MEDIA KIT

INTELLECTUAL PROPERTY WATCH

Reach

Website & Email Engagement

➢ Monthly page views: 60,000
➢ Monthly unique visitors: 40,000
➢ IPW news alerts: 10,000

Social Media Engagement

Twitter: 22,000+ followers
Facebook: 8,000+ fans

Audience Profile

Types of Organizations

➢ Corporations
➢ Academic & Research Institutions
➢ Law Firms
➢ Industry/Trade Associations
➢ Intellectual/Industrial Property Offices
➢ Intergovernmental Organizations
➢ Government Agencies
➢ Nongovernmental organizations
➢ Foundations
➢ Media/Journalists

Top 10 Countries Reading IP Watch

Join Our Top Institutional Subscribers
❖ Alcatel-Lucent
❖ American Embassy
❖ American Intellectual Property Law Association
❖ American Library Association
❖ Association of American Publishers
❖ Biotechnology Industry Organization
❖ Computer & Communications Industry Association

For further information, please contact us at ads@ip-watch.ch or visit us at www.ip-watch.org
Dolby Laboratories
Duke University School of Law
Electronic Frontier Foundation
Eli Lilly and Company
European Commission
European Parliament
European Patent Office
General Electric
Government of Canada
Intellectual Property Office of the United Kingdom
Intellectual Property Owners Association
International Confederation of Societies of Authors and Composers
International Trademark Association
Korea Intellectual Property Office
London School of Economics
Médecins Sans Frontières
Novo Nordisk
Office for Harmonization in the Internal Market
Pan American Health Organization
Pfizer
Qualcomm Incorporated
Taiwan Intellectual Property Office
University of California Berkeley
United States Patent & Trademark Office
United States Senate
Verizon
World Intellectual Property Organization
World Trade Organization

...and many other leading IP offices, trade groups, universities, corporations, and law firms

For further information, please contact us at ads@ip-watch.ch or visit us at www.ip-watch.org
DRIVE YOUR VISIBILITY AND ENGAGEMENT

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Email Alert Banner Advertisements

Banner ad appears on the top of IP Watch email alerts sent out on daily, weekly, and monthly. Ads are only offered on an exclusive basis.

- **Top banner**
  - Size: 600px wide and 115px high
  - Cost: USD $1,000 for one month

Sponsored Content Article

Sponsored article appears on the website front page and is sent out with the IP Watch email alert.

- Cost: USD $750 per article

**Note:** Discounts available for longer periods and combined ad packages. Ask us about special rates for non-governmental organisations and developing countries. IP Watch reserves the right to decline any ad.