

Advertising via Privacy Laws & Business to data protection managers and lawyers in 50+ countries

Privacy Laws & Business, established in 1987, is the world's longest running international data protection/privacy law information service. It has developed a community of leading lawyers, company managers in all sectors and regulators in 50+ countries, who rely on our insights and reputation for accuracy. We send news, analysis and other information to them several times a month on an *individual basis because they have chosen to join our network*. They also visit our website to access publications and videos, and use our weblinks to 150+ regulators and other sources of information around the world.

They have in common that they are looking for ways to implement privacy laws and data security into their organisations without disrupting their business objectives or reputations.

Privacy Laws & Business is now giving you an opportunity to address this group by:

1. placing advertisements on the home page or other pages of PL&B's website, and/or
2. running an advertisement in our United Kingdom and/or International (rest of the world) e-news service several times a month.

Our service is often the first with the news. In addition, policy announcements and other news is often made at *Privacy Laws & Business's* conferences and roundtables. As a result, these e-mails enjoy a high open rate because our readers know that we do not waste their time. This e-news service also increases visits to our website.

We do not sell or rent our list.

The document below gives you profile information on *Privacy Laws & Business*, advertising rates and the places where your advertisement may be placed on our website and/or in our e-news. For maximum impact, you can advertise in both places.

Media Information

Privacy Laws & Business provides an independent privacy laws information service to many of the world's largest companies, specialist lawyers and over 2,000 clients in 50+ countries.

Clients include the UK Top Ten, 8 of the Global Top 10, and 7 of Europe's Top 10 companies in the *Financial Times* lists; and 14 of the US Top 20 companies in the *Fortune* list.

Law firm clients include 70% of the top 20 UK law firms from (Source: *The Lawyer*), 45% of the top 20 US law firms (Source: Internet Legal Research Group), and 50% of the Top 30 global law firms (Source: *The American Lawyer*).

From the firm's start in 1987 with the first international privacy newsletter, *Privacy Laws & Business* has continued to innovate and has established a record of being the first in the field with:

- starting in 1988, an Annual International Conference for privacy managers and advisors
- starting in 2001, the Privacy Officers Network which organises roundtables with national Data Protection Authorities, so far, nearly 40 in 17 countries
- the Data Protection Audit Manual for the UK's Information Commissioner
- starting in 2000, a United Kingdom privacy newsletter
- a conference on the impact of the UK's Freedom of Information Act on the business sector
- a recruitment service for managers and staff in the privacy area.

Privacy Laws & Business maintains its leading position by its dedication to excellence in this field. We enjoy unrivalled and regular contacts with the privacy regulators and a network of specialist contacts and resources worldwide.

Advertising rates

10% discount for website and e-news alert advertisements taken at the same time.

All advertisements are subject to *Privacy Laws & Business* approval.

20% VAT will be added to all the prices below and payment must be made in full prior to the advertisements being placed on the *Privacy Laws & Business* website or e-news alerts.

For further information contact:

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Middx HA5 5NE
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Website Homepage

Advertising rates

| | 1 mth | 2 mth | Min 6 mths | Min 12 mths |
|----------------|-------|---------|------------|-------------|
| Premium Banner | £300 | £250 pm | £175 pm | £125 pm |
| Skyscraper | £250 | £200 pm | £150 pm | £100 pm |
| Button | £200 | £150 pm | £100 pm | £75 pm |

Dimensions

| | Size | To be supplied as either gif or jpeg. Maximum file size 49kb. |
|----------------|------------------|--|
| Premium Banner | 550 x 90 pixels | |
| Skyscraper | 120 x 500 pixels | |
| Button | 120 x 125 pixels | |

Location on homepage (see www.privacylaws.com)

The screenshot shows the homepage layout with several advertising opportunities:

- Free News Service:** A sidebar on the left with a 'Subscribe' button.
- Article Area:** A main article titled 'Company to pay £123,000 as a result of criminal prosecution' with a 'PREMIUM BANNER' overlaid on it.
- Bottom Row:** Four identical ad spots, each containing the text 'BUTTON or SKYSCRAPER'.

Advertising is available in other sections of the PL&B website.

Contact kan.thomas@privacylaws.com for further information.

e-News alerts

Advertising rates

| | | |
|------------------|----------|---|
| | 3 alerts | |
| Promotional spot | £400 | 100 words plus logo and contact details |
| Banner | £300 | |
| Skyscraper | £250 | |
| Button | £200 | |

Dimensions

| | | |
|------------|------------------|--|
| | Size | To be supplied as either gif or jpeg. Maximum file size 49kb. |
| Banner | 380 x 90 pixels | |
| Skyscraper | 120 x 500 pixels | |
| Button | 120 x 125 pixels | |

Location on e-News alert

PRIVACY LAWS & BUSINESS
DATA PROTECTION & PRIVACY INFORMATION WORLDWIDE

www.privacylaws.com

International e-news
October 22, 2014

Dear \$a\$ \$b\$

European Parliament's LIBE committee: Buttarelli for EDPS post

The European Parliament's Civil Liberties Committee voted yesterday to nominate Dr Giovanni Buttarelli as top candidate for the post of European Data Protection Supervisor (EDPS). Buttarelli is ..

See www.privacylaws.com/Int_news_October14_5

BANNER

PL&B Reports

PL&B International and UK Reports provide comprehensive news, analysis and best practice advice on data protection and privacy law compliance.

Diary Dates

Progress of the EU Data Protection draft Regulation under Italy's Presidency
11th December
London

Recruitment Service:

Head of Data Protection-Perm-South-west of London

Data Protection Associate-Perm-London

[Click here for more information](#)

BUTTON
or
SKYSCRAPER