



www.ip-watch.org

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

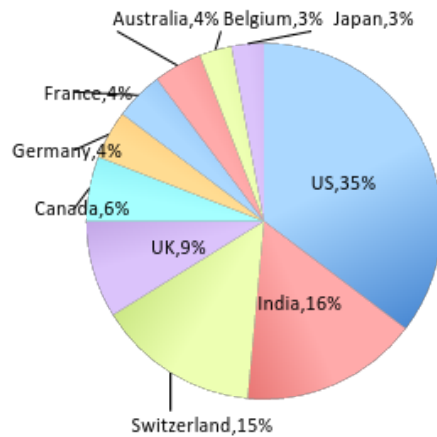
Audience Profile

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

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DRIVE YOUR VISIBILITY AND ENGAGEMENT

The screenshot shows the Intellectual Property Watch website. At the top, there is a blue banner for the '12th EGA Legal Affairs Conference' on 8-9 March 2016 in Brussels. Below the banner is a navigation menu with categories: COPYRIGHT, PATENTS, TRADEMARKS, OPINIONS, PEOPLE NEWS, DEVELOPMENT, VENUES, and OTHER THEMES. A search bar is located to the right of the menu. The main content area features three article teasers: 'Plant Treaty In 2016: Sustainability Solutions, Farmers' Rights, Global Information System', '2016: UPOV Works To Improve Breeders' Applications, Civil Society Calls For Alternative System', and 'The Zika Virus Challenge: Mapping A Policy Path To Vaccine Development'. To the right of the articles is a 'Tweets' section showing a tweet from IP-Watch and a retweet from Blue Meanie Mike. At the bottom right, there is a vertical stack of three promotional banners: one for an Executive Course on Intellectual Property, Diplomacy and Global Public Health in Geneva (7-9 March), one for 'STUDY IP at AUWCL' in Washington, DC & Geneva, and one for 'ADVERTISE ON IP WATCH' with a link for rates.

Website Banner Advertisements

Banner ads rotate on the website front page and with every post. Ads are non-exclusive.

Top banner

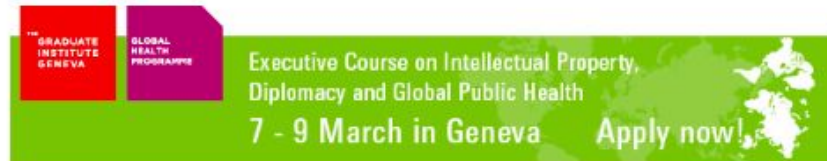
Size: 728px wide and 90px high
Cost: USD \$750 for one month

Side banner

Size: 200px wide and 200px high
Cost: USD \$500 for one month

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.

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Intellectual Property Watch

Daily Summary

[Plant Treaty In 2016: Sustainability Solutions, Farmers' Rights, Global Information System](#)

The International Plant Treaty, which established a global system to make available genetic materials for main agricultural crops for farmers, plant breeders and scientists, and in exchange provide a system of benefit sharing, has been struggling to find ways to be financially sustainable for some time. This year, the treaty will work on ways to do that, including in devising a subscription system that would reach a twin goal: avoiding non-payment of voluntary contributions, and ensuring a sustainable and predictable income stream. In addition, a global consultation on farmers' rights is planned, and work should be ongoing on a global information system allowing more visibility for plant genetic material for food and agriculture.

[Read on »](#)

[2016: UPOV Works To Improve Breeders' Applications, Civil Society Calls For Alternative System](#)

The Geneva-based International Convention for the Protection of New Varieties of Plants (UPOV) provides intellectual property rights protection for plant

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

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