



The comprehensive guide to the world's leading tax firms

Congratulations on being recognised as one of the leading Tax firms in **World Tax 2022**.

Our Audience Development team will be working hard to market the results via:

Email marketing: Distributed to over 8,800 tax professionals and organizations around the world.

SEO and online promotion via ITR: Over 1.9m page views per month to the *World Tax/TP* and *ITR* websites.

Social media: Promoted to over 70,600 members and followers across our *World Tax/TP* and *ITR* LinkedIn and Twitter channels, using the *#WorldTax2022* hashtag.

In addition to our **marketing efforts**, you can make the most of your firm's recognition **throughout the year** with social media sharing using the *#WorldTax2022* hashtag, press releases, logos/rosettes on your websites, highlighting your firm's listing, and by using key content from the written analysis in brochures and RFPs. We hope this sponsor press packet will assist you in developing a marketing strategy that works for you.

Press release

About World Tax

Produced in association with the International Tax Review, *World Tax* provides rankings and editorial coverage of the most effective Tax practitioners in the world, covering more than 50 jurisdictions located on every continent.

Each edition rates the tax expertise offered in various markets, giving tax/ transfer pricing executives the most comprehensive information about the market for advice.

World Tax Methodology

Our research is entirely free and independent and no firm or professional can pay to be included. The rankings are based on three key criteria:

- **Work evidence:** We ask all firms to provide deal and case highlights from their last 12 months of work.
- **Peer feedback:** We conduct a practitioner survey of tax professionals to get their thoughts and feedback on our existing rankings. All active legal tax professionals are invited to take part and we also speak to a great number of professionals through phone and face-to-face interviews. Professionals cannot recommend their own firm or colleagues in their own firm.
- **Client feedback:** We speak to a wide range of corporate and in-house contacts as part of our Client Feedback Survey to get their opinions on the firms and professionals they use. We ask for feedback on the following attributes: Technical ability, Accessibility and communication, Depth of team, Value for money, Client/lawyer relationship and International network.