

Media Kit 2026

The business of IP





We have a growing audience in excess of 35,000* executives working within all aspects of the global intellectual property industry.

World IP Review helps the industry's top law firms and companies elevate their brands and position themselves as leaders in their field.

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World IP Review Reach



6,497

Subscribers to World IP Review Newsletters



25,652

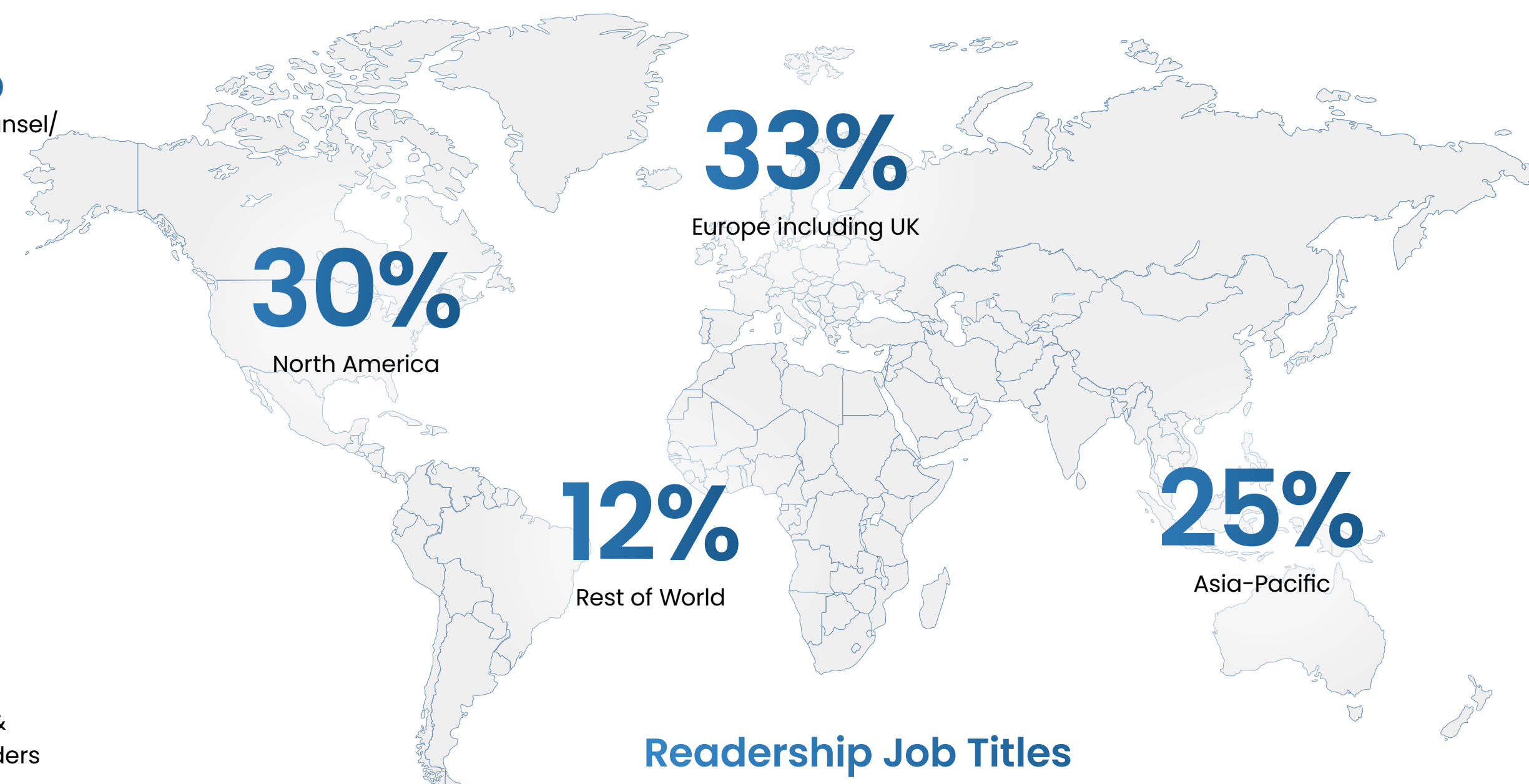
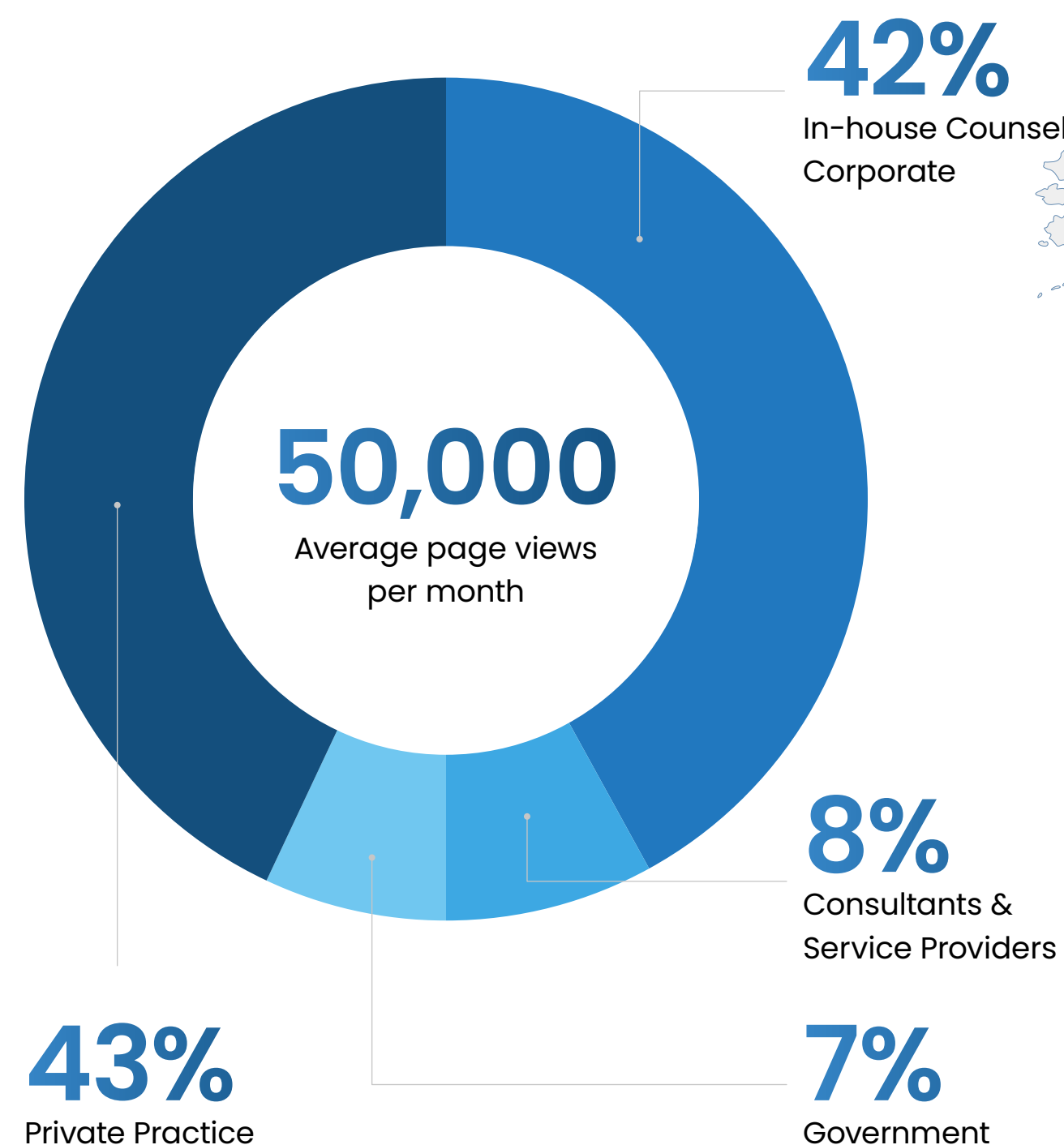
Group members on LinkedIn



14,565

Subscribers to our webinar channel

Audience Snapshot



Readership Job Titles

- C-Suite Executives
- Managing Partner
- Managing Director
- Founder
- Senior Vice President
- Senior Counsel
- Partner
- Of Counsel

*Combined audience channels include: social media, corporate and individual subscribers, twice daily bulletin e-newsletter subscribers and weekly round-up e-newsletter subscribers.

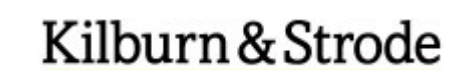


World IP Review is essential reading for in-house counsel, private practice, research institutions, advisory firms and technology companies that are involved in the business of IP.

Our editorial team digs deeper to find the analysis behind the news and why it matters.

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Our Clients Include



Published twice per year, World IP Review offers the best print offering in the marketplace. Each issue features a combination of the most recent news, people moves, in-depth analysis, interviews and regulatory updates enabling our readers to stay abreast of the most important topics of the day.

Our ongoing media partnerships at the major IP conferences such as INTA, AIPPI, AIPLA, and others throughout the calendar year will ensure that we can get your message into people's hands at the key industry gatherings through advertising and thought leadership.

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Print Magazine

Promotional opportunities

Co-Published Article

Demonstrate your expertise with a 1,500-word feature article on a topic of your choice (approved by our editorial team), to be edited by WIPR and included in the print issue and on www.worldipreview.com.

In the Spotlight Interview Feature

Let our editorial team interview you and create a 1,500-word feature showcasing your product or firm. To be included in the print issue and on www.worldipreview.com

Jurisdiction Report

Become the exclusive area correspondent for your home jurisdiction, with the opportunity to write 1,000 words updating our readers on the key latest developments in law, jurisprudence or policy.



World IP Review focus months are designed to delve deeper into the most relevant and pressing topics within the IP sector.

We've carved out special features over three months to offer our readers a comprehensive view on those topics that are shaping the Intellectual Property industry.

Join us as we explore these subjects through a range of platforms including e-newsletters, website content hubs, and webinars. Participate through thought leadership, branding, sponsorship and more.

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Focus Months



April: Diversity in IP

Celebrate and champion diversity in the IP Sector.



August: Trade Secrets

Explore how trade secrets strategies are protecting companies intellectual property during the arduous and complicated patent application process.



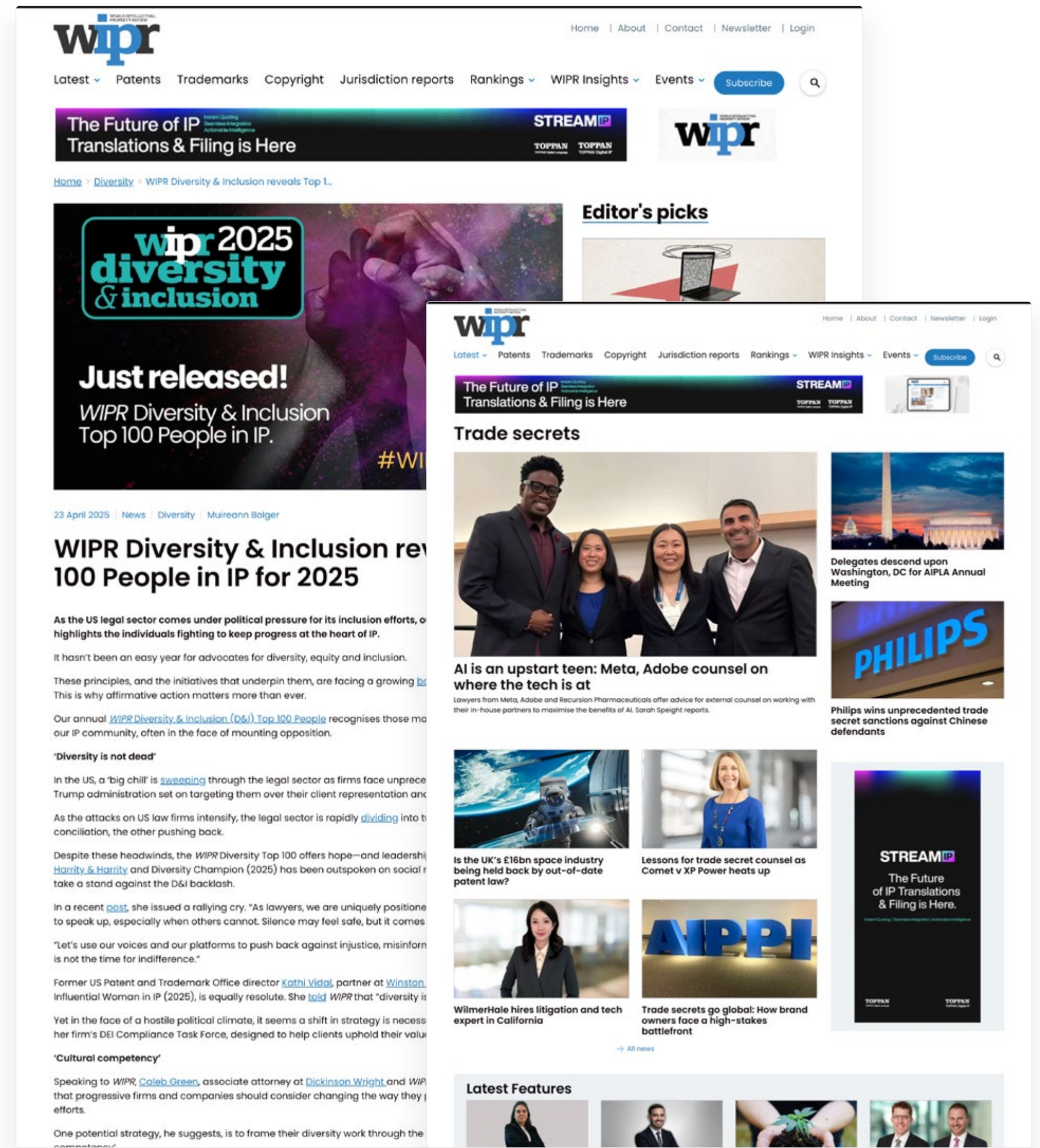
November: AI & IP

Client demand for AI-driven solutions continues to increase in importance. We will make sense of the many AI solutions available to the IP industry.

Sponsorship of these focus months will align your brand with those topics that matter most to our readers and put you in the forefront of their minds.

Sponsorship Elements Include:

- Logo branding across all focus e-newsletters and on Web Hub
- Webinar Sponsorship – work with our editorial team to decide topic, additional participants, and receive opted in registrant information
- Advertising takeover on Web Hub
- Banner advertising on all associated e-newsletters
- Opportunity to write a thought leadership piece for inclusion in the newsletter and on the Content Hub
- Video interview, in person or virtual, with one of your experts on the topic, conducted by our editorial staff for inclusion in e-newsletter and on Web Hub





Digital Advertising

Worldipreview.com has a unique user experience, leading to higher engagement across more channels and sectors. This expanded reach allows us to offer customized solutions that cover more of the market in order to match your needs.

Working in close partnership with our clients we can design and execute targeted global or regional campaigns, with analytics and metrics supplied to measure traction and return on investment.

Newsletters

World IP Review Daily News Bulletin, sent out 50 weeks a year, provides current news and insight to subscribers.

Proven to reach IP professionals, World IP Review can put your brand in front of over 6,500 double opt-in e-newsletter subscribers, 3 days a week, with an average open rate of 25.58% and campaign CTRs for advertisers of between 3 & 8%.

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Designed to offer sponsors the opportunity to bring together clients from different jurisdictions.

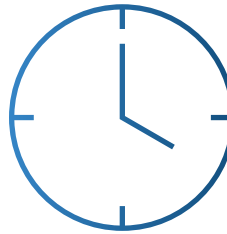
World IP Review webinars allow clients to showcase their expertise alongside industry leaders on a topic of their choice.

Webinars

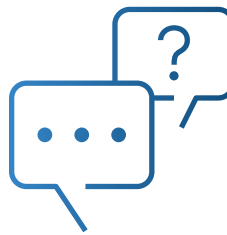
Benefits of Webinar Sponsorship

- 01 Position your firm as a thought leader in the market
- 02 60 minute discussion between 4 panelists together with a live Q&A
- 03 Discussion points to be drafted in consultation with the sponsor to ensure your key points are delivered
- 04 Published on IntelligentInsurer.com and promoted via our social media channels
- 05 Moderated by a senior editorial member of Intelligent Insurer
- 06 GDPR complaint lead generation

 **606**
Average number of registrations

 **47**
Average minutes views

 **17**
Average number of questions

 **110**
Average number of interactions

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Winning M&A Strategies: Turning Trademarks into Competitive Advantage



IP in the Age of AI Agents: Navigating Opportunities and Risks



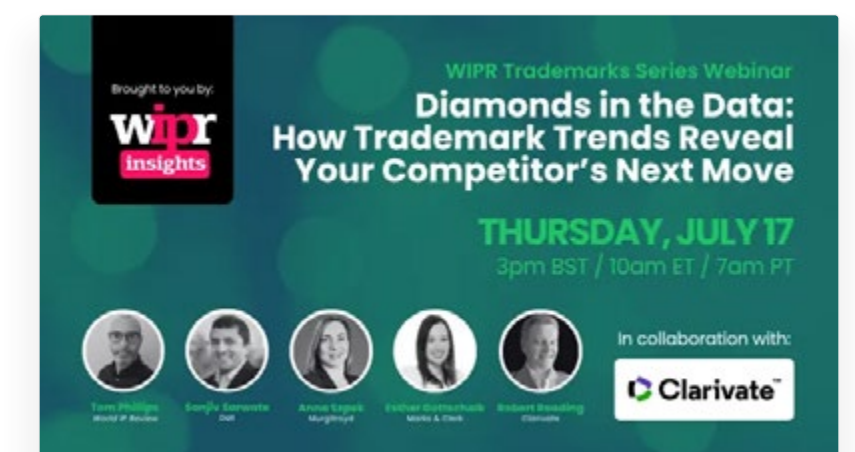
AI and Machine Learning in Drug Discovery: Patenting AI-Generated Inventions



Modernising Your Patent Strategy Before It's Too Late: Staying Competitive With AI-Driven Portfolios



In AI We Trust? How IP Professionals Can Find Confidence in the Age of Algorithms



Diamonds in the Data: How Trademark Trends Reveal Your Competitor's Next Move

Promote your whitepaper, e-book or infographic to our global audience as a lead generation vehicle. Our database of more than 56,000 IP professionals can be segmented by geography, organisation type, seniority, sector, and practice area.

By segmenting our database you will ensure that your thought leadership will only go to relevant practitioners thus ensuring a higher engagement rate. We only supply qualified leads that match your target audience.

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Whitepapers

Benefits of Whitepaper Sponsorship

- 01** Enhance the power of World IP Review to highlight your thought leadership via our platform.
- 02** Client provided content available for white paper outreach, alternatively our team of inhouse analysts can work with you on a bespoke report.
- 03** Promoted as 'Featured Whitepaper' on WIPR Bulletin for one week.
- 04** MPU advertisement on World IP Review for one week together with promotion via our newsletter.
- 05** Archived on 'Insights' page following initial week's promotion.
- 06** GDPR compliant and targeted leads from individuals interested in your content.



WIPR provides timely news and analysis on the most relevant and important issues affecting brand owners. This is a must-read for businesses, their in-house counsel and other intellectual property lawyers.

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Subscribe to World Intellectual Property Review

Subscription includes:

- Personal login to www.worldipreview.com
- Over 21,000 articles and interviews, with no limits
- All historic news on the WIPR website with Google powered search facility to be able to search our full archive for research purposes
- All Jurisdiction Reports
- All web-exclusive IP feature articles (approximately 150 unique articles per year) – written by industry leaders
- Access to Digital IP Pages annual directory
- Access to WIPR Leaders Directory
- Access to WIPR Rankings





Since 2016 World IP Review has been bringing events to the market. Our conferences bring together the preeminent experts from private practice, in-house counsel, regulatory bodies, and the judiciary to discuss those topics which are shaping the intellectual property industry.

WIPR conferences offer exceptional opportunities to demonstrate your expertise and promote your brand to senior influencers and decision makers in a face to face environment.

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WIPR Conferences — 2026

March

World IP Review Summit 2026	10-11 March 2026	Chicago, USA – Doubletree by Hilton
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April

LSPN North America – Spring 2026	29-30 April 2026	Boston USA – Hyatt Regency
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LSPN Awards USA 2026	30 April 2026	Boston USA – Hyatt Regency
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October

AI & IP Summit USA 2026	October 2026	USA – TBA
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LSPN North America – Fall 2026	October 2026	USA – TBA
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WIPR Trademark & Brand Protection Summit 2026	October 2026	USA – TBA
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LSPN Europe 2026	October 2026	Europe – TBA
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