

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 reputation for accuracy and insights. 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, videos, and use our links 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 in two ways 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.

This service is often the first with the news. In addition, 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 and the news increases visits to our website.

We do not sell nor 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 has over 2000 clients in 50+ countries.

Clients include the UK Top Ten, eight of the Global Top Ten and seven of Europe's Top Ten companies in the Financial Times lists; 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 report, *Privacy Laws & Business* has continued to innovate and has established a record of being the first in the field with:

- an annual international conference for privacy managers and advisors
- the Privacy Officers Network which organises roundtables with national Data Protection Authorities in their countries
- writing the Data Protection Audit Manual for the UK's Information Commissioner
- 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 and maintaining 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 adverts taken at the same time.

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

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

For further information contact:

K'an Thomas
General Manager
kan@privacylaws.com
020 8868 9200

Privacy Laws & Business
2nd Floor Monument House
215 Marsh Road
Pinner
Middx HA5 5NE

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 spots:

- Left Sidebar:** A dark-themed box titled "Free News Service" with a "Subscribe" button. It lists topics like "International Data Protection" and "United Kingdom Freedom of Information".
- Main Content Area:** A news article titled "Company to pay £123,000 as a result of criminal prosecution" with a "PREMIUM BANNER" overlaid on the right side. Below the article, there are four "BUTTON or SKYSCRAPER" placements.

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

Contact kan@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
www.privacylaws.com

DATA PROTECTION & PRIVACY INFORMATION WORLDWIDE

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