

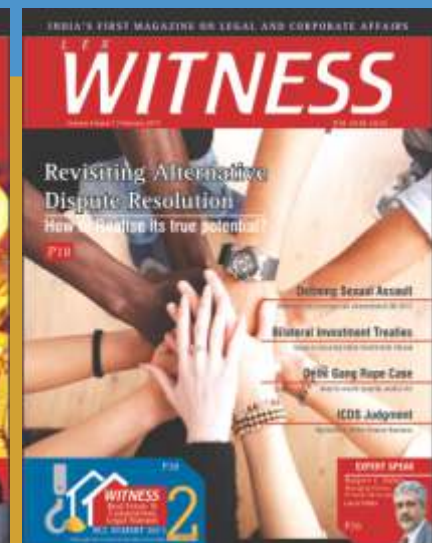
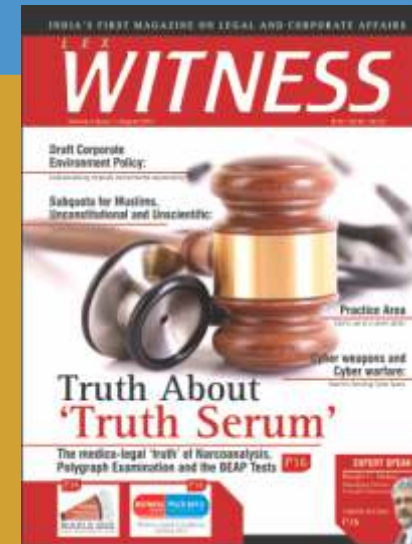


L E X
WITNESS
INDIA'S FIRST MAGAZINE ON LEGAL
AND CORPORATE AFFAIRS

BRAND DECK

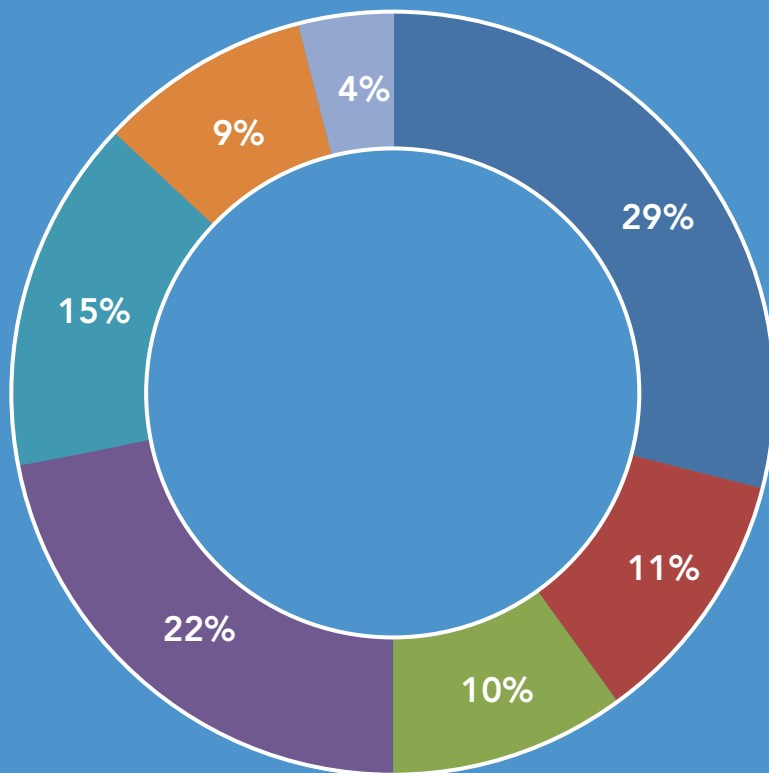
The Brand

Ever since its inception in 2009 as a monthly, LEX WITNESS has become India's most credible platform for the legal luminaries to opine, comment and share their views. Lex Witness has an interesting blend of opinion pieces, commentary, reportage, analysis, interviews, deals and current updates. Lex Witness reaches out to a vast set of audience who are closely linked to the undercurrents of the legal business in the world.



Brand Reach

The magazine has become a via media platform for the industry veterans to deliberate and brainstorm on topical issues from time to time. With a mighty subscriber and readership base, the magazine is available in formats of a yearly, 2 years and 3 years subscription models. These subscriptions vary from an individual to an organizational subscription as well. Moreover, the magazine enjoys an unmatched reference scope in the academic realm of the country, wherein the world's top law schools, colleges and universities recommend the magazine to their students and faculty through bulk subscriptions.

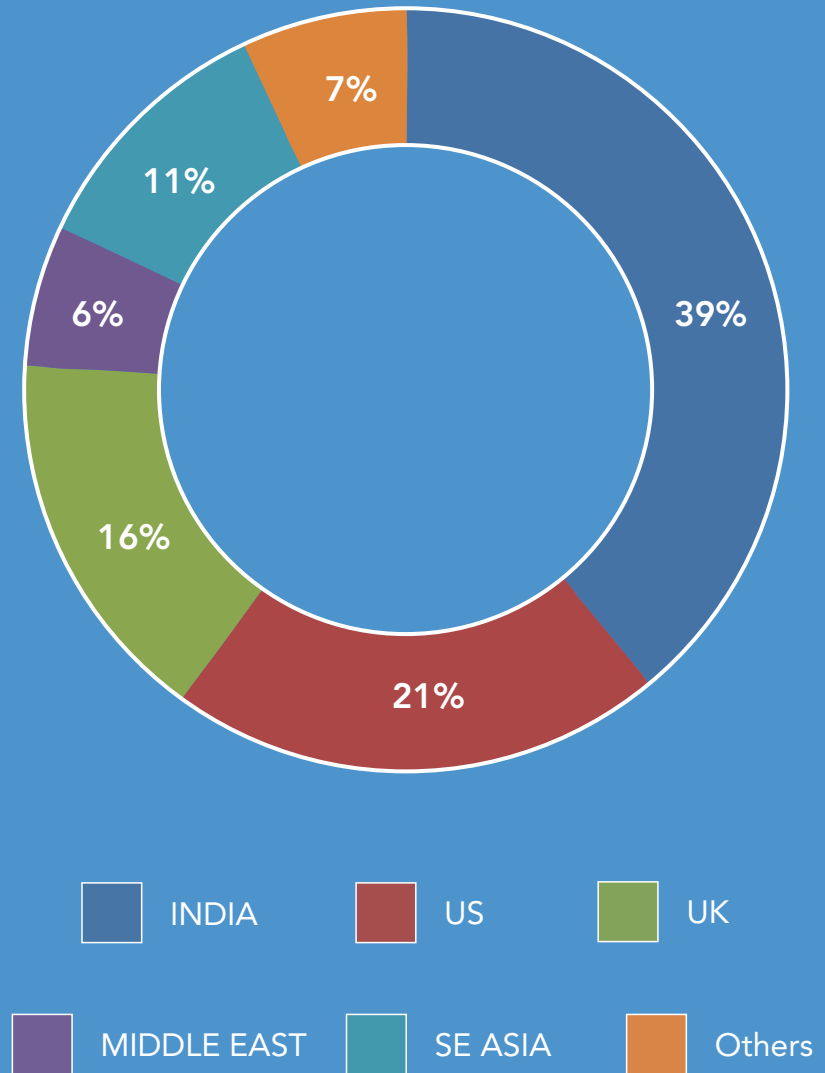


-  In-House Counsel Community
(In House & General Counsel, Legal and Regulatory Heads)
-  Core Legal Fraternity
(Judiciary, Law firms, Sole Practitioners and Legal Experts)
-  Government Machinery
(Ministry, Regulators and Policy Makers)
-  Industry Experts and C Level Executives
(CEOs, Managing Directors and Stakeholders)
-  Allied Industry Professionals
(Chartered Accountants, Company Secretaries and more)
-  Solution Providers
-  Legal Academia

Brand Reach

Apart from the subscriber base, Lex Witness has consistently developed a substantial number of non-conventional routes of outreach as well. This revolves around the strategic alliances and associations the magazine has fostered with an array of entities, including but not limited to bar associations, in-house counsel associations and more.

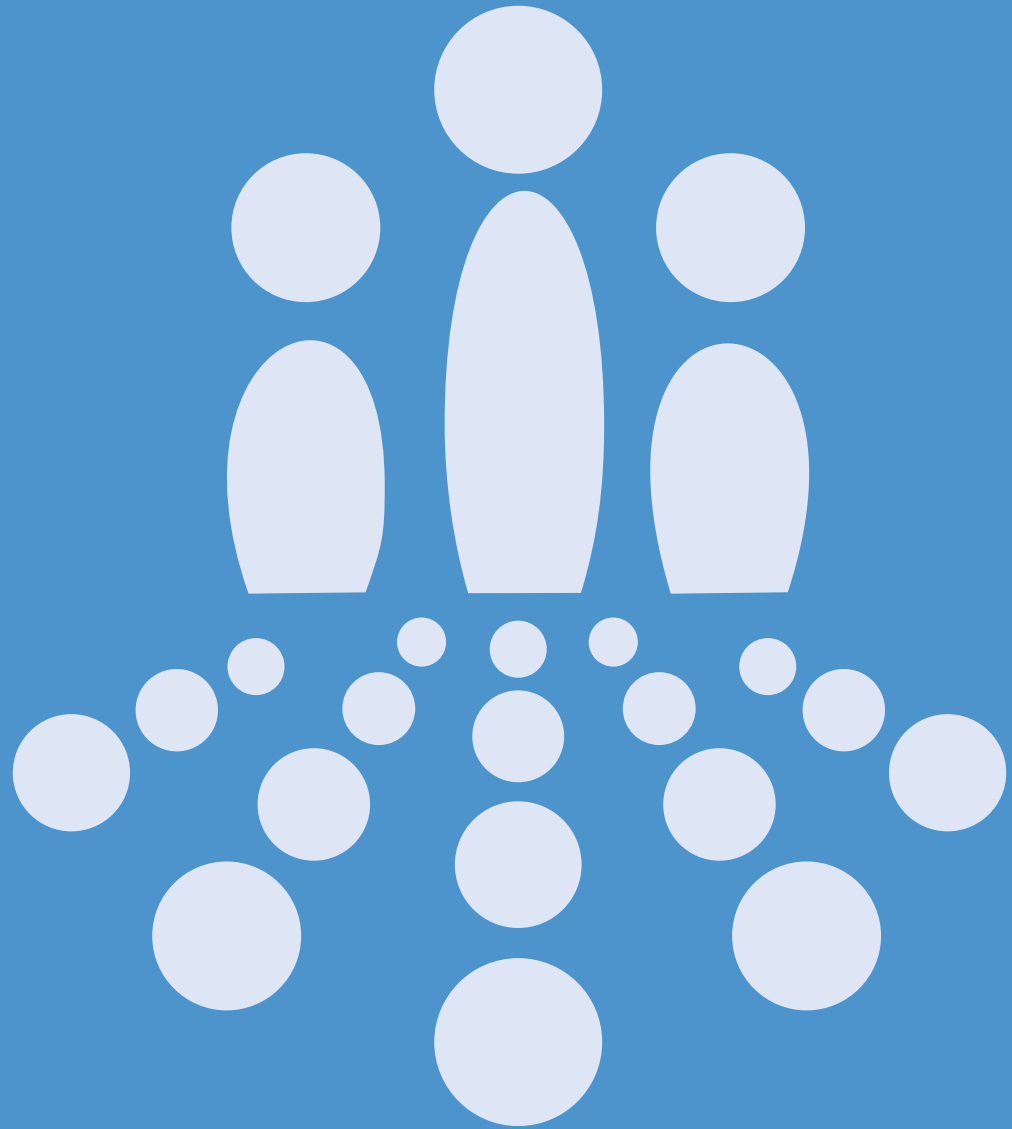
Another dimension where Lex Witness prospers in the print reach, is through event partnerships with the elite and exclusive legal gatherings across the world. As an Official Magazine Partner, Lex Witness is entrusted with the responsibility of promoting the purpose of the event and in turn the magazine enjoys the connect and outreach to the premium event attendees, speakers and delegates.



Brand Scopes

LEX WITNESS happens to be one of the most preferred media vehicles when it comes to addressing the audiences in the legal & corporate community across the globe, especially in the Indian Legal Market. Having established various channels of outreach, Lex Witness has evolved as a preferred resource of business development and promotional tool for various stakeholders of the legal community across the globe. These channels can be broadly captioned as:

- PRINT Scopes
- e-OUTREACH Scopes
- ACTIVATION Scopes
- THE LEX WITNESS STRATEGIC COUNSEL DESK



Get Involved!

PRINT SCOPES

The mighty space of the magazine can be utilized in the following forms:

- Display Advertising (Half Page and Full Page Advertising Options)
- Branded Content Development (Law Firm & Individual Profiling, Deal Updates and more)
- Correspondent Columns (Expert Speak and Authored Articles) and many more...

e-OUTREACH SCOPES

While the print version remains the primary base of the magazine to reach out to its readers and subscribers, Lex Witness is also available through e-magazine and digital platforms, which makes it easier to access across of the globe.

- Email Campaign Services
- Newsletter Services

ACTIVATION SCOPES

As a reputed media platform in the fraternity, Lex Witness has over the years managed to build strong rapport with the industry experts, and has been organizing a series of knowledge sharing platforms in various formats like seminars, conferences, summits, workshops etc. As a typical case, Lex Witness has been closely observing and showcasing the dynamics of the inevitable legal challenges and issues in various industry sectors.

Summit Sponsorships happen to be a great opportunity to make the best use of these knowledge sharing platforms.



WITNESS
presents
The Grandmasters
CORPORATE COUNSELS LEGAL BEST PRACTICES SUMMIT

A Corporate Counsel Best Practices Summit



WITNESS
Media, Advertising & Entertainment Legal Summit 2013

A glimpse into the legal issues of the Media and allied sectors



WITNESS presents **PLCS**
Pharma Legal & Compliance Summit

A detailed look of all regulatory aspects of the Pharmaceutical space



WITNESS
IT Legal Summit

An in-depth examination & brainstorming on legal needs of the IT Universe in Indian perspective



WITNESS
Real Estate & Construction Legal Summit
RCL SUMMIT

An insight into the legal challenges in the Real Estate & Construction Sector



WITNESS
Banking & Finance Legal Summit

The cross roads where the Banking & Finance aspects meet the legal ones

The summits mentioned above is just a representative list of our annual properties

Be Advised!

THE LEX WITNESS STRATEGIC COUNSEL DESK

The Lex Witness Strategic Counsel Desk is an invitation based initiative, which caters to law firms who seek to create and improve their brand and undertake market activation strategies. The Strategic Counsel Desk aspires to provide a holistic framework for the firm's positioning and business growth through the following approach:

| **BRANDING** | **POSITIONING** |
| **STRATEGIC MATCH MAKING** |
| **GROWTH CONSULTING** |



ACT BEFORE IT'S TOO LATE!



Brand Salutes

One of the most refined set of articles I would find. I especially find the Cutting Edge and Expert Speak an interesting read.

- A Subscriber to Lex Witness

We got to know the difference between building a successful business and a successful brand.

- A Client of The Strategic Counsel Desk

It has always been an amazing experience writing for Witness. The process makes you write better and address the mass even more consciously.

- An Author at Lex Witness

It has been a wonderful experience working with the summits team. It is a matter of achievement to be handpicked as a speaker.

- A Speaker at a Lex Witness Summit

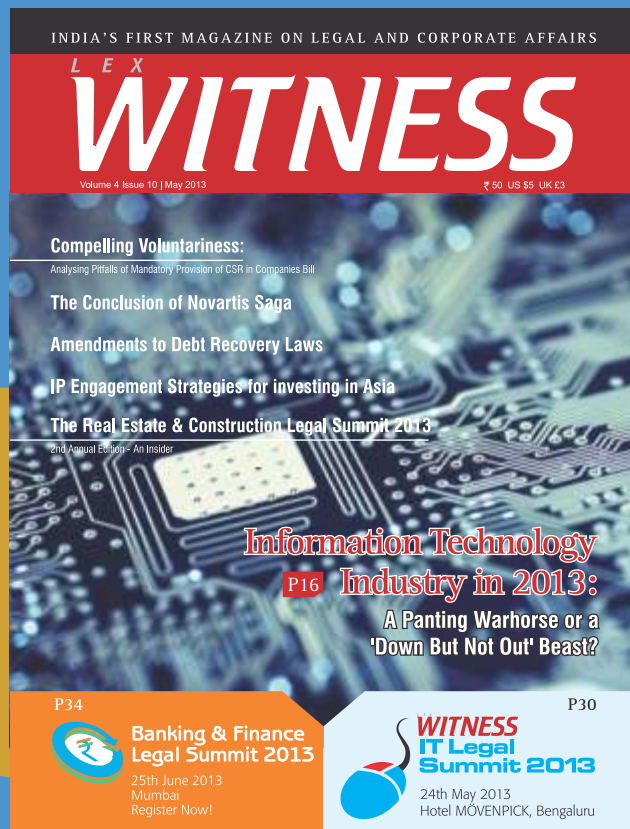
Great take home learnings. It has always been an opportunity to meet the industry veterans and build contacts.

- A Delegate at a Lex Witness Summit

Its been over 2 years that we have been supporting Lex Witness summits and it has been a great business experience.

- A Sponsor at a Lex Witness Summit

Stay Connected



While we have let you had a sneak peek on Lex Witness, we will be happy to connect with you in person to understand your specific needs and advice on the best possible solutions accordingly.

**L E X
WITNESS**

India's 1st Magazine on Legal & Corporate Affairs

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