seattle, WA</li> <li>■ American Intellectual Property Law Association (AIPLA) Annual Meeting, October 23-25, Washington, D.C.</li> <li>■ IP: Product Safety/Liability, October, Washington, D.C.</li> </ul>	<b>Aug. 22</b>	<b>Sept. 3</b>
<b>November</b>	<ul style="list-style-type: none"> <li>■ Who Represents IP America</li> </ul>	<ul style="list-style-type: none"> <li>■ The 20th Annual General Counsel West Coast Conference</li> </ul>	<b>Sept. 26</b>	<b>Oct. 7</b>
<b>December</b>	<ul style="list-style-type: none"> <li>■ Pharmaceuticals</li> <li>■ IP Canada</li> </ul>	<ul style="list-style-type: none"> <li>■ Marketing Partner Forum, TBA</li> </ul>	<b>Oct. 26</b>	<b>Nov. 5</b>
<b>IP Almanac</b>		<ul style="list-style-type: none"> <li>■ The IP Almanac issue will be distributed at all 2009 shows</li> </ul>	<b>Nov. 6</b>	<b>Nov. 14</b>
The definitive digest of the year's most important developments in intellectual property law.				
<b>January 2009</b>	<ul style="list-style-type: none"> <li>■ Trial Strategy</li> </ul>	<ul style="list-style-type: none"> <li>■ LegalTech New York 2009</li> </ul>	<b>Nov. 20</b>	<b>Dec. 3</b>

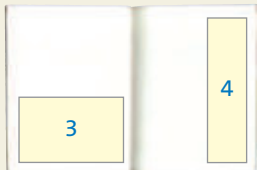


• The Definitive Law Firm Management Series



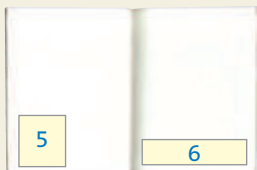
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**3. Half Page Horizontal**  
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**4. One-Third Page Vertical**  
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**5. One-Third Page Square**  
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**6. Quarter Page Horizontal**  
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**Trim Size**

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## Black & White

	1x	6x	12x	18x	24x
Full Page	\$4,900	\$4,435	\$3,925	\$3,130	\$2,790
Two-Thirds Page Vertical	\$3,700	\$3,375	\$2,965	\$2,540	\$2,380
Half Page Horizontal	\$3,300	\$2,950	\$2,610	\$2,485	\$2,325
One-Third Page Vertical	\$3,000	\$2,705	\$2,430	\$2,190	\$1,990
One-Third Page Square	\$2,700	\$2,465	\$2,180	\$1,825	\$1,550
Quarter Page Horizontal	\$2,605	\$2,430	\$2,155	\$1,740	\$1,530
Full-Page Spread	\$8,820	\$7,990	\$7,060	\$5,635	\$5,020

## Color

	1x	6x	12x	18x	24x
Full Page	\$6,600	\$5,910	\$5,200	\$4,200	\$3,700
Two-Thirds Page Vertical	\$4,900	\$4,500	\$3,960	\$3,400	\$3,170
Half Page Horizontal	\$4,400	\$3,900	\$3,480	\$3,320	\$3,100
One-Third Page Vertical	\$4,000	\$3,600	\$3,210	\$2,890	\$2,545
One-Third Page Square	\$3,600	\$3,300	\$2,900	\$2,430	\$2,065
Quarter Page Horizontal	\$3,450	\$3,240	\$2,860	\$2,325	\$2,040
Full-Page Spread	\$11,880	\$10,640	\$9,360	\$7,560	\$6,660

## Covers

	1x	6x	12x	18x	24x
Back Cover	\$11,585	\$10,285	\$8,400	\$7,700	\$6,900
Cover 2 or 3	\$10,965	\$9,800	\$8,000	\$7,340	\$6,575

## Practical IP Perspectives\*

	1x	6x	12x
One-Page Article	\$5,720	\$4,680	\$4,575
Two-Page Article	\$8,530	\$7,280	\$6,820

*Regional advertising available; contact sales representatives for rates.*

**\*IP Practical Perspectives:** Sponsored articles and white papers from leading professionals and firms practiced in intellectual property.

# Advertising Specifications

All advertisements should be submitted as digital files.

- Proofs:**
- **A contract proof must be provided:** If no contract proof is provided, we cannot be responsible for the ad's reproduction quality.
  - A proof **must** be delivered even when files are sent via e-mail or FTP. **ALM** will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a hard-copy proof.

## Submitting Your Digital Ads

**ALM** can receive your files in one of two ways:

**PDF Files:** preferred file format. If you have Acrobat Distiller, you may provide *press-quality* PDF files. Please contact **ALM's** production department to ensure that you have the proper job options and PPD file via e-mail to download.

For additional information about submitting files to our FTP site, please call 212-545-6192 or e-mail [corpmaterials@alm.com](mailto:corpmaterials@alm.com).

**Application Files:** As listed below under software specifications. All supporting postscript screen and printer fonts, all supporting truetype fonts, and all supporting images must be included.

### Accepted Media:

- **CD** (650 MB/74 min or 700 MB/80 min)
- **E-mail:** Up to 3 MB files; larger files should be compressed using Stuffit or Winzip, or use the FTP site

**Platform:** Macintosh

**Software:** Quark XPress 6.5 or lower (for Mac); Adobe Photoshop CS (for Mac); Adobe Illustrator CS (for Mac); Adobe InDesign CS; other software programs are not acceptable

### Image Specifications:

- All image files should be set to 300 dpi (recommended); minimum 266 dpi.
- Image files must be Photoshop compatible (must open in Photoshop); preferred format Photoshop single file EPS; Tiff files also accepted.
- All color image files must be CMYK (no RGB or spot colors accepted)
- Do not use color jpeg encoding.
- All hi-res files with clipping paths must be in EPS format (do not use clipping paths in Quark XPress).

### Font Specifications:

- Include all screen and printer (postscript) fonts. Truetype fonts must also be included in file.

*You must indicate the publication name and issue date the ad is being submitted for, or your files cannot be processed.*

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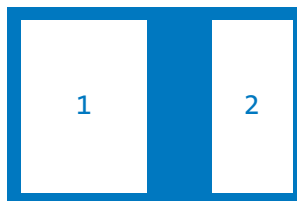
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