



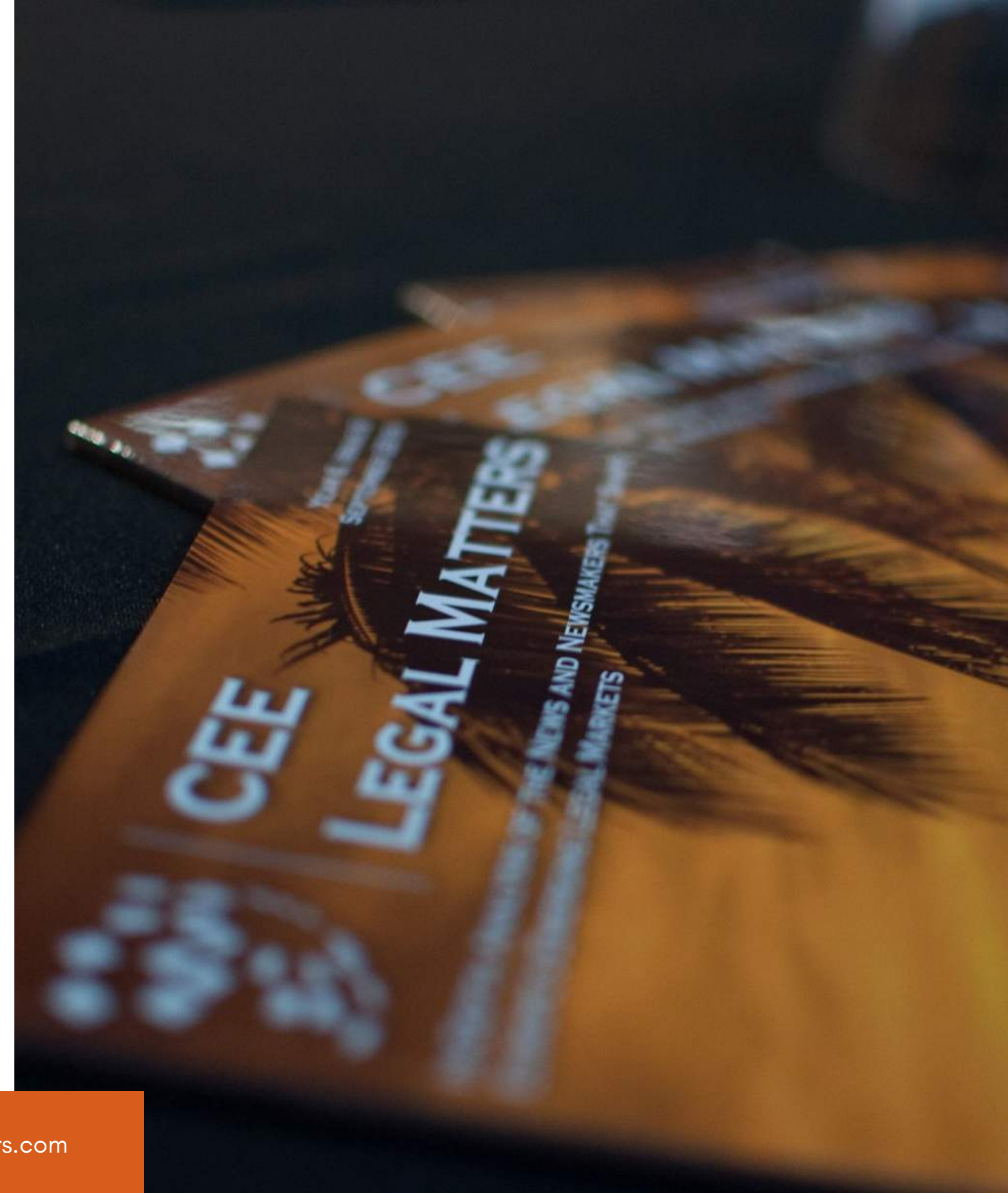
CEE
LEGAL MATTERS

RATE CARD 2024

ceelegalmatters.com

About us

CEE Legal Matters is a print and online publication for and about the lawyers and legal markets of Central and Eastern Europe. CEE Legal Matters features news, interviews, analysis, opinion, and more. We also host conferences, round-tables, and other events. Our mission is, simply, to be the go-to source of information about the legal industry in Central and Eastern Europe.



Regular Features

Summary of all significant deals and cases across CEE || Round-up of partner and team moves and office openings || Interviews with game-changers across the region || In-depth analysis of trends and developments across CEE, with a focus on the personalities that drive them || Guest commentary and analysis || Market Spotlights

Regional Coverage

Albania || Austria || Belarus || Bosnia and Herzegovina || Bulgaria || Croatia || Czech Republic || Estonia || Greece || Hungary || Kosovo || Latvia || Lithuania || Moldova || Montenegro || North Macedonia || Poland || Romania || Russia || Serbia || Slovakia || Slovenia || Turkey || Ukraine

2024 Editorial Calendars

The Magazine 2024-2025

						<p>JANUARY</p> <p>Market Spotlight: Croatia/Ukraine</p> <p>Experts Review: Insolvency/Restructuring</p>
<p>FEBRUARY</p> <p>Special Issue: CEELM Index: Special Year Kick-off Issue</p>	<p>MARCH</p> <p>Market Spotlight: Austria/Bulgaria</p> <p>Experts Review: Real Estate</p>	<p>APRIL</p> <p>Market Spotlight: Hungary/Slovakia</p> <p>Experts Review: Energy</p>	<p>MAY</p> <p>Market Spotlight: Czech Republic/Bosnia and Herzegovina</p> <p>Experts Review: Capital Markets</p>	<p>JUNE</p> <p>Market Spotlight: Romania/Moldova</p> <p>Experts Review: Infrastructure/PPP</p>	<p>JULY</p> <p>Special Issue: Celebrating the DOTYs</p>	
<p>AUGUST</p> <p>Market Spotlight: Greece/Slovenia</p> <p>Experts Review: Life Sciences</p>	<p>SEPTEMBER</p> <p>Special Issue: GC Handbook</p>	<p>OCTOBER</p> <p>Market Spotlight: Turkiye/Albania</p> <p>Experts Review: Tax</p>	<p>NOVEMBER</p> <p>Market Spotlight: Serbia/ North Macedonia</p> <p>Experts Review: Labor</p>	<p>DECEMBER</p> <p>Market Spotlight: Poland/Croatia</p> <p>Experts Review: TMT/IP</p>	<p>JANUARY'25</p> <p>Market Spotlight: Montenegro/Ukraine</p> <p>Experts Review: Banking/Finance</p>	

Comparative Guides 2024-2025

FEBRUARY Competition	MARCH Data Protection	APRIL Oil & Gas	MAY Bribery and Corruption	JUNE Real Estate	JULY Litigation
SEPTEMBER Alternative Dispute Resolution	OCTOBER Life Sciences	NOVEMBER Tax	DECEMBER Renewable Energy	JANUARY '25 Infrastructure/PPP	

CEE In-House Matters Magazine 2024-2025

FEBRUARY	MAY	AUGUST	NOVEMBER
ESG and the In-House Legal Function	Technology and the In-House Legal Function	Managing the In-House Team	Compliance

Key Facts

The subscription-only monthly CEE Legal Matters Magazine provides in-depth reports, penetrating interviews, incisive commentary, and expert analysis of the latest news and developments affecting lawyers and law firms in Central and Eastern Europe.

As of September, 2023, there are **5,122 subscribers** with direct access to the magazine, **42% of which are in-house counsel**, with an additional **8,231 subscribers** to our electronic access solutions.

With the publication of each issue, the issue published two months earlier becomes freely available on [ceelegalmatters.com](https://www.ceelegalmatters.com). Once made available on the website, each previous issue is read an average of **3,203 times per month**.

The [ceelegalmatters.com](https://www.ceelegalmatters.com) website provides reports on the latest deals and cases and senior lateral moves and promotions from across CEE's legal markets, as well as offering expert legal analysis provided by top-tier firms in CEE via the Thought Leadership Section/Briefings.

The site also includes electronic access to all content from the CEE Legal Matters Magazine. The [ceelegalmatters.com](https://www.ceelegalmatters.com) website attracts an average of **47,579 visitors per day**, with an average of **2.53 visits/visitor** and **7.55 pages/visit**. The top 20 jurisdictions in terms of traffic in 2023 have so far been: the United States, the United Kingdom, Germany, the Czech Republic, Romania, Poland, Serbia, Turkiye, Ukraine, Bulgaria, France, Sweden, China, Austria, Italy, Netherlands, Montenegro, Lithuania, Denmark, and Latvia.

Stories originally published on [ceelegalmatters.com](https://www.ceelegalmatters.com) have been republished or quoted in, among others:

Legal Cheek

Chambers
AND PARTNERS

Newsweek

IFLR1000



gar

Global Legal Chronicle®

The Guardian

PBV Monitor

INTELLINEWS

The Washington Post

Forbes

THE AMERICAN LAWYER

IF LAWFIRM.RU

RUSSIA INSIDER

mondaq
Connecting knowledge & people

THE LAWYER

CORPORATE
LiveWire

BUDAPEST
BUSINESS JOURNAL

 LexisNexis®

Social Media

All our stories are automatically reshared on a wide range of social media outlets: Facebook, LinkedIn, Twitter, Paper.li, HubPages, Scoop.it, Pinterest, Tumblr, Flipboard, Digg, Mix/Stumbleupon. Main Stats (purely organic stats presented – **no paid campaigns are included**):



11,000+ LinkedIn Page followers
5,000+ LinkedIn Group members
88,000+ Post Impressions/Month



1,800+ Followers
750+ Post Engagement/Month



48,000+ Pages Indexed
7,000+ Google News Pages

Traffic Stats

Avg. Monthly Visits / Visitor: 2.53

Avg. Monthly Page Views / Visit: 7.55

Avg. Article Reads / Month: 11,239

Avg. Featured Article Reads / Month: 15,632

Avg. TLS Article Reads / Month: 10,784

Avg. Side Banner Impressions / Month: 1,741,307

Avg. Side Banner Clickthroughs / Month: 2,228

Subscribers

The CEELM Magazine is a subscription-only circulation print magazine. We do not print thousands of copies and leave them randomly in lobbies in hopes that people will read them simply to bump up our numbers.

Each issue lands directly on the desks of decision-makers — often Partners at leading national and international firms and General Counsel at national champions and Fortune 500 companies.

IN-HOUSE SUBSCRIBERS INCLUDE

3M, Accor, Atos, Avon, Banca Transilvania, Bayer, BAT, Bank of China, BAWAG, Cargill, Carlsberg, Celebi Holding, CEVA Logistics, CEZ, Coca-Cola, Colgate-Palmolive, DHL, Decathlon, Deutsche Bank, Diageo, EBRD, Egis Pharmaceuticals, Eli Lilly, E.ON, Garanti Bank, GE, GlaxoSmithKline, Google, HB Reavis, Henkel, Hewlett Packard Enterprise, Inditex, L'Oreal, Lukoil, Metro Cash & Carry, Microsoft, Mol Group, Mondelez International, NKM, OTP Bank, Pfizer, Porsche, Raiffeisen Bank, RBS, Robert Bosch, Roche, Sberbank, Siemens, Sony, Telenor, Tesco, Teva, Turk Telekom, UiPath, UniCredit, Unilever, UPC, Vodafone

LAW FIRM SUBSCRIBERS INCLUDE

Allen & Overy, Avellum, Baker McKenzie, BDK Advokati, Boyanov & Co., Clifford Chance, Dentons, DTB, DLA Piper, Faegre Baker Daniels, Havel & Partners, JPM Jankovic Popovic, Kinstellar, Lakatos Koves & Partners, Nagy es Trocsanyi, NNDKP, Noerr, Peterka & Partners, Popovici Nitu Stoica & Asociatii, PERK Partners, SBGK, Schoenherr, Selih & Partners, Senica & Partners, Taylor Wessing, Tuca Zbarcea & Asociatii, Vernon | David, White & Case

Ceelegalmatters - one of my constant readings

- Ramona Ene | Legal Manager, Romania and Bulgaria, Cargill



Special Packages

	STARTER €600	PRO €1,300	PREMIUM €2,200	PLATINUM €8,000	KNOWLEDGE PARTNER* €5,000
Legal analysis articles online	3	6	10	Unlimited	Unlimited
Legal analysis articles in print and online	1	2	3	6	6
Featured listing in law firm directory online	X	1 year	1 year	1 year	1 year
Individual Subscription	1 year	X	X	X	X
Corporate subscription	X	1 year	1 year	1 year	1 year
Banner on homepage	3 months	6 months	6 months	12 months	12 months
Regular full page advert	X	X	X	2	2
Inner cover advert	X	X	X	1	1
Back cover advert	X	X	X	1	1

*Knowledge Partnership is limited to **one law firm per country**

<p>PLUS Basic Sponsorship of Regional or Panel Sponsorship of 1 Local GC Summit</p>	<p>PLUS Guaranteed inclusion in every issue and input on every country-specific article in magazine (1 full page advert if not editorial) Free participation in annual End of Year Summit and subsequent Year End Issue of the magazine Identified as country Knowledge Partner online and in print</p>
--	--

Print Advertising

1 issue 3 issues 12 issues

FULL PAGE ADVERT

Normal full page	€ 950	€ 2,500	€ 8,000
Inside front cover full page	€ 1,250	€ 3,000	€ 10,500
Inside back cover full page	€ 1,250	€ 3,000	€ 10,500
Back cover full page	€ 1,750	€ 4,500	€ 15,000

HALF PAGE ADVERT

Horizontal	€ 750	€ 2,000	€ 7,000
Vertical	€ 750	€ 2,000	€ 7,000



I have a very high regard of what you do. Long live CEE Legal Matters!

**- Gabor Antal | Associate General Counsel, Europe
Teva Pharmaceutical**

ARTWORK SUBMISSION GUIDELINES:

- Size:
 - Full-page: 210mm (w) x 297 mm (h)
 - Half-page (H): 210mm (w) x 148.5 mm (h)
 - Half-page (V): 103mm (w) x 297 mm (h)
- Supported Formats: GIF, JPEG, PNG, AI, PDF, EPS
- Color: CMYK, no RGB or Pantone. All images must be CMYK and 300 dpi at print size.
- Bleed: Files must include crop marks, center marks, and include 3 mm bleed
- File names: Cannot contain spaces, commas or symbols (except underscore). Please use only letters and numbers.

Online Advertising

1 month 3 months 1 year

FEATURED BANNER

1,300 px (w) x 140 px (h)

€ 800 € 1,700 € 5,500

SIDE BANNER

Homepage size: 348 px (w) x 250 px (h)

€ 400 € 900 € 3,000

Article size: 245 px (w) x 140 px (h)

TOWER BANNER

Homepage size: 348 px (w) x 650 px (h)

€ 500 € 1,100 € 4,000

Article size: 245 px (w) x 500 px (h)

Supported formats: GIF, JPEG, PNG. Maximum file size: 55 KB



Editorial Placements



You have introduced new quality in the legal newspaper business in CEE and beyond

- Andras Posztl

Country Managing Partner, DLA Piper

FEATURED INTERVIEW (ONE PLACEMENT)

PRINT (4-PAGE SPREAD) & ONLINE

€ 2,500

ONLINE

€ 1,100

PRINT (2-PAGE SPREAD) & ONLINE

€ 1,500

Our editors will conduct a Q&A with a partner or client of your choosing on virtually any subject you request, then put a mutually-edited transcript of the conversation in the CEE Legal Matters magazine or on the CEE Legal Matters website. The result? An ideal opportunity to publicize hires, deals, promotions, achievements, or other strategic developments the world should know about.

REGULAR COLUMN (1 YEAR)

PRINT & ONLINE

€ 5,000

ONLINE

N/A

A rare opportunity to reserve a prominent place in our publication and to demonstrate your absolute expertise on a particular subject, practice area, or sector. Whether the focus is regulatory developments in a specific sector, lateral moves for partners, or a regular summary of deals and transactions in a particular area, this is a truly unique way to establish a connection in our readers' minds between you and that subject.

MARKET SNAPSHOT (ONE PLACEMENT)

PRINT & ONLINE

€ 450

ONLINE

N/A

The Market Snapshot is a series of 600-word articles, written by partners in that issue's Market Spotlight country, and summarizing the current state of affairs in key sectors, including recent, current, or expected transactions, regulatory changes, or other developments of interest. Market Snapshots may address Banking/Finance, Energy, Real Estate, Dispute Resolution, IP/IT, Tax, Hospitality, and many more.

Editorial Placements (cont.)



@CEELegalMatters just a quick note to say your feed is useful and appreciated. Good job, folks!

- Mike Nash
Editor Middle East & Africa
The Legal 500 Europe

BUZZ ARTICLE RESERVED SPOT

(ONE PLACEMENT)

The Buzz provides summaries of major topics of discussion and pressing matters of significance from each and every CEE market, based on short conversations with senior partner in each. Are you highly knowledgeable, connected, and informed about what's happening in the political, financial, legislative, and cultural worlds in your country? By participating in the Buzz, you show that you have your finger on the pulse of your country and are uniquely positioned to guide clients through any challenges that may arise. (Also appears immediately online)

PRINT & ONLINE € 450

ONLINE N/A

EXPERTS REVIEW ARTICLE RESERVED

SPOT (ONE PLACEMENT)

A cornerstone of CEE Legal Matters, the Experts Review feature includes 750-word articles from experts in each and every CEE jurisdiction on a shared subject or practice area. Want to highlight your firm's unique capabilities in a particular practice area? Want to establish yourself as one of the leading firms in CEE? This is the way to do it.

PRINT & ONLINE € 350

ONLINE € 200

FACE-TO-FACE (PARTNER/GENERAL COUNSEL) INTERVIEW

A remarkable business development opportunity. You identify the General Counsel you'd like to interview, from any industry/ sector and from whatever company, and we'll coordinate and arrange. In other words, a private conversation between the two of you, arranged by us. The result? A 1000-word interview (for the CEE Legal Matters magazine) and a unique opportunity to establish a personal contact with a potential client (for you).

PRINT & ONLINE € 2,500

ONLINE € 1,700

Thought Leadership Section (TLS)

ABOUT TLS

The Thought Leadership Section of the CEE Legal Matters Website is an excellent opportunity to position your firm and lawyers as experts in targeted practices through legal analysis content.

It also offers enhanced branding for your firm and lawyers through a dedicated branded landing page as well as the option to include author pictures in each article submitted.

The best part: you do not need to produce more content than you do already. All articles produced as part of your marketing efforts can be submitted for upload.

A TLS ACCOUNT INCLUDES

The ability to **upload an unlimited number of legal analysis articles** on any of the practice areas and jurisdictions covered by CEELM that your firm publishes during the contract period.

A **dedicated, branded landing page for your firm** (like this one). The landing page lists not only all your recent legal analysis articles but also all the recent news related to your firm reported on by CEELM. All articles remain on the website even after contracting period expires but branded page is replaced with the simple listing.

- A **banner** for the firm on the CEELM home page
- One **Practice Leader** slot for one country – Subject to availability
- **Featured listing** in our law firm directory online
- All firm news items are featured on the **homepage** and **tagged on LinkedIn**
- A **hyperlink** in any news item we cover about your firm leading to your branded landing page (like in this one)
- All articles are displayed on the home page and on the **dedicated Thought Leadership Section**. In the Thought Leadership Section, articles are sortable by country, practice area, law firm, and author
- **Articles do not need to be produced exclusively for CEELM**. All content your firm produces as part of its marketing effort can be submitted
- Articles need to be at least 200 words long and cannot include special characters (only English alphabet letters can be used)
- Articles can include pictures of the author(s) (minimum picture size 364 px x 364 px)

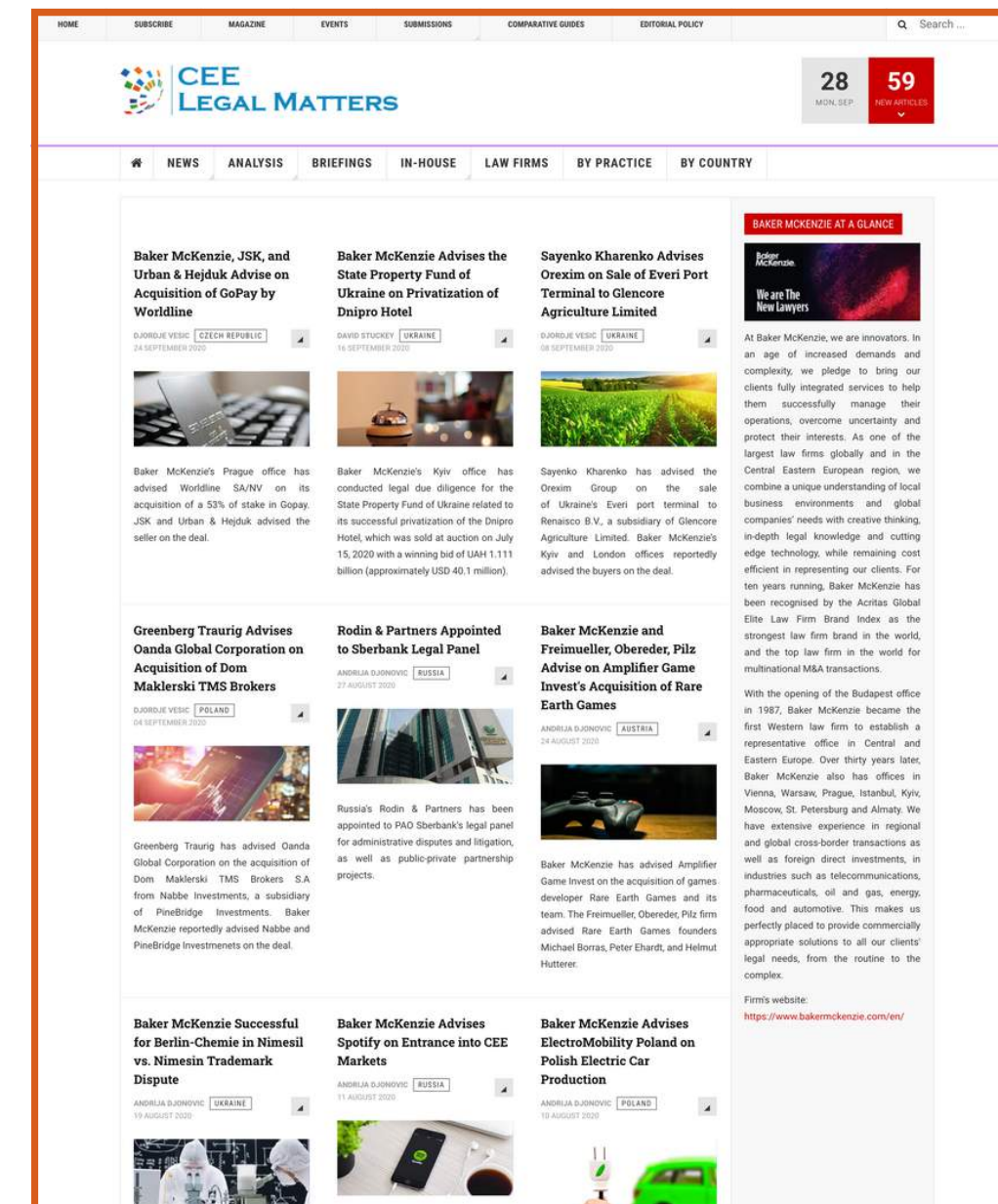


1 MONTH*

€ 250

1 YEAR

€ 2,000



*Invoiced monthly for a minimum period of 6 months

Practice Leader

1 YEAR

€ 1,000

Become our exclusive/go-to expert for a specific practice area:

- An **unlimited** number of **legal analysis articles** online in the selected practice*
- Invited as a **contributor** for that practice in all non-special issues of the magazine
- 1 **Market Snapshot Article** on the selected practice in print
- 1 **Experts Review Article** on the selected practice in print
- 1 **Hot Practice interview** online on the selected practice
- 3 months banner on the homepage
- Identified as a **Practice Leader on the site** and in each edition of the magazine
- All firm news items are featured on the **homepage** and **tagged on LinkedIn**
- Automatically be assigned any relevant slots on new editorial opportunities for the selected practice in your jurisdiction

**Articles do not need to be produced exclusively for CEELM. All content your firm produces as part of its marketing effort can be submitted. Articles need to be at least 200 words long and cannot include special characters (only English alphabet letters can be used). Articles can include pictures.*



Why Subscribe

CORPORATE SUBSCRIPTION ACCOUNT HOLDERS RECEIVE:

- Stories are featured in the spotlight on the homepage
- Complimentary Experts Reviews publishing opportunities (see example [here](#))
- Check-in Feature Open Calls (see example [here](#))
- Buzz Interview invites (see example [here](#))
- All firm news items are featured on the homepage and tagged on LinkedIn

1 YEAR € 800

THOUGHT LEADERSHIP SECTION (TLS) ACCOUNT HOLDERS RECEIVE:

All of the benefits of Corporate Subscriptions, **PLUS:**

- Unlimited Legal Analysis Online Article Posting
- Comparative Guide Country Entries (see example [here](#))
- Claim one Practice Leader slot for free
- Hot Practice Interview Invites (see example [here](#))
- Branded Landing Page (see example [here](#))
- Featured Listing in our Directory
- All firm news items are featured on the homepage and tagged on LinkedIn

1 YEAR € 2,000



CEE
LEGAL MATTERS

LEARN MORE

RADU COTARCEA

radu.cotarcea@ceelm.com

+36 20 961 9599

ceelegalmatters.com