

Rate Card

tangente

Das Online-Magazin von radius.1

radius.1

The Law Firm Consultants

tangente

Das Online-Magazin von radius.1

PORTRAIT

The **tangente** - Das Online-Magazin of radius.1 is the only trade magazine to management issues specific to the leadership circle of international law firms, legal departments and boutiques. At the highest editorial level, readers get practical information relevant to the central issues of strategic management firm to market developments, their causes and backgrounds. **tangente** provides in quarterly terms and for free, special issues, selected journal articles, scientific based guest articles, well researched background information and high-profile interviews to its audience.

The only previously online published magazine, has already established itself as the premiere publication for strategic issues of the legal industry in Germany, Austria, Switzerland and the Benelux countries.

YOUR BENEFITS

You reach approximately 10.000 partners and decision makers from international law firms, boutiques and legal departments with the **tangente**. Because of an intense competitive pressure to the growing challenges of this industry, partners and decision makers need to inform themselves.

- ▶ Highly educated, affluent, luxury-oriented and consumer-oriented readership
- ▶ Exclusive target group of all comparable Magazine
- ▶ Average gross annual income of the subscribers is between 350.000 Euro -750.000 Euro*
- ▶ Much attention due to strong limited ad space
- ▶ No wastage due to the very homogeneous readership (80% of subscribers are partners in international law firms, 88% of subscribers are male)
- ▶ Excellent quality issues and a high journalistic standard secure reader loyalty and provide an excellent advertising environment
- ▶ Reach of the online magazine is enhanced further by advertising campaigns as well as by the introduction of an English issue shortly



Range

around 10.000 subscribers

Publication frequency

quarterly

Distribution area

Germany, Austria, Switzerland, Belgium, Netherlands, Luxembourg

Marketing

The online magazine is available for free and can be downloaded directly from the website radius-1.com

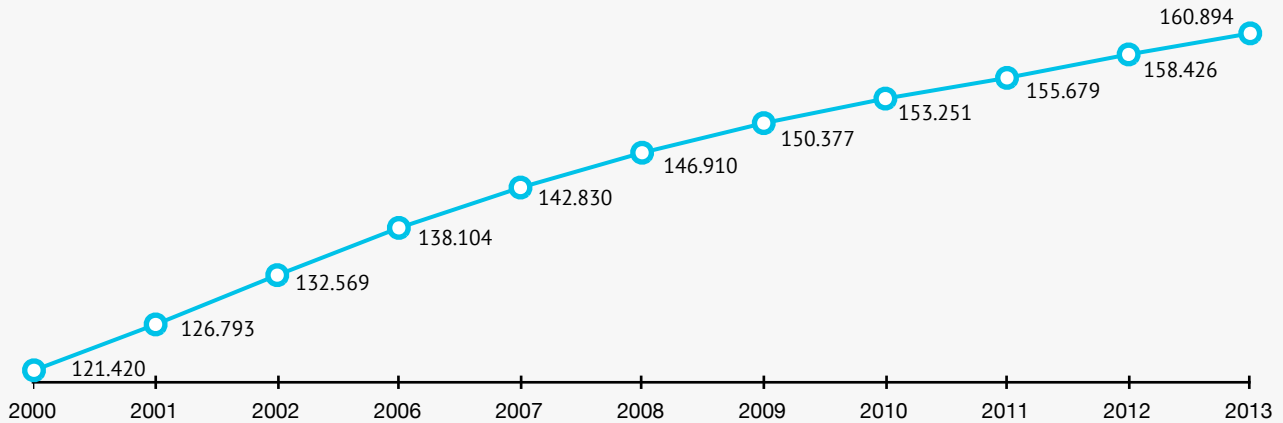
ISSN

2196-2960

READERSHIP

Development of the Legal Advisory Market

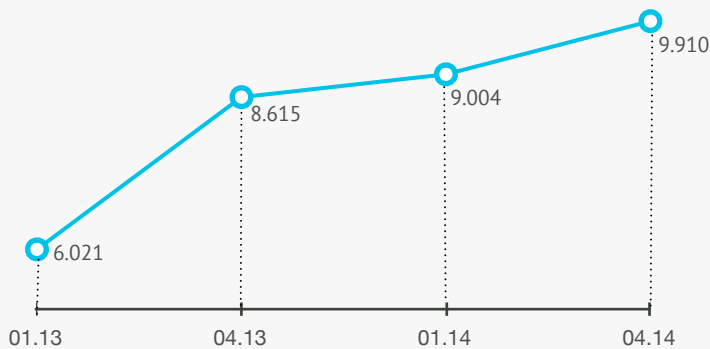
In the last ten years, the number of approved lawyers in Germany has increased by 2.85% on average per year.



source: Bundesrechtsanwaltskammer, BRAK 2013

Development of the Readership

The readership of the *tangente* develops continuously and positiv



Sales

The online magazine is available for free and can be downloaded as pdf directly from radius-1.com. The online magazine is published quarterly.

Exclusive target group

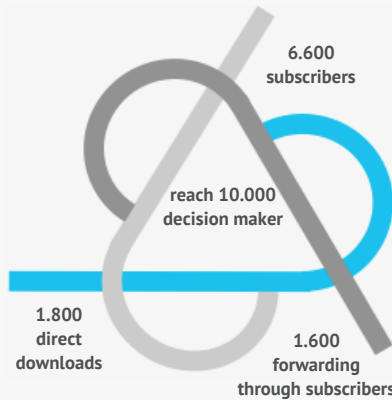
Average gross annual income of the subscribers is between 350.000 Euro - 750.000 Euro*.



READERSHIP

Reach

The **tangente** has around 6.000 subscribers. More than 3.000 readers get the **tangente** through the direct download of the online magazine from the website www.radius-1.com or through referrals from subscribers.



Homogeneous readership

88% of the **tangente** subscribers are male and 80% of the subscribers are partners in a leading international law firm

Optimum matching of the target group

The **tangente** reaches approximately 72% of all partners in the leading business law firms in Germany, Austria and Switzerland

Target Segment

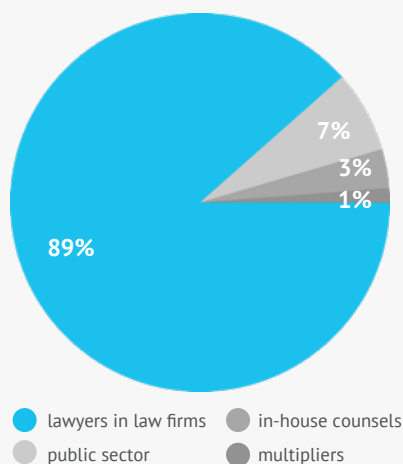
The **tangente** aims mainly on the decision-makers in international law firms and general counsels in companies.

You reach in this target segment about 90% of all partners and 45% of all general counsels working in bluechip companies. Moreover, the **tangente** is read by corporate lawyers, academic institutions, associations and the press.

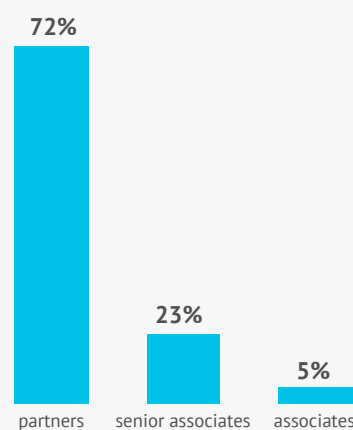


Readership Structure

Readership (all)

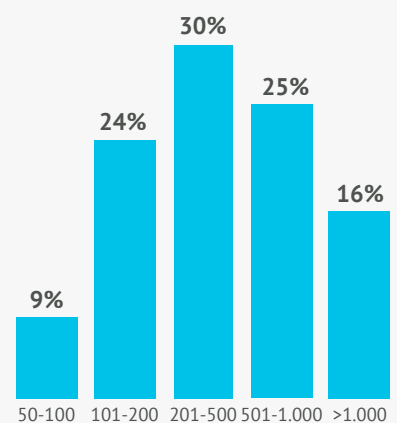


Hierarchy Level in law firms



Firm Size

number of employees



source: radius.1 research

A. ADVERTISEMENT FORMATS & RATES FOR IMAGE ADVERTISING



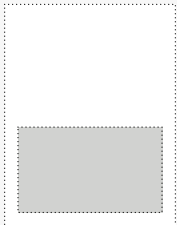
Full page
Trim size
210 x 297 mm

Advertisement
coloured 4C 1/1
8.400,- Euro

Discounts

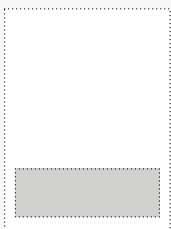
We offer the following
discounts for multiple circuits:

2 editions	5%
3 editions	10%
4 editions	15%



1/2 page
Trim size
170 x 120 mm

Advertisement
coloured 4C 1/2
5.000,- Euro



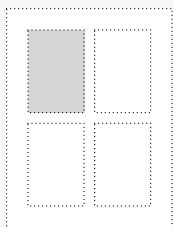
1/4 page
Trim size
170 x 60 mm

Advertisement
coloured 4C 1/4
2.800,- Euro

All prices are net prices. VAT will be charged on the net invoice amount.

Apply from radius.1 for the processing of orders, payments, terms and conditions.

B. ADVERTISEMENT FORMATS & RATES FOR CLASSIFIED ADVERTISING



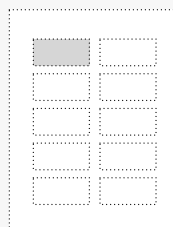
Text, 12 lines,
Brand logo
coloured 4C

Employment ads
coloured 4C
350,- Euro

Discounts

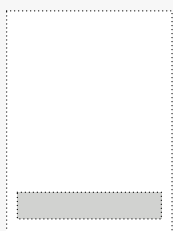
We offer the following
discounts for multiple circuits:

2 editions	5%
3 editions	10%
4 editions	15%



Text, 4 lines,
thumbnail image

Small format coloured
4C e.g. for:
 ▶ Hotels
 ▶ Real Estate ads
 ▶ Custom Tailor
 ▶ Jeweller
 ▶ Galleries
 250,- Euro



1/8 page
Trim size
170 x 30 mm

Event announcement
coloured 4C 1/8
500,- Euro

All prices are net prices. VAT will be charged on the net invoice amount.

Apply from radius.1 for the processing of orders, payments, terms and conditions.

C. SPECIAL ADVERTISING FORMATS IN THE NEWSLETTER

Newsletter

The **tangente** is sent on a quarterly basis embedded in a newsletter to subscribers. Currently, about 6.000 subscribers relate the **tangente**.

Delivery Interval

quarterly

Dispatch Type

HTML & Text

Discounts

We offer the following discounts for multiple circuits:

2 editions	5%
3 editions	10%
4 editions	15%

1. Button

Button in the Newsletter including the linking to the extern landing page. Maximum width 330 Pixel.

Button, coloured
4C
300,- Euro

2. Text Display

Text display including graphic. 400 figures including blank space, title and the linking text. Graphic 110x110 Pixel.

Coloured 4C
250,- Euro

3. Full-Banner (middle of the page)

File size 460x60 Pixel. Maximum 60 KB.

Full-Banner
coloured 4C
350,- Euro

The screenshot shows a newsletter layout for 'tangente' magazine. At the top left, it says 'radius.1 The Law Firm Consultants' and 'tangente 01.14'. The main content area features a cover image of 'tangente' magazine with the title 'COMPLIANCE 2.0' and a blue button labeled 'tangente Download'. Below the cover is a section titled 'Themen dieser Ausgabe' with three columns of text: 'Interviews', 'Fachbeitrag', and 'Kurzporträt'. At the bottom, there is a large purple banner with the text 'Full-Banner' and a smaller blue button with the text 'Button'.

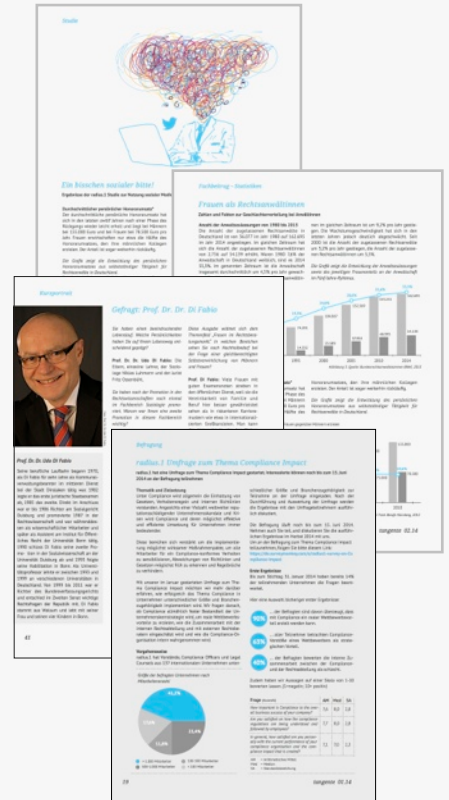
All prices are net prices. VAT will be charged on the net invoice amount.

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CLOSING DATE SCHEDULE 2015

The following dates are valid for 2015:

Issue No.	Realise date	Ad Closing & Cancellation Date	Copy Material Deadline
1	24th feb 2015	16th feb 2015	17th feb 2015
2	07th may 2015	30th april 2015	30th april 2015
3	15th sept 2015	09th sept 2015	09th sept 2015
4	17th nov 2015	06th nov 2015	06th nov 2015



TECHNICAL REQUIREMENTS

- ▶ Print-ready PDF-data (version 1.4)
- ▶ Resolution of special colours according to euro-colour-scale
- ▶ Embedded fonts
- ▶ JPEG-file with CMYK colour space and/or special colours in 300 dpi resolution

SALES OFFICE

Do you have questions about the placement options or prices? We look forward to your call or email.

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www.radius-1.com

The information contained in this rate card can be updated during the year. Please ask the respective ultimately binding state of the rate card.

BACKGROUND INFORMATION

radius.1 is a strategy consultancy specialized in the advisory of the legal market. Since our founding in 2009 we have advised 45 strongly growing international law firms and legal departments of global corporations in strategic planning and leadership.

Consulting Experience

- ▶ The radius.1 team gained experience from over 125 successfully completed strategy and transformation projects for large international corporations
- ▶ The radius.1 team is comprised of senior consultants with economic, psychological and legal background

Know-how

- ▶ radius.1 publishes regularly editorials on the legal market
- ▶ radius.1 is the editor of the *tangente*: the Management Magazin of the legal advisory market
- ▶ radius.1 cooperates with experts and universities (inter alia: University of St. Gallen, SRH Academy in Berlin, German Graduate School of Management and Law)

Consulting Approach

- ▶ radius.1 has developed a structured and systematic approach designed especially for law firms and legal departments: the **Leading People** approach
- ▶ radius.1 continuously redefines in close collaboration with our experts and clients our consulting approach as well as our pragmatic tools.

We are the experts for the legal market ...

Visit our homepage www.radius-1.com and find more information about us and our current publications.

Rate Card

Disclaimer

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