

Legal Week

www.legalweek.com PPA Business Magazine of the Year 5 February 2009 £5.00

Fox Williams' Jane Mann on how to survive a partnership ejection page 25

LINKLATER'S A BRAVE NEW WORLD?
Full report, reaction and comment on Link's controversial shake-up
PAGES 4, 13 AND 25

IN-HOUSE LAWYER WATCHING THE WATCHDOG
The FSA's legal head talks about life on the City's front line
PAGE 24



LAWYER'S LIFE NO FADS, NO SHOULDER PADS
How lawyers should dress for success
PAGES 18-20



SPECIAL REPORT THE LONG ARM OF THE LAW
Alastair Graham on how fighting fraud is going global
PAGES 26-28



US briefing, pages 14-16
How Davis Polk's playbook was just the ticket for the crisis on Wall St

Emerging market report shows UK law firms target India and Middle East but US rivals refer more business **India is first choice for referrals, UK firms reveal**

sofia.lind@legalweek.com

India has emerged as the most important emerging market referral country for UK law firms, according to new research that highlights the differences between UK and US firms' approaches to key emerging economies.

Legal Week Intelligence's 2008 Emerging Markets Report shows that while India is followed by Russia and the United Arab Emirates (UAE) as the biggest destination of referral work for UK firms, Brazil is deemed the biggest referral market for US firms.

China, despite its increasingly powerful position in the

world economy, was flagged by relatively few UK or US firms.

Commenting on the findings, Freshfields Bruckhaus Deringer head of India Pratap Amin said: "There are historical ties between the UK and India. For the UK, Latin America is a bit more remote."

The 80-page report, which was created from interviews with 98 leading UK law firms and 68 US firms, also found that US practices are far more willing to send greater volumes and values of work to law firms in the emerging markets than their UK rivals.

The average annual value of work referred by US firms over the 12-month period leading

up to the survey was just over \$4m (£2.8m) compared with an average value of just over £1m for UK firms. More than half of US firms (56%) referred more than 30 pieces of work over the 12-month period, compared with only 27% of UK firms sending out the same number.

Corporate finance work was the most commonly-referred by firms from both the US and UK, with banking and finance, employment and pensions, general corporate work and litigation also frequently referred.

Despite the sharp market downturn, many firms expect they will increase the volume of work sent out to local firms in emerging markets. Forty-

five percent of US respondents expect to refer more work during 2009, with 52% of UK respondents expecting an increase.

Linklaters head of emerging markets Nick Eastwell said: "2009 will be a difficult year everywhere. However, I would suspect that by 2010 some of the emerging markets will begin to

become fairly active again."

Doron Etickson, London managing partner of McDermott Will & Emery, said: "We are seeing a greater interest from clients looking for local legal advice to maximise their efficiency. For example, we are managing multiple counsel in multiple jurisdictions and the work filters back to us before we go back to the client."

The survey also showed that more UK firms are thinking of opening offices in the UAE and India than any of the other emerging economies. By contrast, US firms favour China followed by India with Brazil and Russia less popular with both.

Additional reporting by Jeremy Hodges



LEGAL WEEK

Legal Week is dedicated exclusively to business lawyers in private practice and commerce & industry throughout the UK, *Legal Week* breaks the biggest and freshest news in the profession and delves into the issues behind the stories. It is the only legal title to ever win one of the publishing industry's most coveted awards, the PPA Business Magazine of the Year, a feat it has achieved twice.

The portfolio delivers a committed readership of outstanding quality in terms of corporate decision-making power and personal wealth – a prime target for both business and lifestyle advertisers. Advertising across the portfolio provides direct access to more than 55,000 A1 readers. These professionals earn anything from £47,000 to well over £1m a year.

International edition

The International edition is published in the last week of every month and features an in-depth special report on a key international jurisdiction.

Legal Week's readership

- ▶ Partners
- ▶ Associates
- ▶ Assistant solicitors
- ▶ In-house lawyers
- ▶ Barristers

Legal Week's circulation targets:

- ▶ The top 100 UK and international firms
- ▶ The leading US firms in London
- ▶ Legal teams at the FTSE 350 companies
- ▶ Firms with 10+ partners

LEGAL WEEK FEATURES LIST 2009

JANUARY

- 15 Partnership
- 22 Wealth management for lawyers
- 29 Switzerland

FEBRUARY

- 5 Fraud/White collar crime
- 12 EU/competition
- 19 Commercial and Chancery Bar
- 26 Iberia

MARCH

- 5 Trusts & Estates Forum
- 12 Offshore
- 19 Training and education
- 26 Central & Eastern Europe

APRIL

- 2 Professional negligence
- 9 Republic of Ireland
- 16 No Issue
- 23 Islamic finance
- 30 Benelux
Legal Week Student Spring supplement

MAY

- 7 The Legal Services Act
- 14 AmLaw 100
- 21 HR for law firms
- 28 Scandinavia and the Baltics
Legal Week New Horizons supplement

JUNE

- 4 Careers in-house
- 11 Northern Ireland
- 18 Partnership
- 25 Germany and Austria
Legal Week Global independent law firms
supplement

JULY

- 2 Strategic technology for law firms
- 9 International law firms in London
- 16 UK top 50 - financial management and law
firm banking
- 23 Emerging energy technology
- 30 Middle East/India – incorporating coverage
of the Legal Week Corporate Council Forum
Middle East

AUGUST

- 6 Insurance/professional indemnity
- 13 No issue
- 20 No issue
- 27 Italy

SEPTEMBER

- 3 Media, technology and IP
- 10 Law firm consulting
- 17 Offshore
- 24 Russia/CIS

OCTOBER

- 1 Commercial and Chancery Bar
- 8 Global 100
- 15 Litigation special
- 22 In depth: Management
- 29 Scandinavia and the Baltics

NOVEMBER

- 5 Italy
- 12 US briefing
- 19 Offshore
- 26 In depth: Insolvency

DECEMBER

- 3 Africa
- 10 Media and Sport

N.B. This list may be subject to changes. Proposals for editorial contributions should be submitted at least one month before the publication date.

MEDIA INFORMATION 2009

ADVERTISING RATES

Recruitment	Mono	4C
Double page spread	£12,370	£13,120
Full page	£7,324	£8,074
Half page	£4,076	£4,826
Quarter page	£2,126	£2,876

INSERTS

Loose	£98 per 1000
Bound	£111 per 1000

Outserts, false front cover and bellybands

Prices on request

Associated Websites

Prices on request

List Rental £350 per 1000 names

All rates are plus V.A.T.





RICH MEDIA

Based in the media hub of Soho, central London, the Incisive Media Studios delivers a range of innovative rich media solutions for both Legal Week readers and advertisers. With four studios and a central control room, there are a huge number of editorial and commercial opportunities that can provide knowledge and insight to Legal Week readers through cutting edge audio and visual technology.

The live or pre-recorded programmes are convenient for readers, who can watch and listen to content online, at any time, anywhere in the world. Anything that works better in a visual or audio format can now be professionally produced and in a format that is simple and convenient for Legal Week readers to use. From news driven comment and expert analysis to product launches or training –the opportunities are endless.

Why use rich media?

- ▶ To communicate a new strategy, new approach or new product in a dynamic and interactive format
- ▶ Programmes can be provided to sponsors for their own websites/intra and extranets
- ▶ Programmes can have a long shelf life and can be made available on demand
- ▶ Whiteboard slides and scripts can be downloaded by delegates
- ▶ Trackable statistics on delegate usage and interest
- ▶ All programmes are bespoke and are costed on an individual basis dependent on client's requirements

Examples of Rich Media Products:

Audio insight presentations

These can be recorded over the phone and can be hosted in a conversational format. The presentation will be recorded for

on demand viewing and there is the possibility of including slides and or images.

Web seminars

These are live, interactive seminars featuring expert presenters, panel presentations and viewer Q&A. Recorded in the studio, web seminars are hosted by a journalist/editor in discussion and presentation format. Securing exceptional data capture through an online registration process, web seminars offer the opportunity to reach a live worldwide audience who can interact with the speakers, as well as being recorded for on-demand viewing.

An Audience with...

These can be recorded in a video studio, your offices or at a conference in a discussion or presentation format and recorded for on demand viewing. The presentation can be scripted and storyboarded prior to broadcast and can be pre-viewed prior to launch.



COPY INSTRUCTIONS

Display – Thursday 5pm prior to issue date.

Copy should be sent to:

Matt Parle
32-34 Broadwick Street
London W1A 2HG
T: +44 (0)20 7316 9766
E: matt.parle@incisivemedia.com
ftp site details given on request

Sending options

ISDN, CD-ROM, Zip disc or email. Please note that artwork sent by ISDN should be marked for the attention of Hyrie Mehmet and be labelled in the following way: LW/issuedate/client

Preferred format

High resolution PDF as version 1.3 (composite CMYK with all elements embedded). Spot colours should be converted to CMYK. DO NOT supply files with OPI (preserve OPI comments are to be deselected in your Acrobat distiller options). Please ensure all files are flattened before submission.

Accepted formats

QuarkXPress, Adobe Photoshop, Illustrator, InDesign and Freehand. All files MUST BE CMYK and picture files (eps, jpeg, tiff) MUST BE 300 dpi. Please include Mac fonts, both printer and screen with the files where necessary.

Non-acceptable formats

DO NOT supply PC fonts, gif or bmp files downloaded from the internet. Digital and PDF files created from Word, PowerPoint, PageMaker, Coral Draw or any RGB files CANNOT be used for printing purposes.

Setting/Proofs

Copy can be set/signed and emailed by prior arrangement. All logos or images supplied with text MUST BE 300 dpi CMYK. Quark files that are sent by ISDN or email MUST be accompanied with a visual PDF (labelled proof.pdf) or a hard copy faxed to Legal Week on 020 7316 9230

Trapping

It is essential that knockout and overprint are used when necessary to avoid overlapping of adjoining coloured areas and any text or image being omitted.

DIMENSIONS

Display	Depth x Width	Classified	Depth x Width
Full page bleed	306mm x 240mm	Full page bleed	306mm x 240mm
Full page Trim	300mm x 234mm	Full page Trim	300mm x 234mm
Full page Type Area	277mm x 214mm	Full page Type Area	261mm x 214mm
DPS bleed	306mm x 474mm	DPS bleed	306mm x 474mm
DPS trim	300mm x 468mm	DPS trim	300mm x 468mm
DPS Type	277mm x 428mm	DPS Type	261mm x 428mm
Half page Vertical	277mm x 105mm	Half page Vertical	261mm x 105mm
Half page Horizontal	136.5mm x 214mm	Half page Horizontal	128.5mm x 214mm
Quarter Page	136.5mm x 105mm	Quarter Page	128.5mm x 105mm
1/4 page Horz strip	62.25mm x 214mm	1/4 page Horz strip	62.25mm x 214mm
40mm Strip	40mm x 214mm		
30mm Strip	30mm x 214mm		

Disclaimer: Legal Week cannot be held responsible for mistakes or omissions if any artwork is supplied in an unacceptable format or is not as specified above. We cannot guarantee that we will contact the client to request resubmission of the artwork in good time if such a mistake is discovered, although we will endeavour to do so.

STANDARD TERMS AND CONDITIONS OF ACCEPTANCE OF ADVERTISEMENTS

1. These conditions shall apply to all advertisements, insets, inserts, sponsored articles or features (herewith referred to as advertisements) accepted for publication. Any other proposed condition shall be void unless incorporated clearly in written instructions and specifically accepted by Incisive Media.
2. All advertisements are accepted subject to Incisive Media's approval of the copy and to the space being available.
3. If it is intended to include in an advertisement a competition or a special of merchandise, other than that normally associated with the advertised product, full details must be submitted at the time of booking.
4. Incisive Media reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of any Advertiser for damage or breach of contract shall arise. Should such omission or suspension be due to the act or default of the Advertiser or his servants or agents then the space reserved for the advertisement shall be paid in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible.
5. If Incisive Media considers it necessary to modify the space or alter the date of position of insertion or make any other alteration, the Advertiser will have the right to cancel if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond Incisive Media's control. Every care is taken to avoid mistakes but Incisive Media cannot accept liability from any loss arising from the late appearance or non publication of any advertisement.
6. The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other party's rights or an infringement of the British Code of Advertising Practice. Country of origin (other than the United Kingdom) of goods advertised must be shown in advertisements if so required by statute of statutory or other regulations.
7. The Advertiser will indemnify Incisive Media fully in respect of any claim made against Incisive Media arising from the advertisement. Incisive Media will consult the Advertiser as to the way in which such claims are to be handled.
8. Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds Incisive Media only in respect of the next issue to go to press in the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.
9. If an advertiser cancels the balance of the contract, except in the circumstances set out in clauses 5 or 8 above, he relinquishes any right to that series discount to which he was previously entitled and advertisements will be paid for at the appropriate rate.
10. Series rates apply only if the order is completed within 12 months of the date of the first insertion.
11. Accounts are due for settlement within 30 days of the due date of invoice. In the event of any account becoming overdue, Incisive Media reserves the right both to suspend insertions due under order or until such time as the sum owing is paid and to reduce any commission otherwise allowed to advertising agencies. Interest at 2.5% per month chargeable on overdue accounts. All gross display advertising rates are subject to the current Advertising Standards Board of Finance surcharge payable by the Advertisers. Where orders are placed by Advertising Agents the Agency will be responsible for collecting this surcharge and paying to the Advertising Standards Board of Finance. Where the Advertiser places advertising direct Incisive Media will surcharge its gross rate by the current rate and pass this direct to the Advertising Standards Board of Finance.
12. Advertisement copy should be supplied by the Advertiser or his Agent in accordance with the mechanical data published on the rate card. Charges will be made to the Advertiser or the Agent where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his Agent. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date.
13. At least 8 weeks' notice prior to copy date is required to stop, cancel or suspend an insertion. After this date the Advertiser will pay the full rate for the insertion.
14. If copy instructions are not received by agreed copy date no guarantee can be given that proofs will be supplied nor corrections made and Incisive Media reserves the right to repeat the most appropriate copy.
15. Advertiser's property, artwork, etc are held at Owners' risk. Advertisers' artwork, film positives and/or negatives, photographs and transparencies will be returned on request by Incisive Media via standard Royal Mail post and at the risk of the owner and should be insured by them against loss or damage from whatever cause. Incisive Media reserves the right to destroy all artwork which has been in his custody for twelve months from the date of its last appearance.
16. For the purpose of these conditions, Advertiser shall refer to the Advertiser or his Agent whichever is the principal. 'Advertisement' includes loose or other inset where appropriate.
17. These Conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of England. This is supplied in the interests of fair trading and should be kept for reference.