

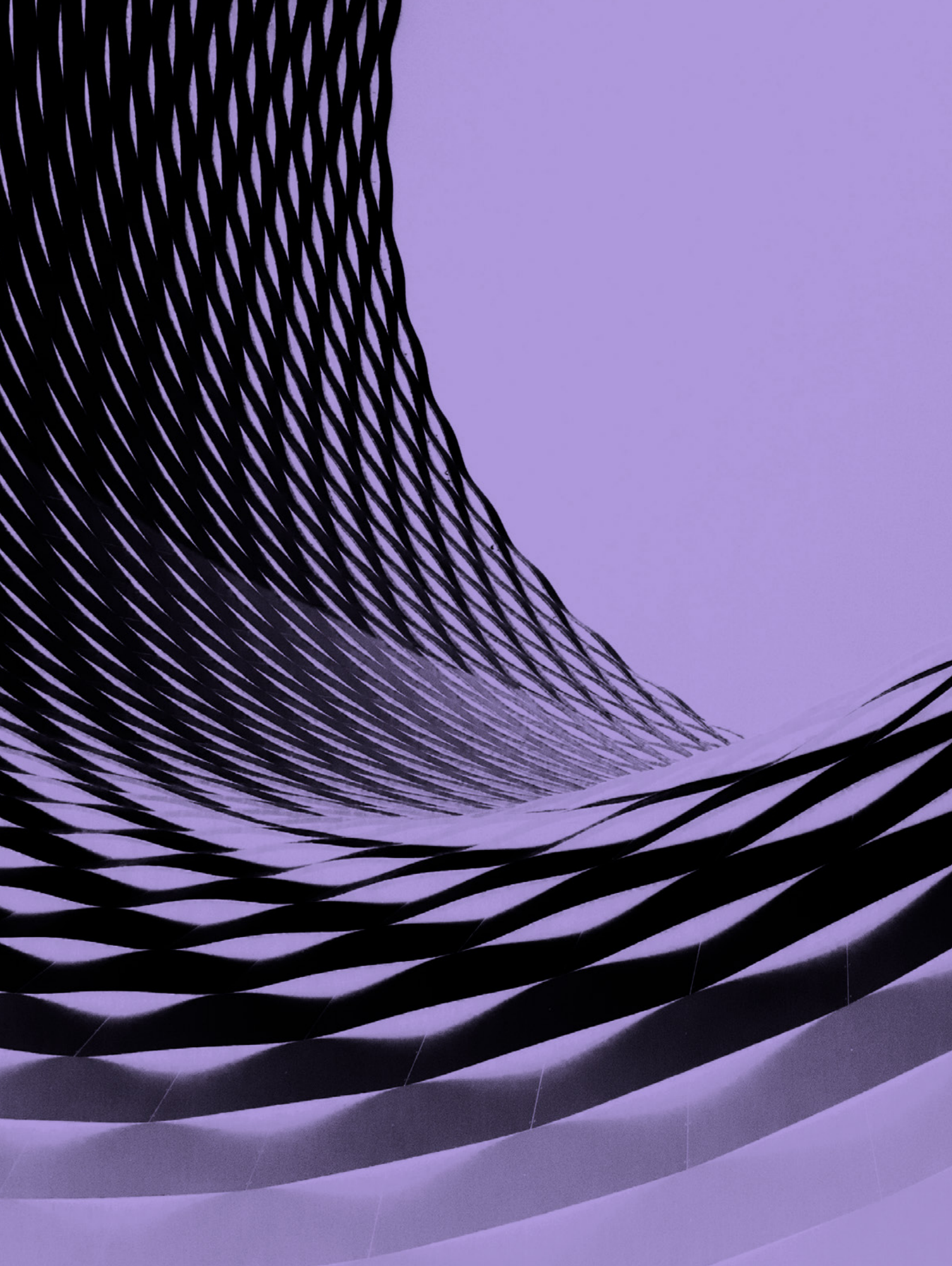


INFINITE
GLOBAL

THE GLOBAL 200
IN PROFILE

—

BIG LAW MEDIA
BENCHMARKING SPECIAL
REPORT



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Introduction

Being one of the largest law firms in the world is an honour that carries prestige and industry admiration. Yet, within this elite realm, competition is intense – both for work and talent – and profile counts.

There is a great advantage to standing out from the crowd, and, for most law firms, media strategy is an essential part of business planning. But what does good look like? And how is profile quantified?

This first of its kind report from Infinite Global answers these questions by investigating the media footprints of the Global 200 law firms. By providing new data and bespoke analysis, it seeks to quantify profile, define parameters for success and to help explain the process behind excellent performance.

The report also looks at the impact of Covid-19 on law firm profile. The full media data, taken from the first half of 2020, has been collated to create a unique benchmarking tool which can be accessed online on our [website](#).

The data will be updated on a regular basis to provide an enduring resource from which to measure and track law firm profile over time.

It is our hope that by continuing to monitor profile, measuring success and documenting challenges overcome, we can stimulate discussion and continue to evolve best practice for the benefit of the industry at large.

Key benchmarks

In summary, our data reveals the following key annual benchmarks for Global 200 law firm profile.

880

AVERAGE MEDIA
MENTIONS

1.2


AVERAGE MEDIA
MENTIONS PER
\$1 MILLION OF
REVENUE

1

AVERAGE MEDIA
MENTIONS PER
LAWYER

161

AVERAGE MEDIA
MENTIONS
RELATING TO
COVID-19



“Whatever you do is of
profession-wide significance when
you’re one of the largest law firms
in the world.”

Anne Groves, former Global Head of PR
at Clifford Chance

Does size matter?

Yes. Of the top ten firms by media footprint, five feature in the top ten by overall revenue, with Kirkland & Ellis, the largest firm in the world by revenue, found to have the largest media footprint of all for the six-month period studied (3,262 media mentions).

The smallest firm by revenue in the top ten media coverage ranking is Davis Polk & Wardwell, still the 26th largest firm in the world (1,301 media mentions). In fact, of the top 50 firms by revenue, 40 rank within the top 50 by media mentions, a clear indication that there is a media profile advantage to being large.

This is not unexpected. Already recognizable brands will, by their nature, attract greater media attention. The greater a firm's revenue, and the higher its position in the Global 200, the more it is seen as an industry leader worthy of media comment and attention.

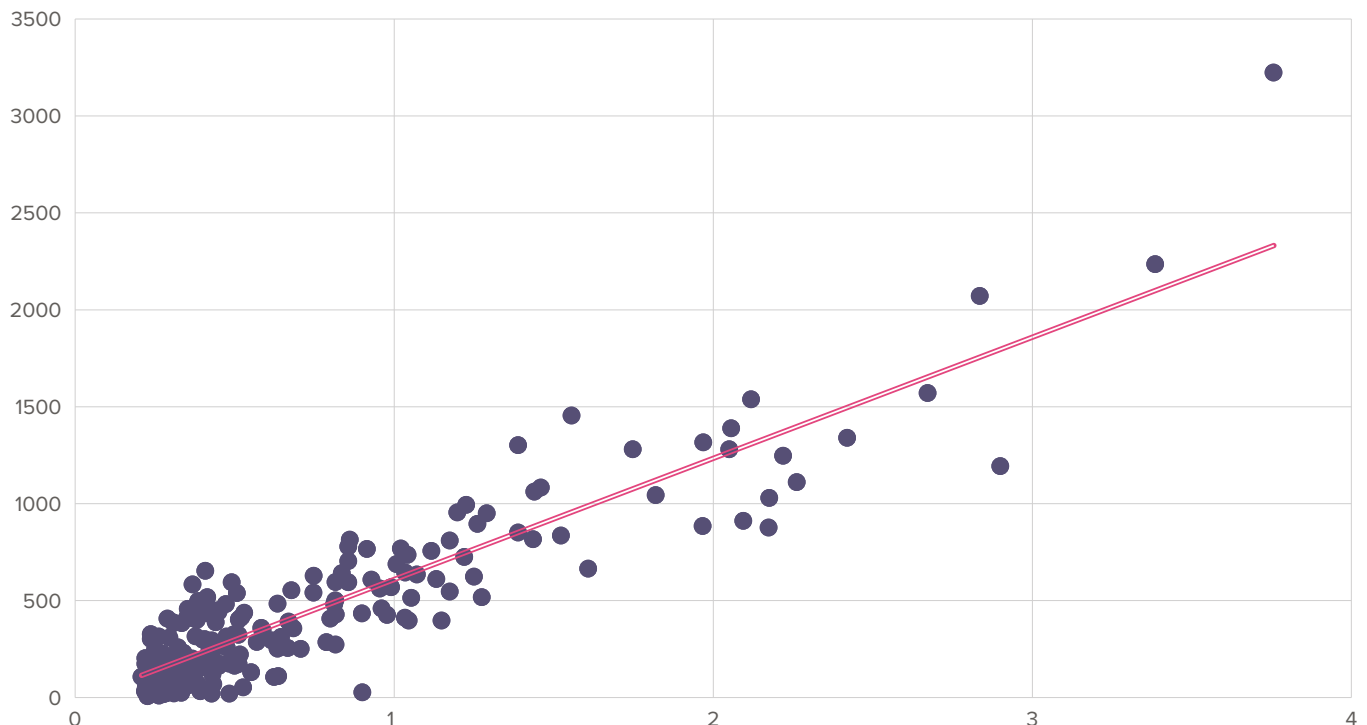
"Whatever you do is of profession-wide significance when you're one of the largest law firms in the world," says Anne Groves former Global Head of PR at Clifford Chance, *"some days even the Managing Partner blowing their nose seems to be news."*

Economies of scale are also at work – the larger the firm the greater the news flow with appointments, hires, deals and instructions all likely to increase relative to a firm's size.

Journalists may also have a greater baseline awareness of the firms at the top of the list, making it more likely that they are namechecked in passing, as well as being the first port of call for speculative comment opportunities – as Groves says: *"The biggest firms are the natural starting point for journalists."*

However, size isn't everything.

MEDIA MENTIONS / REVENUE (\$BN)



“Any great brand talks.”

Elliot Moss, Partner and Director of
Business Development at Mishcon de Reya

Being bold


– belief in brand

“Any great brand talks,” says Elliot Moss, Partner and Director of Business Development at Mishcon de Reya. Having nearly quadrupled the firm’s revenue in the last ten years, Moss knows that brand is a significant force for growth and that, along with advertising and content, it is driven by PR – a lever that the firm uses *“aggressively.”*

“For us it’s not just about PR, it’s about what PR can do for the business,” says Moss. The firm tracks metrics closely and they see a direct link between media profile and new opportunities. He explains that media profile increases awareness of the firm which in turn increases salience – *“a comprehension of what the firm offers”* – which then drives consideration. As Moss puts it: *“If you’ve heard of Mishcon de Reya and you know what Mishcon de Reya does, you’re more likely to consider, and instruct, Mishcon de Reya.”*

Importantly, this faith in the value of brand, and the power of PR to drive it, is supported throughout the business. It is encapsulated by the firm’s media strategy – to be bold – which is in line with one of the firm’s core values. According to Moss, this boldness manifests itself in the belief, held across the firm, that talking is really important, that having an opinion is really important, and that putting the firm’s experts in front of the media is really important – so long as they have a *“clear brief.”*

In agreement that the firm is going to communicate a lot, boldness then guides what Mishcon de Reya actually talks about, and the more interesting the better. *“We’ve become a talking point ourselves,”* says Moss who points to some of the moves that the firm has made over the years such as free holidays, flexible working (*“long before it was commonplace”*), an apprenticeship scheme, appointing partners that are not lawyers and setting up non-legal businesses like the firm’s brand management arm. Moss explains: *“We are always asking ourselves what is it that we are doing that we can share? Everything is news if you can make it interesting.”*



“I know we are doing something
right when a client says ‘I just see
your firm everywhere’.”

Murray Coffey, Chief Marketing Officer
at Haynes and Boone

Who's getting Bang for Buck?

Applying analysis to our data and looking at media mentions compared to revenue we are able to create a Bang for Buck ratio. This metric shows the firms that are punching above their weight in media terms and highlights whose profile outstrips that of their peers by revenue.

It places US-headquartered Haynes and Boone at number one with 1.60 media mentions per \$1 million of revenue for the six-month period studied (an annualised figure of 3.2 media mentions per \$1 million of revenue).


The smallest firm with a top ten punch is Ballard Spahr with 1.26 media mentions per \$1 million USD of revenue (2.52 annualised).

Commenting on the ranking, Murray Coffey, Chief Marketing Officer at Haynes and Boone says: *"We are a growth-oriented firm which keeps us hungry and always reaching forward. A strong and vibrant media profile is an indispensable component in this effort"*. He also adds: *"I know we are doing something right when a client says 'I just see your firm everywhere.'"*

Of the top ten firms by Bang for Buck, seven have an exclusively, or majority, US presence. The only firms based outside the US are Clayton Utz, Australia's largest full-service law firm, with 1.29 media mentions per \$1 million USD of revenue (2.58 annualised) and the UK's Mishcon de Reya with 1.27 media mentions per \$1 million USD of revenue (2.54 annualised) – an exceptional achievement for Mishcon de Reya given the firm only has two offices (London and Singapore).

"65 percent of our work doesn't have a UK component to it," says Hayley Geffin, Head of Communications and PR at Mishcon de Reya. She adds: *"we're more likely to have clients in Kuala Lumpur than Newcastle."* Accordingly, the firm takes an agnostic approach to geography, instead cultivating a reputation around business issues in a global context. *"Through the lens of international business, we communicate on topics where it is interesting to note the legal perspective,"* says Geffin.

She adds that achieving Bang for Buck takes time and, while the firm has a *"well-oiled"* PR machine, it needs a lot of work. She cautions: *"You can't manufacture profile from no-where in an instant. What might seem like overnight success has been ten years in the making."*



“We are bold in our
communications because we know
that leads to instructions.”

Hayley Geffin, Head of Communications and PR
at Mishcon de Reya

So how much media profile does \$1 million buy?

Average Bang for Buck across the Global 200 is 0.60 media mentions per \$1m USD of revenue (1.20 annualised). If we look at the average for the Global 100 firms, it is lower than the overall at 0.57 media mentions per \$1 million (1.14 annualised), while for firms 100 to 200 it increases to 0.63.

Investigating further, we can see that on average those firms that are getting the best Bang for Buck occupy positions 126 to 150 by revenue with an average of 0.69 mentions per \$1 million USD of revenue (1.38 annualised). This is followed closely by firms in positions 101 to 125 with an average of 0.65 mentions per \$1m USD of revenue (1.2 annualised).

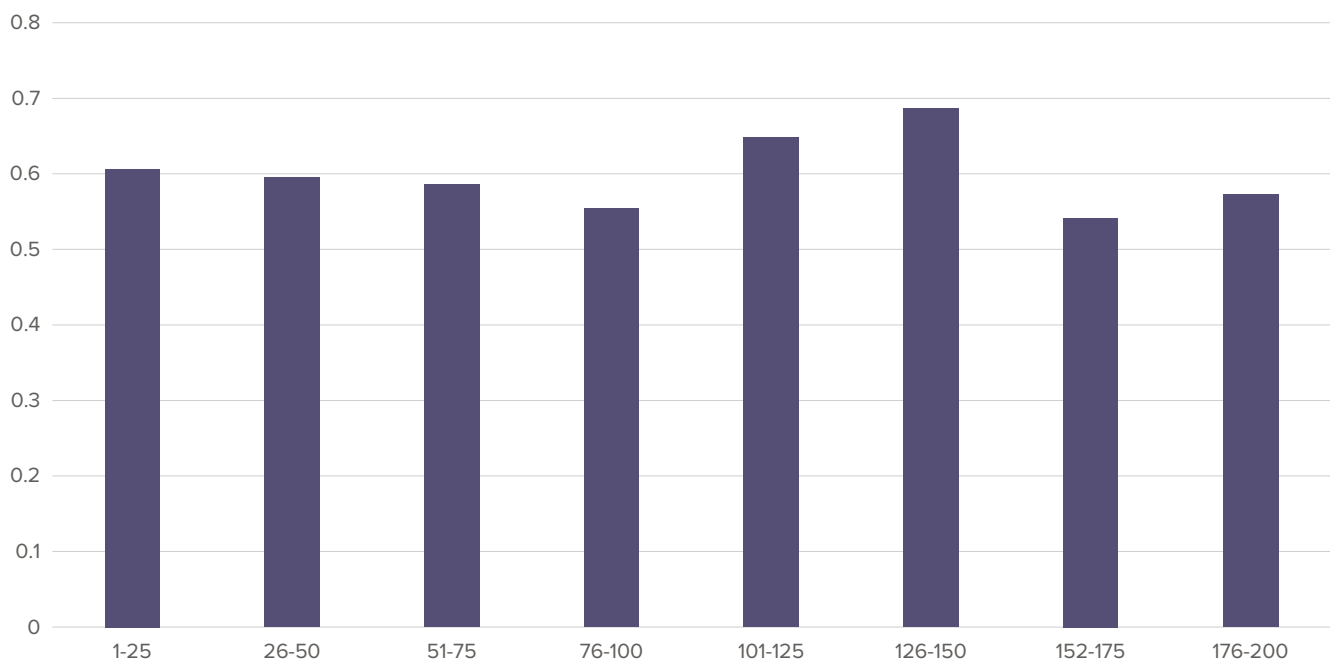
There is a marked difference between the firms in these bands and the rest of the Global 200. This is likely an indication of greater earned media activity undertaken by these firms in order to augment profile and compete with larger peers.

Indeed, Geffin points to a direct link between profile activity and securing work: *“Our objective is to drive awareness. We want to grow our business and we are bold in our communications because we know that leads to instructions.”*

This is also well understood by Coffey. *“We are working hard to establish our brand in a highly competitive marketplace,”* he says, *“we are smaller, younger and still maturing but media is an equalizer.”*

“Media is also a strategic advantage for us,” Coffey continues when discussing internal chains of command and client conflicts, *“we can move faster and have less layers of bureaucracy than our larger rivals.”*

GLOBAL 200 RANKING / AVERAGE BANG FOR BUCK



Are US firms getting more for their money?

So why is it that of the top ten firms ranked by Bang for Buck, seven have an exclusively, or majority, US presence?

Analysis of their media profiles shows the prominence of US regional media mentions in the results with the volume of mentions from these sources vastly contributing to overall media footprint. This, of course, should be of no surprise. The US is not only the largest media market in the world but also possibly the most interested in the legal profession and the most hungry for legal news and views.

“Lawyers are seen as superstars in the US,” says Groves, *“it is a litigious market, and they are taken very seriously.”* She also notes the interplay between private practice and public office where it is not uncommon for prominent US lawyers at top firms to have previously held positions *“at the heart of government.”*

Furthermore, a strong physical presence in the regions facilitates regional media mentions. Comparing the

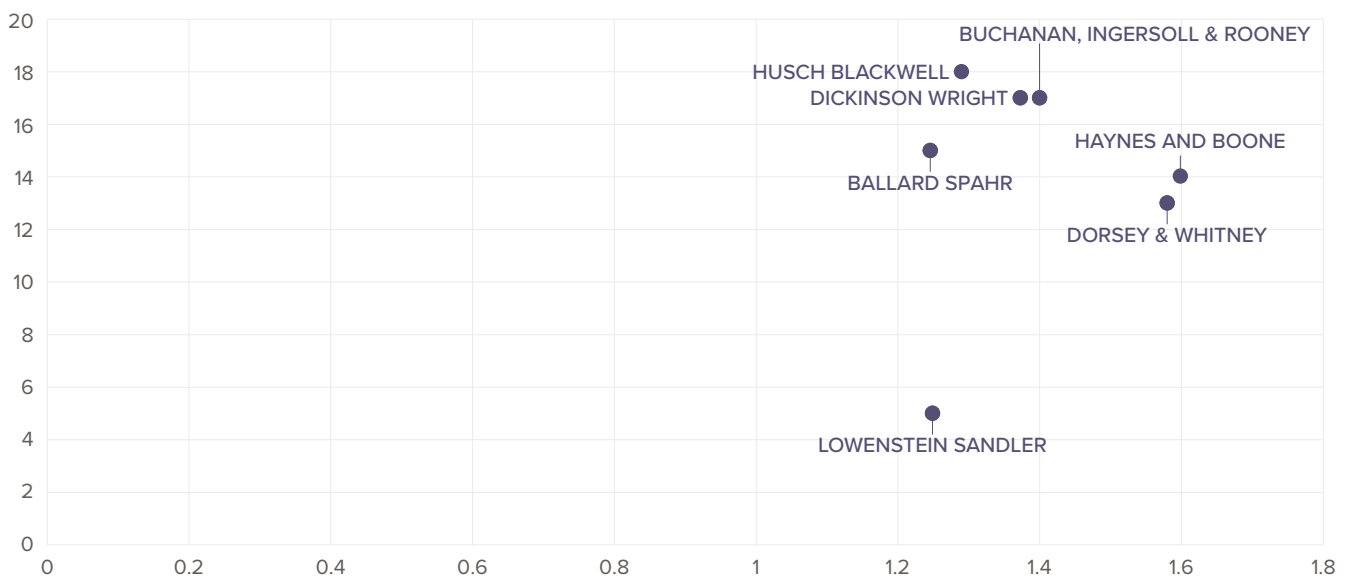
number of US offices for each of the US firms by their Bang for Buck ratio shows a distinct trend – the more US offices, the greater their media punch.

Leveraging this local US media appetite clearly gives a profile advantage but only for those who choose to seize the opportunity and capitalise on the familiarity factor of regional presence. There are many US firms in our research who do not enjoy strong US regional profiles despite large numbers of regional offices.

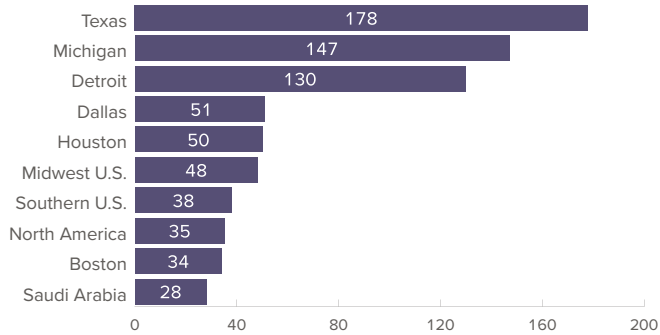
For Coffey it comes down to overall strategic media objectives. *“We want to be known as a national powerhouse with global reach,”* he explains, *“we welcome more global coverage but know that we still have work to do in the US.”*

According to Coffey the key to maintaining such a media strategy is discipline. *“Don’t snap at every opportunity,”* he advises, *“push back on out-of-scope requests and focus on strategic priorities first.”*

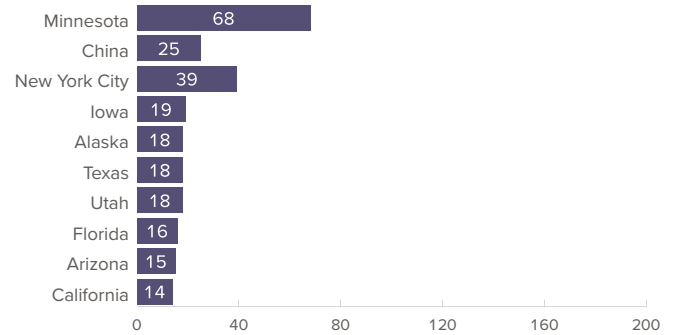
US OFFICES / BANG FOR BUCK



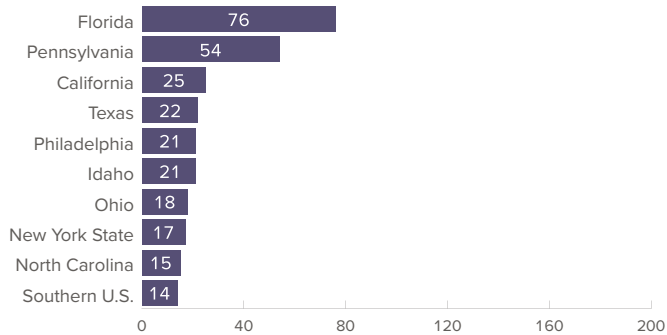
HAYNES AND BOONE



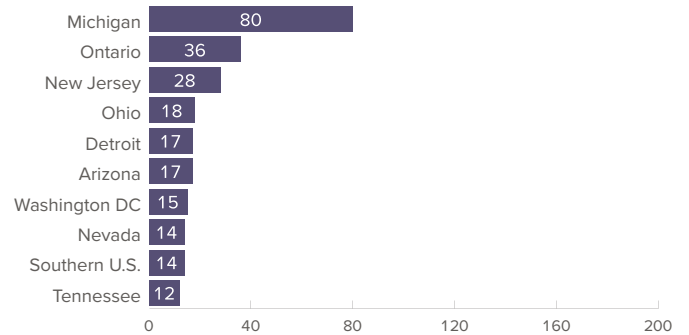
DORSEY & WHITNEY



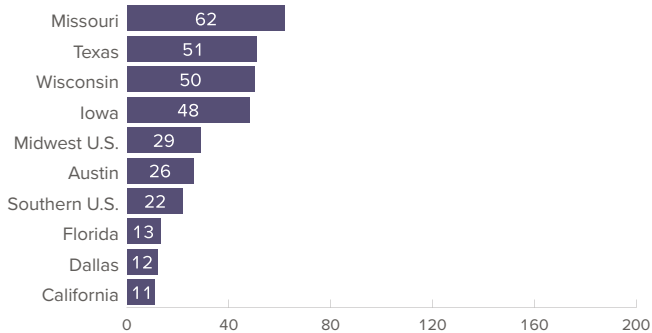
BUCHANAN, INGERSOLL & ROONEY



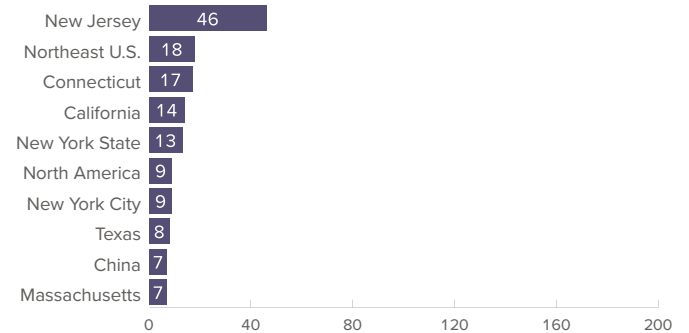
DICKINSON WRIGHT



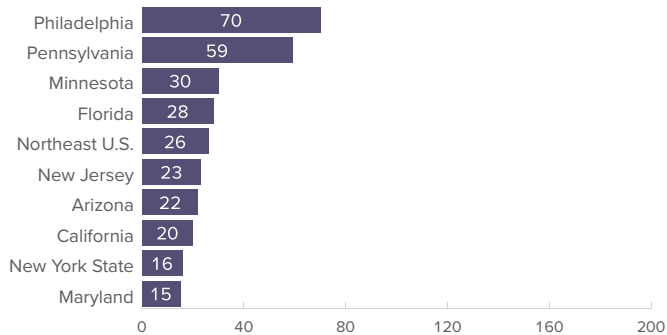
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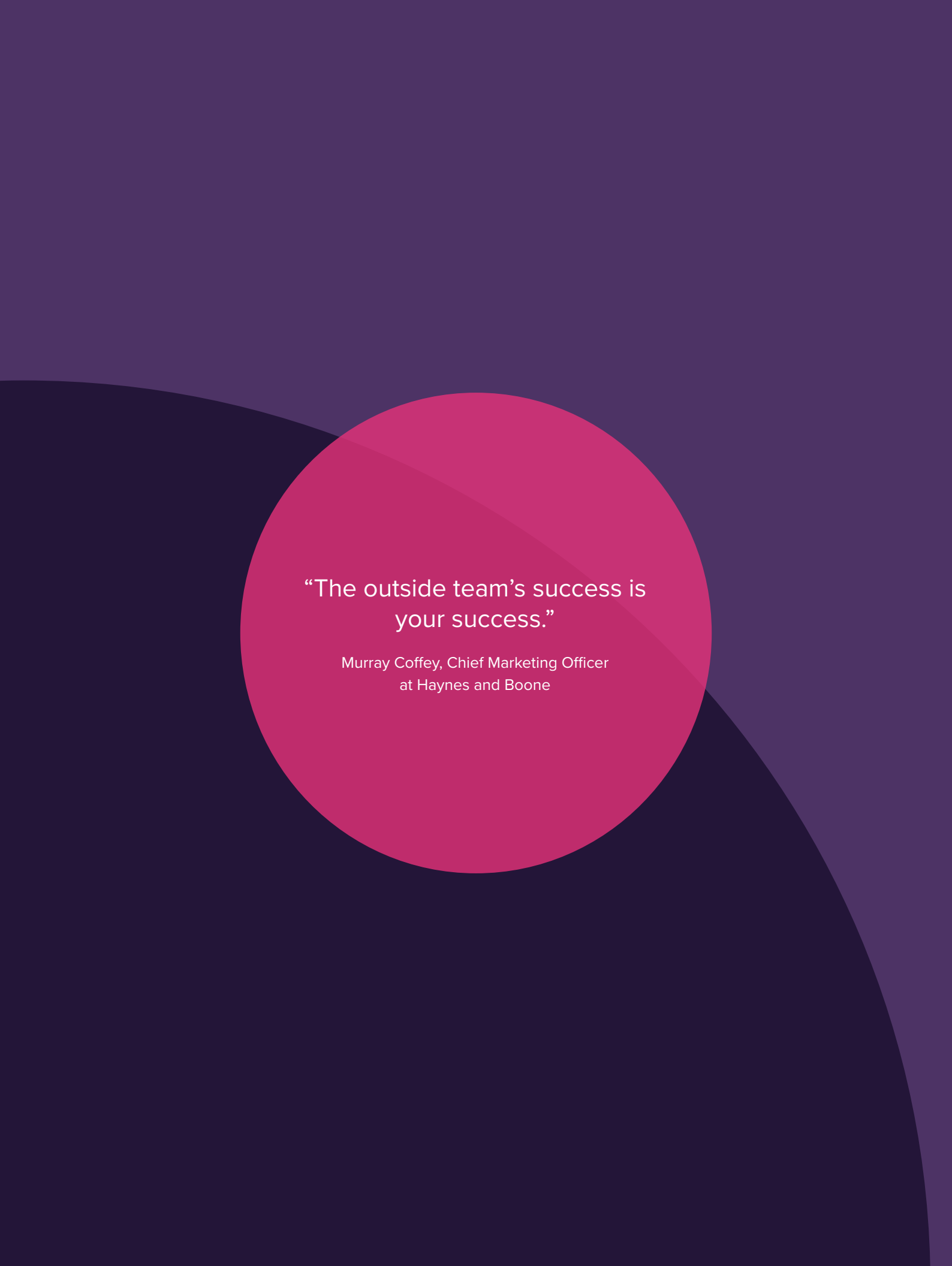


LOWENSTEIN SANDLER



BALLARD SPAHR





“The outside team’s success is
your success.”

Murray Coffey, Chief Marketing Officer
at Haynes and Boone

Guns for hire

– the power of external support


Many of the Global 200 will employ an outside team of media professionals. But, according to Murray Coffey, Chief Marketing Officer at Haynes and Boone, success depends on finding the right partner.

When Coffey arrived at Haynes and Boone the firm had been spending a large sum of money with a PR consultancy that resulted in *“little or no media coverage,”* he says, *“it then took one more run with another shop before we finally found the sweet spot in terms of media consulting.”*

He points out that it was tricky getting the firm to believe that *“this time”* it will work. According to Coffey, *“lawyers have notoriously low resilience,”* so taking multiple runs at a topic after an initial misfire *“is challenging.”*

On getting the best out of an external partner, Coffey advises that you need to treat them as an extended part of your team and invest in the relationship, making sure that they receive due credit within the firm. According to him, too many in-house professionals think they need to keep the outside team *“on the down-low”* which he identifies as a mistake — *“the outside team’s success is your success,”* he comments.

With respect to enhancing media footprint, Coffey says, *“in almost every instance a top-tier external team, fully supported and engaged with the in-house team, can provide better results,”* and, he adds, *“at a far more favourable price point.”*



“There are some lawyers that are fully on board, some that will never get it and those in the middle who are your conversion targets.”

Anne Groves, former Global Head of PR
at Clifford Chance

Who's the Most Vocal?

The research also looks at media mentions compared to number of lawyers at each firm to give a Most Vocal ratio.

Number one by this measure was Wachtell, Lipton, Rosen & Katz (the 58th largest firm in the world) with a ratio of 2.63 media mentions to each lawyer at the firm (5.26 annualised).

Average media mentions per lawyer across the Global 200 comes to 0.51 (1.02 annualised). However, results show that the Global 100 firms on average secured greater media mentions per lawyer than the next 100 – 0.59 (1.17 annualised) to 0.44 (0.88 annualised) respectively. Although it is not possible from this data to understand the precise cause of this, it is possible to speculate that the increased volume of coverage per lawyer is at least in part influenced by the general media tailwind already found to accompany size of firm.

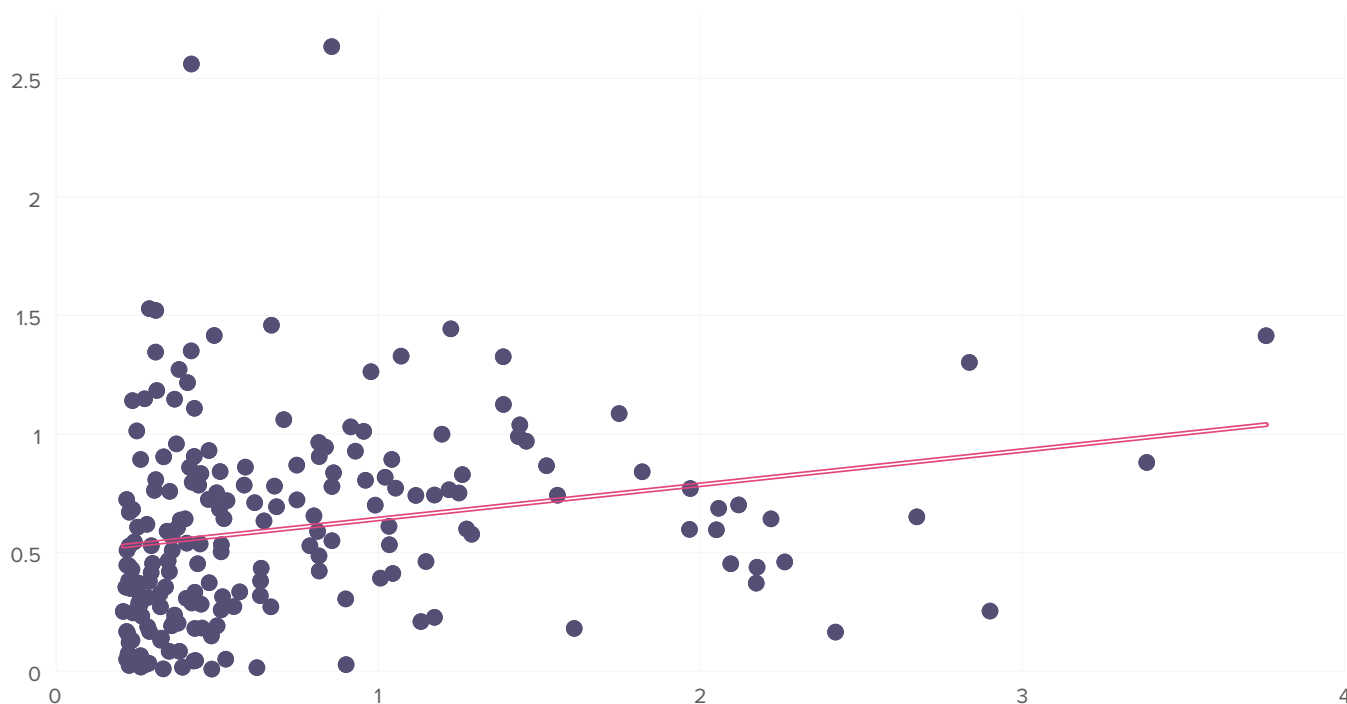
As Groves explains: “You are spoiled in a way – no one’s not going to take your call, no one will say ‘Clifford Who?’.”


Groves also suggests that it is often easier for lawyers’ voices at the larger firms to cut through because of their numerous high-calibre clients. As she says: “Partners can become real go-to sources because of the sorts of clients that they are dealing with. They are often working on very high-level matters on a continuous basis.”

When it comes to creating a more vocal team, Groves has some sage advice: “There are some lawyers that are fully on board, some that will never get it and those in the middle who are your conversion targets.”

She also highlights how those lawyers who work to develop successful media profiles will often drive a culture of media engagement within a firm: “Where one practice takes a lead, often firms then see the need to level-up their profile elsewhere to more accurately reflect all that they do.”

MEDIA MENTIONS PER LAWYER / REVENUE (\$BN)





“The bigger you get the more opportunities there are for things to go wrong.”

Anne Groves, former Global Head of PR
at Clifford Chance

Profile as risk management


“The bigger you get the more opportunities there are for things to go wrong,” says Anne Groves, former Global Head of PR at Clifford Chance. According to Groves there is a clear rationale behind building a strong media profile which can *“greatly assist law firms in promoting themselves and generating new business.”* However, more commonly overlooked is the ability of profile, and strong media relationships, to protect reputation in times of trouble.

“Something will go wrong” says Groves, *“with a client, a rogue partner or a disaffected ex-associate feeding bad news into the market. All will cause problems at some point,”* and make a firm *“the focus of unhelpful comment.”* This is where profile becomes an integral part of a firm’s risk management toolkit.

According to Groves: *“If you’ve done nothing to nurture media relationships, you’ve forfeited any understanding of your firm.”* But, if media relationships are in place – and a firm has invested in its profile consistently – the media are far more likely to understand, and, furthermore, trust it. As Groves says, *“if there’s bad publicity coming, this will help to mitigate it,”* and, where a firm is already comfortable with media engagement, *“there is much less chance of panic”* if the story does break.

However, this ability for profile to provide greater resilience to risk needs to be underpinned by robust procedures. *“The really important thing is to keep the internal lines of communications between your people fluid and continuous,”* says Groves, and, when things do go wrong, *“make sure they are aware and informed”* in order to avoid exacerbating the problem – *“the ‘nobody must know anything about this’ mindset is entirely wrong.”*

Groves also points to the value of a second pair of eyes in such situations, noting that external media advisors should always be some of the first people to be told about an emergent issue. *“Your agency can only be as effective as you allow them to be”* says Groves, *“it’s no use bringing them in when it’s too late.”*



“Our role is to enhance a story by understanding what the media wants from lawyers.”

Hayley Geffin, Head of Communications and PR
at Mishcon de Reya

The Covid-19 factor

During our research period the world was hit by the Covid-19 pandemic. This development dominated media reporting and will have caused firms to alter media strategies dramatically.

By looking at the percentage of firms’ media mentions that relate to Covid-19 we can estimate the Covid-19 Alignment of their media profile. This is an indication of the firms that have been swift to react to the changed media landscape and re-position their communications activity.

On this measure, Clayton Utz scores highest with a Covid-19 Alignment of 42.25%.

Mishcon de Reya scores highly again, coming in second with a Covid-19 Alignment score of 41.5%. This suggests a correlation between Covid-19 Alignment and Bang for Buck success. Indeed, the data shows that the top ten firms by revenue have an average Covid-19 Alignment score of only 15%, while the top ten by Bang for Buck average 25% of mentions that also feature the term Covid-19.

This correlation is likely a confirmation of the issues driven nature of the top ten Bang for Buck’s media engagement and speaks to strategies that are either more reactive in nature or easily refocused to align with the news agenda.

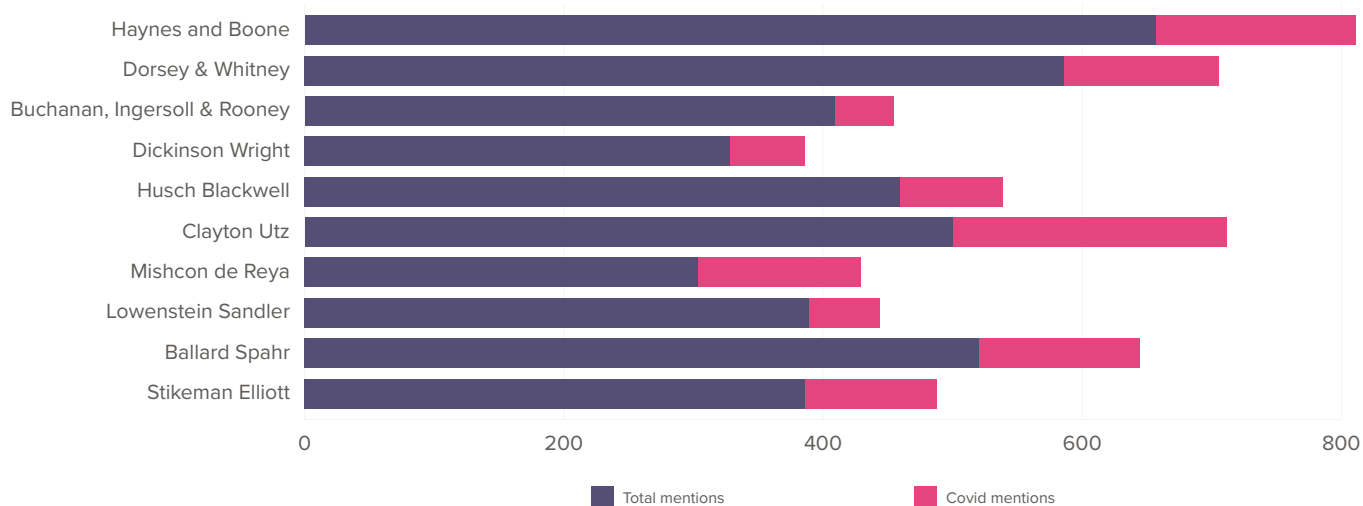
Geffin confirms this approach: *“As a firm of lawyers, we know that we are not going to lead the news agenda – our strategy is to follow it and react. Our role is to enhance a story by understanding what the media wants from lawyers.”*

For Haynes and Boone Covid-19 made it paramount to press on with communications and ensure visibility as a key adviser on areas of pandemic-related concern. Coffey explains: *“Covid-19 didn’t cause a material variance in our strategy, other than reaffirming that we needed to say ‘damn the torpedoes’ and keep moving forward. We looked to our media team to help us identify the hot topics and provided media comment to keep our clients aware of the rising issues.”*

Geffin also points out that Mishcon de Reya’s Covid-19 Alignment score will have been enhanced by coverage of the firm’s role in a number of highly newsworthy disputes arising from Covid-19 claims. *“The work is the most important thing,”* she comments, *“and the more interesting it is, the better the publicity.”*

This trend is also seen in Clayton Utz’s media mentions with its work on the recapitalisation of Virgin Australia, following Covid-19 travel restrictions, receiving significant attention.

TOP 10 BANG FOR BUCK / COVID-19 ALIGNMENT



Our methodology

Our study looked at the Global 200 law firms as ranked by The American Lawyer 2019. Media information was taken from global media database Factiva and covered the first six months of 2020 (1st Jan – 30th Jun). Unless otherwise stated searches were based on the name of the firm alone. The results for firms annotated with an asterisk have been estimated because additional search terms such as law or firm had to be applied to separate the results from unrelated media mentions (e.g. Bill Withers when searching for Withers, or Content Management System when searching for CMS). Results from Mondaq Business Briefing have not been included as a subscription fee is required for firms to feature on the platform. Faegre Baker Daniels, annotated with two asterisks, merged on the first of February 2020 to form Faegre Drinker Biddle so media results are, again, therefore estimated.

Full data

2019 RANK	FIRM NAME	2019 REVENUE	NUMBER OF LAWYERS	TOTAL GLOBAL MEDIA COVERAGE	COVERAGE / REVENUE RATIO	COVERAGE / LAWYER RATIO	COVID ALIGNMENT (%)
1	Kirkland & Ellis	\$3,757,000,000	2307	3223	0.858	1.397	15.23
2	Latham & Watkins	\$3,386,061,000	2540	2234	0.660	0.880	14.46
3	Baker McKenzie	\$2,900,000,000	4720	1193	0.411	0.253	24.81
4	DLA Piper (verein)	\$2,835,986,000	1744	2070	0.730	1.187	16.86
5	Skadden, Arps, Slate, Meagher & Flom	\$2,672,706,000	2416	1569	0.587	0.649	9.82
6	Dentons (verein)	\$2,420,000,000	9795	1339	0.553	0.137	15.61
7	Clifford Chance	\$2,262,356,000	2416	1110	0.491	0.459	15.41
8	Sidley Austin	\$2,219,763,000	1943	1246	0.561	0.641	19.34
9	Linklaters	\$2,176,432,000	2351	1029	0.473	0.438	17.59
10	Allen & Overy	\$2,174,160,000	2366	876	0.403	0.370	22.26
11	Hogan Lovells (verein)	\$2,119,297,000	2636	1537	0.725	0.583	19.71
12	Morgan, Lewis & Bockius	\$2,095,000,000	2015	910	0.434	0.452	12.97
13	Jones Day	\$2,057,000,000	2518	1388	0.675	0.551	8.65
14	White & Case	\$2,050,500,000	2150	1279	0.624	0.595	16.73
15	Norton Rose Fulbright (verein)	\$1,969,315,000	2276	1315	0.668	0.578	20.61
16	Freshfields Bruckhaus Deringer	\$1,967,034,000	1481	884	0.449	0.597	11.76
17	Gibson, Dunn & Crutcher	\$1,819,873,000	1307	1043	0.573	0.798	11.31
18	Ropes & Gray	\$1,748,209,000	1210	1280	0.732	1.058	10.70
19	CMS*	\$1,608,905,000	3701	664	0.413	0.179	38.10
20	Greenberg Traurig	\$1,556,740,000	1962	1454	0.934	0.741	14.31
21	Simpson Thacher & Bartlett	\$1,523,172,000	964	834	0.548	0.865	12.35
22	Weil, Gotshal & Manges	\$1,460,380,000	1117	1082	0.741	0.969	15.71
23	Paul, Weiss, Rifkind, Wharton & Garrison	\$1,439,775,000	1022	1061	0.737	1.038	16.12
24	Sullivan & Cromwell	\$1,435,810,000	826	816	0.568	0.988	12.87
25	Mayer Brown	\$1,389,000,000	1570	850	0.612	0.541	20.12
26	Davis Polk & Wardwell	\$1,388,800,000	982	1301	0.937	1.325	7.07
27	Herbert Smith Freehills	\$1,290,465,000	2093	949	0.735	0.453	28.13
28	Cleary Gottlieb Steen & Hamilton	\$1,274,746,000	1235	516	0.405	0.418	14.92
29	King & Spalding	\$1,261,723,000	1081	895	0.709	0.828	15.98
30	Quinn Emanuel Urquhart & Sullivan	\$1,250,855,000	829	622	0.497	0.750	17.20
31	Cooley	\$1,226,149,000	946	993	0.810	1.050	29.10
32	Paul Hastings	\$1,220,007,000	948	724	0.593	0.764	17.68
33	Goodwin Procter	\$1,198,625,000	955	954	0.796	0.999	13.52
34	Eversheds Sutherland	\$1,175,000,000	2413	546	0.465	0.226	27.11
35	Reed Smith	\$1,174,973,000	1544	809	0.689	0.524	29.17
36	Wilmer Cutler Pickering Hale and Dorr	\$1,149,000,000	859	396	0.345	0.461	21.46
37	King & Wood Mallesons (verein)	\$1,133,000,000	2938	610	0.538	0.208	29.67
38	Covington & Burling	\$1,117,029,000	1020	755	0.676	0.740	22.25
39	Akin Gump Strauss Hauer & Feld	\$1,071,486,000	855	634	0.592	0.742	17.98
40	McDermott, Will & Emery	\$1,054,321,000	1013	513	0.487	0.506	20.08

Full data

2019 RANK	FIRM NAME	2019 REVENUE	NUMBER OF LAWYERS	TOTAL GLOBAL MEDIA COVERAGE	COVERAGE / REVENUE RATIO	COVERAGE / LAWYER RATIO	COVID ALIGNMENT (%)
41	Orrick, Herrington & Sutcliffe	\$1,046,000,000	964	396	0.379	0.411	18.94
42	Morrison & Foerster	\$1,042,800,000	951	735	0.705	0.773	20.27
43	Squire Patton Boggs (verein)	\$1,034,980,000	1497	644	0.622	0.430	20.81
44	Milbank, Tweed, Hadley & McCloy	\$1,034,020,000	728	411	0.397	0.565	26.52
45	Dechert	\$1,021,752,000	940	768	0.752	0.817	17.84
46	K&L Gates	\$1,007,615,000	1756	687	0.682	0.391	17.76
47	Winston & Strawn	\$991,221,000	893	568	0.573	0.636	13.56
48	Proskauer Rose	\$977,879,000	726	425	0.435	0.585	10.12
49	Arnold & Porter	\$961,200,000	939	459	0.478	0.489	18.52
50	Shearman & Sterling	\$955,461,000	882	561	0.587	0.636	14.44
51	Debevoise & Plimpton	\$929,301,000	655	607	0.653	0.927	14.99
52	Holland & Knight	\$914,943,000	1141	765	0.836	0.670	25.10
53	Kim & Chang	\$901,000,000	988	26	0.029	0.026	7.69
54	Bryan Cave Leighton Paisner	\$899,418,000	1425	433	0.481	0.304	22.40
55	Perkins Coie	\$861,731,000	973	813	0.943	0.836	19.43
56	Wilson, Sonsini, Goodrich & Rosati	\$857,000,000	764	594	0.693	0.777	12.63
57	Ashurst	\$856,568,000	1415	777	0.907	0.549	33.72
58	Wachtell, Lipton, Rosen & Katz	\$856,394,000	267	703	0.821	2.633	18.35
59	Foley & Lardner	\$836,675,000	975	640	0.765	0.656	14.84
60	McGuireWoods	\$817,055,000	1014	427	0.523	0.421	17.56
61	Willkie Farr & Gallagher	\$817,000,000	658	595	0.728	0.904	13.45
62	Clyde & Co	\$816,479,000	1720	272	0.333	0.158	22.43
63	Cravath, Swaine & Moore	\$815,872,000	519	500	0.613	0.963	6.60
64	Alston & Bird	\$812,325,000	817	481	0.592	0.589	18.09
65	O'Melveny & Myers	\$800,600,000	673	406	0.507	0.603	17.73
66	Slaughter and May	\$788,417,000	540	285	0.361	0.528	20.70
67	Hunton Andrews Kurth	\$748,000,000	869	104	0.139	0.722	30.46
68	Vinson & Elkins	\$747,248,000	622	540	0.723	0.868	18.70
69	Sheppard, Mullin, Richter & Hampton	\$707,351,000	714	250	0.353	0.350	9.20
70	Fried, Frank, Harris, Shriver & Jacobson	\$684,800,000	514	356	0.520	0.693	12.36
71	Baker Botts	\$678,200,000	708	552	0.814	0.780	14.86
72	Seyfarth Shaw	\$669,360,000	844	391	0.584	0.463	19.18
73	Baker & Hostetler	\$667,009,000	941	254	0.381	0.270	17.72
74	Pillsbury Winthrop Shaw Pittman	\$645,866,000	629	311	0.482	0.494	18.33
75	Fragomen, Del Rey, Bernsen & Loewy*	\$637,286,000	582	109	0.171	0.187	23.85
76	Katten Muchin Rosenman	\$634,914,000	662	251	0.395	0.379	18.33
77	Pinsent Masons	\$634,743,000	1571	483	0.761	0.307	26.92
78	Yingke	\$624,000,000	7572	105	0.168	0.014	14.29
79	Gowling WLG	\$616,970,000	1219	293	0.475	0.240	30.72
80	Osler, Hoskin & Harcourt	\$588,089,000	462	346	0.588	0.749	23.41

2019 RANK	FIRM NAME	2019 REVENUE	NUMBER OF LAWYERS	TOTAL GLOBAL MEDIA COVERAGE	COVERAGE / REVENUE RATIO	COVERAGE / LAWYER RATIO	COVID ALIGNMENT (%)
81	Littler Mendelson	\$584,196,000	1068	358	0.613	0.335	15.08
82	Venable	\$570,227,000	657	172	0.302	0.435	33.22
83	Lewis Brisbois Bisgaard & Smith	\$552,000,000	1308	130	0.236	0.099	10.77
84	Nixon Peabody	\$530,636,000	607	436	0.822	0.718	26.61
85	Zhong Lun	\$527,000,000	1038	51	0.097	0.049	13.73
86	Troutman Sanders	\$521,531,000	645	414	0.794	0.642	20.29
87	Nelson Mullins Riley & Scarborough	\$517,003,000	707	221	0.427	0.313	14.93
88	Polsinelli	\$513,581,000	810	402	0.783	0.496	18.66
89	Faegre Baker Daniels	\$512,913,000	669	172	0.335	0.257	12.21
90	Locke Lord	\$512,573,000	641	322	0.628	0.502	12.42
91	Ogletree, Deakins, Nash, Smoak & Stewart	\$509,774,000	847	188	0.369	0.222	17.02
92	Fox Rothschild	\$507,500,000	788	538	1.060	0.683	16.91
93	Simmons & Simmons	\$500,311,000	857	163	0.326	0.190	26.38
94	Blake, Cassels & Graydon	\$499,200,000	618	326	0.653	0.528	27.30
95	Duane Morris	\$491,573,000	671	593	1.206	0.884	31.20
96	AllBright Law Offices	\$484,000,000	2600	19	0.039	0.007	0.00
97	Bird & Bird	\$482,404,000	1180	174	0.361	0.147	17.24
98	Womble Bond Dickinson	\$475,723,000	961	257	0.540	0.267	20.23
99	McCarthy Tetrault	\$474,805,000	655	313	0.659	0.478	17.89
100	Cozen O'Connor	\$473,000,000	665	481	1.017	0.723	23.49
101	Taylor Wessing	\$453,941,000	973	172	0.379	0.177	27.91
102	Kilpatrick Townsend & Stockton	\$450,324,000	575	684	1.519	0.282	16.67
103	Drinker Biddle & Reath	\$449,701,000	530	441	0.981	0.832	18.14
104	Jackson Lewis	\$447,500,000	838	449	1.003	0.536	21.16
105	Blank Rome	\$443,004,000	551	432	0.975	0.784	21.30
106	Jenner & Block	\$441,289,000	467	387	0.877	0.829	12.40
107	Schulte Roth & Zabel	\$439,965,000	356	161	0.366	0.452	22.98
108	Fidal	\$433,684,000	1561	68	0.157	0.044	36.76
109	Fish & Richardson	\$430,862,000	356	118	0.274	0.331	24.58
110	Garrigues	\$430,848,000	1327	237	0.550	0.179	12.24
111	Fenwick & West	\$429,689,000	335	278	0.647	0.830	18.35
112	Williams & Connolly	\$429,000,000	324	293	0.683	0.904	16.04
113	Mintz, Levin, Cohn, Ferris, Glovsky & Popeo	\$428,000,000	457	19	0.044	0.042	5.26
114	Kramer Levin Naftalis & Frankel	\$423,000,000	333	142	0.336	0.426	15.49
115	MinterEllison	\$422,000,000	900	258	0.611	0.287	38.37
116	Cadwalader, Wickersham & Taft	\$420,700,000	373	233	0.554	0.625	31.76
117	Boies, Schiller, Flexner	\$420,000,000	320	432	1.029	1.350	9.95
118	Ballard Spahr	\$414,879,000	602	517	1.246	0.859	23.79
119	Haynes and Boone	\$408,200,000	537	653	1.600	1.216	23.43
120	Barnes & Thornburg	\$406,156,000	557	300	0.739	0.539	16.67

Full data

2019 RANK	FIRM NAME	2019 REVENUE	NUMBER OF LAWYERS	TOTAL GLOBAL MEDIA COVERAGE	COVERAGE / REVENUE RATIO	COVERAGE / LAWYER RATIO	COVID ALIGNMENT (%)
121	Akerman LLP	\$404,855,000	651	199	0.492	0.306	5.53
122	Crowell & Moring	\$401,074,000	463	297	0.741	0.641	21.89
123	Grandall Law Firm	\$393,000,000	2000	31	0.079	0.016	19.35
124	Clayton Utz	\$386,000,000	781	497	1.288	0.636	42.25
125	Loyens & Loeff	\$383,580,000	862	71	0.185	0.082	2.82
126	Step toe & Johnson	\$382,400,000	361	399	1.043	1.105	11.78
127	Baker, Donelson, Bearman, Caldwell & Berkowitz	\$379,040,000	681	137	0.361	0.201	20.44
128	Davis Wright Tremaine	\$377,900,000	521	315	0.834	0.605	14.29
129	Fasken	\$374,000,000	796	461	1.233	0.579	26.03
130	Dorsey & Whitney	\$368,316,000	508	582	1.580	1.146	20.45
131	Addleshaw Goddard	\$368,071,000	851	200	0.543	0.235	21.00
132	DWF*	\$364,008,000	2021	409	1.124	0.202	24.21
133	Cahill Gordon & Reindel	\$360,500,000	291	98	0.272	0.337	20.41
134	Borden Ladner Gervais	\$360,000,000	750	198	0.550	0.264	27.27
135	Osborne Clarke	\$358,930,000	857	163	0.454	0.190	9.82
136	Husch Blackwell	\$353,510,000	602	456	1.290	0.757	17.32
137	Irwin Mitchell	\$351,714,000	985	412	1.171	0.418	19.66
138	Gordon Rees Scully Mansukhani	\$351,275,000	717	59	0.168	0.082	11.86
139	Shook, Hardy & Bacon	\$348,100,000	463	188	0.540	0.406	9.57
140	Loeb & Loeb	\$344,908,000	365	215	0.623	0.589	17.21
141	Allens*	\$340,000,000	650	230	0.676	0.354	21.30
142	Pepper Hamilton	\$334,360,000	424	383	1.145	0.903	17.23
143	DeHeng Law Offices	\$333,000,000	2657	23	0.069	0.009	4.35
144	Cuatrecasas, Gonçalves Pereira*	\$327,804,000	911	126	0.384	0.138	10.32
145	DAC Beachcroft	\$324,721,000	1141	52	0.160	0.046	15.38
146	Wilson Elser Moskowitz Edelman & Dicker	\$324,641,000	787	90	0.277	0.114	7.78
147	Fieldfisher	\$323,385,000	792	258	0.798	0.326	30.62
148	Manatt, Phelps & Phillips	\$313,200,000	148	175	0.559	1.182	21.71
149	Finnegan, Henderson, Farabow, Garrett & Dunner	\$309,940,000	284	20	0.065	0.070	5.00
150	Stikeman Elliott	\$309,839,000	384	383	1.236	0.997	26.37
151	Lowenstein Sandler	\$308,997,000	287	386	1.249	1.345	13.99
152	Hughes Hubbard & Reed	\$305,380,000	264	129	0.422	0.489	16.28
153	Bracewell LLP	\$300,000,000	368	167	0.557	0.454	10.18
154	Clark Hill	\$295,947,000	584	308	1.041	0.527	10.06
155	Noerr	\$295,244,000	432	148	0.501	0.343	7.43
156	Hengeler Mueller	\$290,515,000	289	48	0.165	0.166	14.58
157	Macfarlanes	\$289,977,000	355	134	0.462	0.377	27.61
158	Buchanan, Ingersoll & Rooney	\$289,870,000	403	406	1.401	1.007	11.08
159	Kennedys Law	\$288,507,000	948	22	0.076	0.023	9.09
160	Bradley Arant Boult Cummings	\$285,738,000	498	154	0.539	0.309	12.34

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161	Stephenson Harwood	\$284,632,000	560	100	0.351	0.179	26.00
162	Arent Fox	\$282,500,000	335	207	0.733	0.618	19.81
163	Bae Kim & Lee	\$278,998,000	635	17	0.061	0.027	11.76
164	Munger, Tolles & Olson	\$275,223,000	196	225	0.818	1.148	9.33
165	Quarles & Brady	\$266,790,000	450	104	0.390	0.231	17.31
166	Lee & Ko	\$263,261,000	552	9	0.034	0.016	22.22
167	Stinson Leonard Street	\$263,013,000	439	28	0.106	0.064	0.00
168	Jackson Walker*	\$262,920,000	351	313	1.190	0.892	22.68
169	Snell & Wilmer	\$262,000,000	413	130	0.496	0.315	16.92
170	JunHe	\$261,000,000	498	139	0.533	0.279	14.39
171	Withers*	\$258,173,000	612	168	0.651	0.275	28.57
172	Rodl & Partner	\$257,611,000	480	15	0.058	0.031	20.00
173	Vedder Price	\$257,000,000	292	84	0.327	0.288	13.10
174	Choate, Hall & Stewart	\$253,593,000	165	100	0.394	0.606	7.00
175	Stroock & Stroock & Lavan	\$251,001,000	244	247	0.984	1.012	25.91
176	Dinsmore & Shohl	\$250,888,000	544	141	0.562	0.259	12.06
177	McCarter & English	\$250,000,000	373	139	0.556	0.373	31.65
178	Kutak Rock	\$249,108,000	503	157	0.630	0.312	8.92
179	Kelley Drye & Warren	\$243,241,000	285	155	0.637	0.544	12.26
180	HFW (previously Holman Fenwick Willan)	\$239,198,000	490	120	0.502	0.245	11.67
181	Mishcon de Reya	\$237,594,000	442	301	1.267	0.681	41.53
182	Dickinson Wright	\$237,507,000	451	326	1.373	0.723	17.48
183	Holland & Hart	\$236,160,000	404	173	0.733	0.428	9.83
184	HWL Ebsworth Lawyers	\$236,000,000	771	99	0.419	0.128	5.05
185	Watson Farley & Williams	\$230,244,000	460	160	0.695	0.348	8.13
186	Wiley Rein	\$227,482,000	242	162	0.712	0.669	18.52
187	Saul Ewing Arnstein & Lehr	\$227,305,000	365	192	0.845	0.526	16.15
188	Kasowitz, Benson, Torres & Friedman	\$227,296,000	258	6	0.026	0.023	0.00
189	Gide Loyrette Nouel	\$226,886,000	487	58	0.256	0.119	10.34
190	Thompson & Knight	\$226,487,000	282	125	0.552	0.443	22.40
191	Stoel Rives	\$225,921,000	339	129	0.571	0.381	13.95
192	Honigman Miller Schwartz and Cohn	\$223,850,000	275	20	0.089	0.073	5.00
193	Winstead PC	\$222,200,000	312	50	0.225	0.160	26.00
194	Thompson Hine	\$221,026,000	340	173	0.783	0.509	14.45
195	Frost Brown Todd	\$220,386,000	453	202	0.917	0.446	19.31
196	Marshall, Dennehey, Warner, Coleman & Goggin	\$219,700,000	518	86	0.391	0.166	19.77
197	Fangda Partners	\$219,398,000	625	31	0.141	0.050	16.13
198	Miller Thomson	\$219,300,000	516	89	0.406	0.172	15.73
199	Travers Smith	\$217,149,000	317	112	0.516	0.353	15.18
200	Hinshaw & Culbertson	\$208,549,000	423	106	0.508	0.251	33.96

* estimated result

** merged on the first of February 2020 to form Faegre Drinker Biddle





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