

Advertising Rates 2025

# **INDEX & CONTACT**

#### **INDEX**

Concept & Contact	2
Firm Profiles	
Expert Profiles	
Sponsored Content	
Banners: Sticky Banner – Frontpage, Sticky Banner – Ranking	
Banners: Medium Rectangle	
Banners: Keyword Ad	
Banners: Ticker – Large Leaderboard, Medium Rectangle	10
Banners: Leaderboard, Large Leaderboard	11
Events	12
JUVE Patent Insight	13
Newsletter	15
Jobs	16
Overlav	17

### WWW.JUVE-PATENT.COM

JUVE Patent was launched in December 2018 as an extensive online platform with daily reporting on the European patent market. JUVE has been reporting on the UPC, the European Patent Office and developments in law firms and legal departments for twenty years – now also in English.

From current litigation and news from firms, to in-depth reports, rankings and market analysis, we provide daily coverage on the entire European patent market, with a strong focus on France, Germany, the Netherlands and the UK.

JUVE is a publishing house based in Cologne, Germany. It was founded in 1997 and provides high-quality journalistic analysis on a variety of legal and tax consulting fields.

It is our aim to inform lawyers and tax consultants in law firms, tax consultancies and companies reliably and independently about their own strengths and weaknesses, as well as general market and legal developments. This is what JUVE's team of full-time specialist journalists stands for.

#### **CONTACT**

**Bert Alkema** Media Sales bert.alkema@juve.de **Christopher.Tod-Stack**Media Sales
christopher.tod-stack@juve.de

Miriam Fischer Ad placement miriam.fischer@juve.de

#### **ADDRESS**

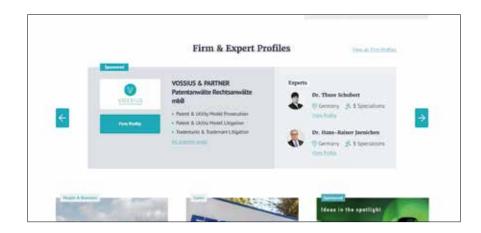
JUVE Verlag für juristische Information GmbH Sachsenring 6 D-50677 Cologne

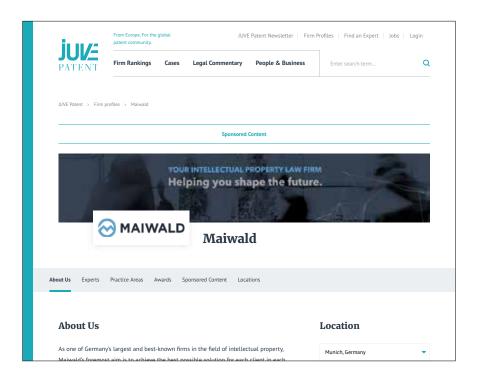
**Tel.:** +49 221/91 38 80-0 **Fax:** +49 221/91 38 80-18 **Email:** info@juve.de

# FIRM PROFILES

Present your law firm with a firm profile! Create your own presence on www.juve-patent.com and emphasise your professional specialisations and expertise for our international readers.

The Firm Profiles and Expert Profiles are located on the Home Page alongside the main News Feed on www.juve-patent.com. If your firm appears in the **JUVE PATENT Rankings**, your Firm Profile and Expert Profiles will be promoted in the Rankings reports.





# FIRM PROFILES

#### **Standard Profile**

- · Name of firm
- Your logo (size: 160 X 160 pixels; max 10MB)\*
- Header (size: 1440 X 265 pixels; max 10MB)
- Picture in slideshow (size: 440 X 350 pixels; max 10MB)
- Contact information
- Offices
- · Description of the firm "About us"
- · Areas of specialisation
- Awards

Price: 5,490 Euros

Discount: 20 % off the following

- Sponsored Article
- lob advertisement
- Expert Profiles

#### **Profile Plus**

- Name of firm
- Your logo (size: 160 X 160 pixels; max 10MB)\*
- Header (size: 1440 X 265 pixels; max 10MB)
- Picture in slideshow (size: 440 X 350 pixels; max 10MB)
- Contact information
- Offices
- Description of the firm "About us"
- Areas of specialisation
- **Awards**

- 3 Expert Profiles inclusive
- Publication of a Sponsored Article on the Home Page and as the "Comment of the week"
- Events a list of the firm's events
- Video uploads
- Client testimonials
- International partners and networks

Price: 8,950 Euros

**Discount:** 35 % off the following

- Sponsored Article
- Job advertisement
- Expert Profiles

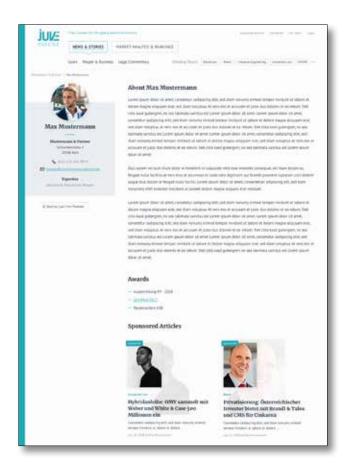
The "Firm Profile" is booked as a subscription and can be cancelled annually with a notice period of four weeks before the end of the billing period. The subscription is automatically renewed for the same period, if you do not cancel or inform the publisher in advance of any desired time limit.

All prices are exclusive of VAT (currently 19% where applicable). Invoices can only be issued in Euro.

<sup>\*</sup> preferably SVG files

# **EXPERT PROFILES**

Introduce your firm's advisors and their principal areas of expertise on www.juve-patent.com and bring the firm closer to international clients. The expert profiles are published by you and can be updated by you at any time through personalised access.



Number of expert profiles	Price per year
1 to 10	550 Euros per profile
11 to 30	330 Euros per profile
from 31	170 Euros per profile

**Booking deadline:** Monthly (calendar month) **Cancellation period:** The subscription can be cancelled annually up to 4 weeks before the end of the annual billing period. The subscription is automatically renewed for the same period if you do not cancel or inform the publisher in advance of any desired time limit.

### **Technical information:**

- · Portrait photo
- Contact details
- · Specialist fields
- Resume
- Publications

### We offer the following technical functions:

The expert profile is accessed via a hyperlinked author button in the sponsored article as well as via search and rankings.

# **SPONSORED CONTENT**

Publish your own expert articles on www.juve-patent.com and use this platform to address important current issues and market developments.

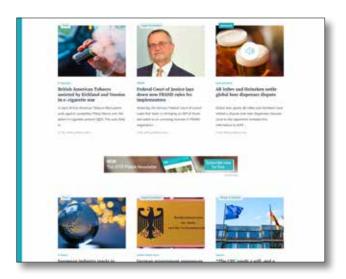


### **Sponsored Article:**

**Image size:** 800 x 600 pixels

(PNG or JPEG files)

Price: 4,500 Euros



### **Sponsored Audio Content:**

**Length:** Max. 30 minutes

Format: MP3

**File size:** 50-60 MB/ Audio upload

### **Sponsored Video Content:**

Upload videos via embedded video URL

Price: 2,990 Euros

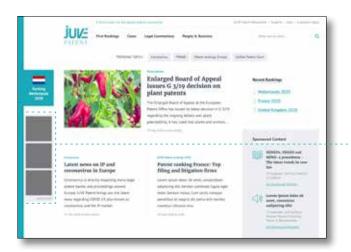
#### Additional "Comment of the week":

**Price:** 550 Euros per week **Duration:** Weekly Monday - Sunday

If the "Comment of the Week" is booked in addition to a sponsored content, your sponsored content will be displayed for one week on the homepage in the editorial section. Please check availability in advance. Sponsored contents are the property of the advertiser. If the author leaves the organisation, the law firm is responsible for deciding what is to be done with the published article.

All prices are exclusive of VAT (currently 19% where applicable). Invoices can only be issued in Euro.

Are you a service provider in the patent market? Or would you like to address the market in a more visual way? Place your banner on our homepage at www.juve-patent.com directly below the main news.



#### - Sticky Banner – Frontpage:

1 Banner: 495 Euros per week, 125 x 120 pixels 2 Banners: 825 Euros per week, 125 x 250 pixels 3 Banner: 995 Euros per week, 125 x 380 pixels

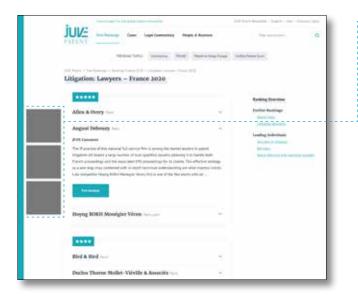
**Publication:** Weekly on Mondays\*

Booking and delivery time: Friday, 12.00 (midday,

Central European Time)

Transmission: GIF, PNG or JPG files

\* JUVE reserves the right to postpone publication due to public



#### Sticky Banner – Rankings:

1 Banner: 495 Euros per week, 125 x 120 pixels 2 Banners: 825 Euros per week, 125 x 250 pixels 3 Banner: 995 Euros per week, 125 x 380 pixels

**Publication:** Weekly on Mondays\*

Booking and delivery time: Friday, 12.00 (midday,

Central European Time)

Transmission: GIF, PNG or JPG files

 $\ensuremath{^*}$  JUVE reserves the right to postpone publication due to public holidays.

Please note that due to their smaller size, sticky banners are not displayed on mobile devices or small screen resolutions.

Please check availability in advance.

All prices are exclusive of VAT (currently 19% where applicable). Invoices can only be issued in Euro.



### Medium Rectangle:

**Size:** 300 x 250 pixels **Price:** 1,375 Euros

**Publication:** Weekly on Mondays\*

Booking and delivery time: Friday, 12.00 (midday,

Central European Time)

**Transmission:** GIF, PNG or JPG files

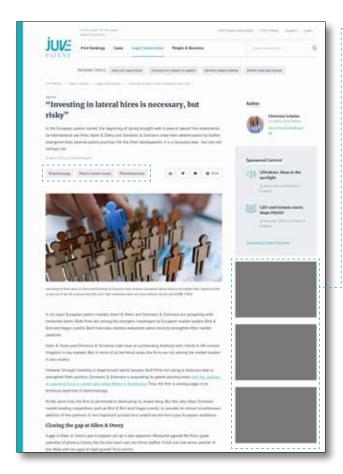
 $\ensuremath{^{*}}$  JUVE reserves the right to postpone publication due to public holidays.

Please check availability in advance.

All prices are exclusive of VAT (currently 19% where applicable). Invoices can only be issued in Euro.

Please note that all contracts are subject to our general terms and conditions of sale. The general terms and conditions of JUVE Verlag can be downloaded from our website: https://www.juve-patent.com/general-terms-and-condition/

Advertise against specific themes and target groups through a "Keyword" campaign. Just select and book your Keyword and your advertisement will appear exclusively in editorial where your Keyword appears. This will include all articles that have already been published as well as those that are published in your booking period.



### -- Keyword ad:

**Size:** 300 x 250 pixels

Prices:

Booking period	Keyword Category 1* (prices per Keyword)	Keyword Category 2* (prices per Keyword)
1 month	1,650 Euros	1,200 Euros
2 months	2,640 Euros	1,950 Euros
3 months	3,790 Euros	2,750 Euros

<sup>\*</sup> Keywords have been classified by two categories based on the numbers of times each Keyword has been published. One, or more, Keyword(s) can be selected from our Keyword catalogue. All prices are per Keyword.

Publication dates: weekly on Mondays\*\*

Booking and copy deadlines: 12.00pm on the preceding

Friday.

File types: GIF; PNG; JPG

\*\* Subject to change due to public holidays

All prices are exclusive of VAT (currently 19% where applicable). Invoices can only be issued in Euro.

Please note that all contracts are subject to our general terms and conditions of sale. The general terms and conditions of JUVE Verlag can be downloaded from our website: https://www.juve-patent.com/general-terms-and-condition/

Target your advert against current hot topics such as the **UPC** or **in-house patent issues**. Book a banner in our UPC or Patent In-house News **Ticker** sections on the Home Page.

- 1. Choose either the Inhouse- and/or the UPC News Ticker
- 2. Choose your preferred banner format



### Ticker-Large Leaderboard:

**Size:** 970 x 90 pixels **Price:** 1,375 Euros

**Publication:** Weekly on Mondays\*

Booking and delivery time: Friday, 12.00 (midday,

Central European Time)

**Transmission:** GIF, PNG or JPG files

\* JUVE reserves the right to postpone publication due to public holidays.

### Ticker-Medium Rectangle:

**Size:** 300 x 250 pixels

Price: 980 Euros

**Publication:** Weekly on Mondays\*

Booking and delivery time: Friday, 12.00 (midday,

Central European Time)

Transmission: GIF, PNG or JPG files

 $\ensuremath{^{*}}$  JUVE reserves the right to postpone publication due to public holidays.

Please check availability in advance.

All prices are exclusive of VAT (currently 19% where applicable). Invoices can only be issued in Euro.

Please note that all contracts are subject to our general terms and conditions of sale. The general terms and conditions of JUVE Verlag can be downloaded from our website: https://www.juve-patent.com/general-terms-and-condition/



#### Leaderboard:

Size: 728 x 90 pixels

Price: 980 Euros per week **Publication:** Weekly on Mondays\*

Booking and delivery time: Friday, 12.00 (midday,

Central European Time)

Transmission: GIF, PNG or JPG files

\* JUVE reserves the right to postpone publication due to public



### Large Leaderboard:

**Size:** 728 x 210 pixels

Price: 2,080 Euros per week

**Publication:** Weekly on Mondays \*

Booking and delivery time: Friday, 12.00 (midday,

Central European Time)

**Transmission:** GIF, PNG or JPG files

 $\ensuremath{^{*}}$  JUVE reserves the right to postpone publication due to public holidays.

Please check availability in advance.

All prices are exclusive of VAT (currently 19% where applicable). Invoices can only be issued in Euro.

# **EVENTS**

**JUVE PATENT Events** can provide you with multiple new client opportunities and enhance the reputation of your firm and its lawyers.

We create bespoke and often exclusive events on the themes important to you. From dinner meetings, roundtables, seminars and conferences, with delegates from your target groups and jurisdictions.







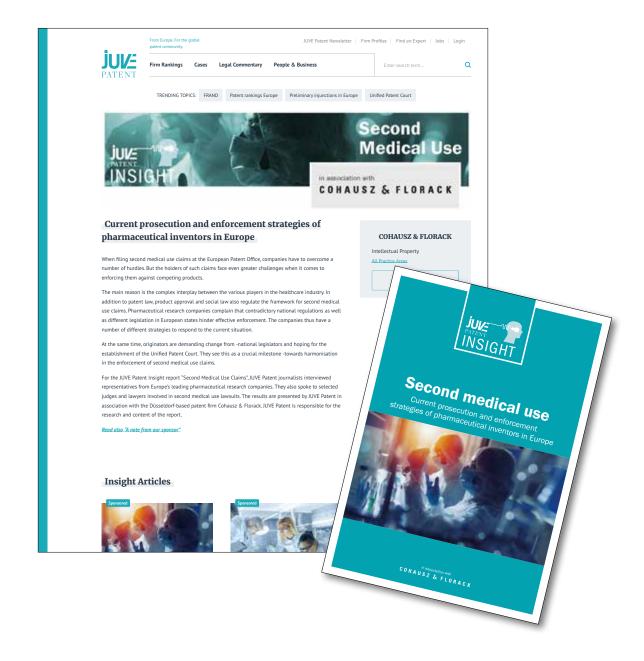


Contact us to discuss event types, target groups, timings and costs.

# **JUVE PATENT INSIGHT**

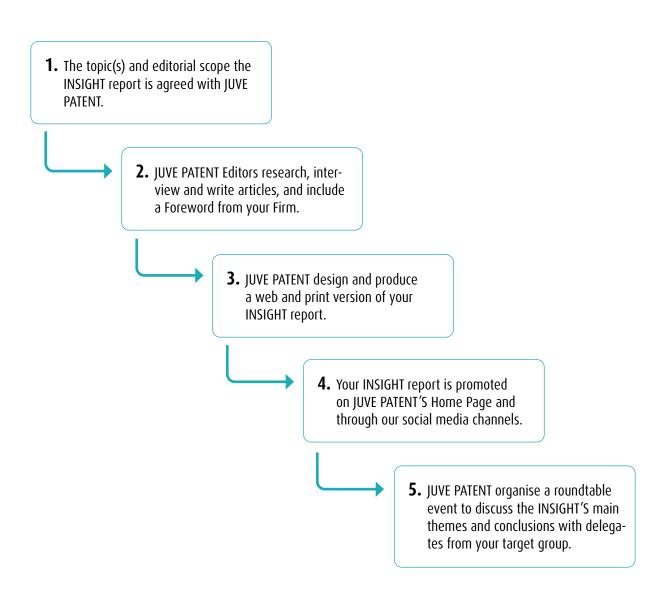
A **JUVE PATENT INSIGHT** is an exclusive report and roundtable event on your chosen legal business, industry, or regulatory topic. It is an ideal format for "Thought Leadership" style publicity, linking the firm with original reporting on key legal or business issues.

Find out more on the next page about how to book a JUVE Patent Insight and how the process works from start right through to the finished product.



# **JUVE PATENT INSIGHT**

### Here's how it works:



Contact us for more details about topics, timings and costs.

# **NEWSLETTER**



The "JUVE Patent Newsletter" is published every two weeks on Wednesday and presents the latest news from the European patent market. The "JUVE Patent Exclusive Newsletter" is published in deviation from the regular dates, according to the publishing dates of the JUVE Firm Rankings.

Present your ads in the JUVE Patent Newsletter and choose between banners and text-based advertisements: e.g. link to job ads and sponsored articles on www.juve-patent.com; seminars and events. There are a maximum of 4 banners (advertising spaces) per newsletter.

The JUVE Patent UPC Exclusive Newsletter ist published once a year together with the JUVE Patent UPC ranking.

#### Price:

JUVE Patent Newsletter: net 660 Euros per advertisement space

JUVE Patent Exclusive Newsletter: net 990 Euros per advertisement space

JUVE Patent Exclusive Newsletter: 1.100 Euros per advertisement space

#### Banner:

Size: 270 x 202 pixels (GIF\*\*, JPEG or PNG files; maximum 500 kb)

### **Text-based advertisement:**

**Logo-size:** 230 x 100 pixels (JPEG or PNG) **Text:** max. 240 letters including blank spaces

**Publication:** every two weeks wednesday\*

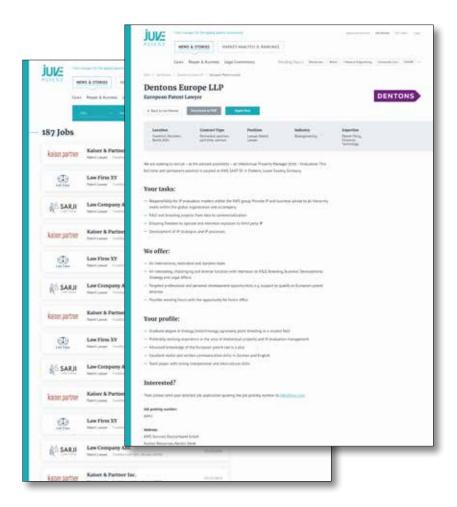
**Booking and delivery time:** monday before publication\*

- \* JUVE reserves the right to postpone publication due to public holidays.
- \*\* Outlook supports GIF files only in Outlook 365 version 1901 and later.

All prices are exclusive of VAT (currently 19% where applicable). Invoices can only be issued in Euro.

# **JOBS**

At www.juve-patent.com we offer a premium market place for job offers from the patent market, aimed at advisors and highly qualified specialists in law firms, companies and public institutions. The vacancies are posted by you via your own account.



#### **Duration:**

• Lawyers: 4 weeks

• Non-lawyer specialists/ employees: 12 weeks

• Public institutions: 8 weeks

### **Prices JUVE Patent Jobs:**

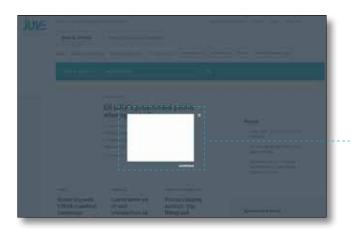
• Lawyers: 795 Euros

• Non-lawyer specialists + public institutions: 395 Euros

All prices are exclusive of VAT (currently 19% where applicable). Invoices can only be issued in Euro.

# **OVERLAY**

You want to catch readers' attention even before they reach the start page of www.juve-patent.com? Then book the overlay and present yourself on the most prominent position of our website.



#### Overlay centerd:

**Size:** 350 x 250 pixels **Price:** 14,990 Euros

**Publication:** weekly on Mondays\*

Booking and delivery time: Friday, 12.00

(midday, Central European Time) **Transmission:** GIF; JPG oder PNG

\* JUVE reserves the right to postpone publication due to public holidays.



#### Overlay below:

Size: 728 x 90 pixels
Price: 10,990 Euros

**Publication:** weekly on Mondays\*

Booking and delivery time: Friday, 12.00

(midday, Central European Time) **Transmission:** GIF; JPG oder PNG

\* JUVE reserves the right to postpone publication due to public holidays.

Please check availability in advance.

All prices are exclusive of VAT (currently 19% where applicable). Invoices can only be issued in Euro.

Please note that all contracts are subject to our general terms and conditions of sale. The general terms and conditions of JUVE Verlag can be downloaded from our website: https://www.juve-patent.com/general-terms-and-condition/