

THE
INSURER

Insurance Insight Intelligence

MEDIA PACK 2024



Insight and Intelligence straight to your screen

**PROGRAM
Manager**

Risk capital and the MGA sector

E&S INSURER

Specialty risk and wholesale distribution

ESGinsurer

Pathways to a sustainable future

**CYBER RISK
Insurer**

COMING SOON

ABOUT US



esg-insurer.com theinsurertv.com theinsurer.com es-insurer.com program-manager.com

World Business Media Group is the fastest-growing digital publisher with a powerful voice for the global P&C and specialty (re)insurance industry and the risk capital that flows in and out of it.

Our titles – *The Insurer*, *Program Manager*, *E&S Insurer*, *ESG Insurer*, *The Insurer TV* and our soon to be launched new title – *Cyber Risk Insurer* – are at the forefront in providing content to professionals and investors in the (re)insurance and specialty insurance markets.

THE EDITORIAL TEAM



Peter Hastie
Managing director



Scott Vincent
Managing news editor



David Bull
North American editor



Michael Loney
North American associate editor



Christopher Munro
North American associate editor



James Thaler
Head of Americas news content



Mia MacGregor
US news reporter



Ryan Hewlett
Deputy news editor



Rebecca Delaney
Reporter



Michael Jones
Reporter



Sophie Roberts
Head of
The Insurer TV



George Abbott
Producer
The Insurer TV



Janet Babin
North American content editor
The Insurer TV



Carlos Pallordet
Head of product and data

Our scope is global but our focus is on underwriting and distribution in the area of complex risk, as well as the capital, infrastructure and services that support it. Breaking the news first and serving you with knowledge that gives you and your business a competitive edge is at our core. Above all we strive to deliver responsible, relevant and insightful journalism to our readership, as well as meaningful analysis and valuable data.

OUR AUDIENCE

Partnering with us offers you access to the fastest-growing subscriber base in the (re)insurance sector. With an audience of over **50,000 professionals** within the global (re)insurance and specialty markets, we are ideally placed to provide the right reach and enable you to communicate your message to some of the most prominent leaders across the market.

Opportunities include editorial partnerships, digital and print advertising, event sponsorship, video content and much more.

OUR READERSHIP

30k+

Individual corporate members

300+

Corporate memberships worldwide

70+

Countries

20k+

Non-subscribers that receive teaser alerts

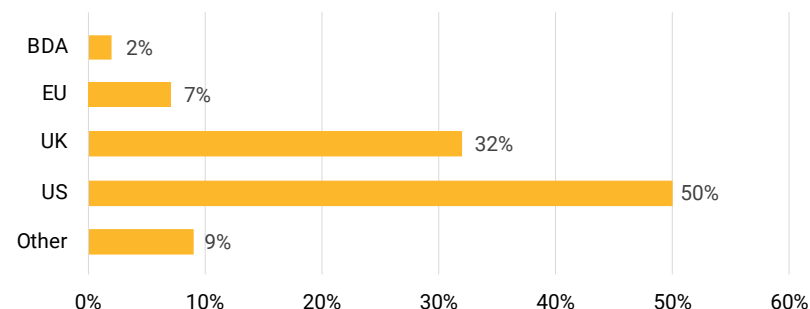
350k+

Average page views per month

SOME OF OUR SUBSCRIBERS



Audience numbers



DIGITAL ADVERTISING

Advertise across *The Insurer* main digital channels



Standard website advertising
350,000+ monthly impressions
Cost: **£6,500/\$8,250***



Daily homepage takeover
Cost:
£15,000/\$19,250



Breaking news alerts
45,000+ recipients
24% avg. open rates
Cost: **£7,500/\$9,500***



London AM
22,500+ recipients
27% avg. open rates
Cost: **£7,500/\$9,500***



New York AM
22,500+ recipients
28% avg. open rates
Cost: **£7,500/\$9,500***

*Leaderboard banner and MPU slots available on a monthly tenancy agreement.
Full reporting provided with all campaigns

INDUSTRY CONFERENCE COVERAGE

In 2024, *The Insurer* will once again provide digital content and daily newsletters at all of the main (re)insurance events: the Monte Carlo Rendez-Vous, APCA Annual Meeting, TMPAA 24th Annual Summit, Baden-Baden Reinsurance Meeting and SIRC.

- ✓ Before 7am each day electronic editions emailed to all attendees
- ✓ 7am-2pm hard copies circulating in main networking areas and handed to delegates
- ✓ Four alerts per day (minimum) at each event of breaking news and stories


FIRST CLASS

WHERE WE WILL BE

BOARDING PASS
Airports Company

2024

TO: **MONTE CARLO**

Passenger Name: **THE INSURER**

TO: **APCIA**

TO: **SIRC**

TO: **BADEN-BADEN**

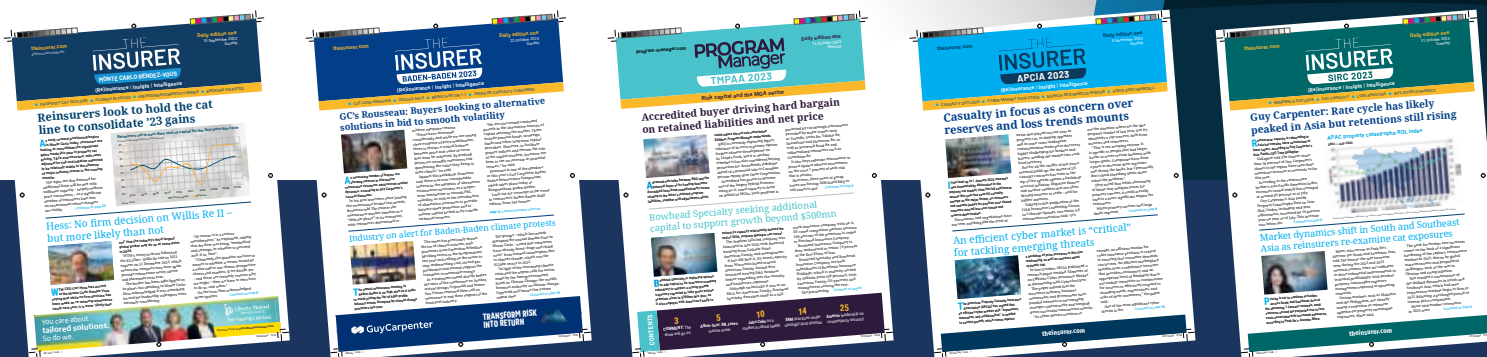
TO: **+ TMPAA**

GATE: **A12**

AIRLINE TICKET


NO. 0000000000000000

AIRLINE TICKET





Insight and intelligence straight to your screen

The Insurer TV is the industry's go-to platform that brings you exclusive insight and intelligence on the global (re)insurance markets through video interviews, panel discussions and mini docuseries featuring some of the industry's most respected figures from around the world.

It allows you to watch AND read thought-provoking and challenging content that can help you understand how the sector's key themes are playing out and how your business should respond to critical industry trends in 2024 and beyond.

With all content being available for FREE at theinsurertv.com and viewed by thousands of industry professionals across the globe, partnering with **The Insurer TV** provides you with access to the fastest-growing subscriber base in the (re)insurance sector.

Reaching this audience will enable you to communicate your message to some of the most prominent leaders across the sector, as well as helping shape the industry's message and value proposition through challenging times.

2023 IN NUMBERS

200+
interviews

100k+
total video views

76%
average
engagement
per video

200,000+
total social media
impressions

theinsurer.com



PROGRAM Manager

Risk capital and the MGA sector

With a dedicated website – program-manager.com – as well as monthly digital newsletter, **Program Manager** delivers in-depth coverage of the program insurance sector from our team of experienced journalists on the ground in the US.

Based on the core high value content published by **The Insurer**, we bring readers exclusive news, analysis and

commentary on the latest developments in this rapidly changing sector.

The audience of **Program Manager** includes a vast list of program administrators, MGA/MGUs, program insurers, program fronting carriers, reinsurers, reinsurance brokers, insurtechs, wholesale brokers, retail brokers, M&A advisors, and ancillary service providers.



2023 IN NUMBERS

422,500+
online page views

36%
average
newsletter
open rate

45,000+
individual recipients
of monthly
newsletter

E&S INSURER

Specialty risk and wholesale distribution

E&S Insurer is our new-launched channel dedicated to the booming E&S sector which has been outgrowing the broader P&C industry for several years in a row, setting record after record.

It is the home of our focused market news, analysis and intelligence as we continue to cast a forensic eye over key trends, opportunities and

challenges that shape the strategy and decision making of market participants.

As well as incorporating a dedicated monthly newsletter, **E&S Insurer** serves as a community for market participants to engage, and a platform for wholesale brokers and specialty insurers to deliver their message to clients, counterparties and peers.



es-insurer.com



2023 IN NUMBERS

371,000+
online page views in the
first three months post
launch
theinsurer.com

35%
average
newsletter
open rate

45,000+
individual recipients
of monthly
newsletter

It has never been more apparent that (re)insurers around the world continue to display a deeper interest in environmental, social and governance (ESG) factors.

With a monthly newsletter sent to over 45,000 individuals and a dedicated website, **ESG Insurer** leads the way in taking a forensic look at the key trends, opportunities, challenges and potential concerns around the ESG landscape, providing key

analysis and opinion on how it is shaping the future global insurance industry.

We also understand how important delivering your own messaging has become and our ESG platform also provides an opportunity for a strictly limited number of partners to promote their companies' key messaging in the form of thought leadership, video interviews, virtual debate participation and branded messaging.



esg-insurer.com

2023 IN NUMBERS

293,000+
online page
views

29%
average open
rate

45,000+
individual recipients
of monthly
newsletter

Cyber Risk Insurer aims to be the top destination in-depth coverage on the burgeoning cyber (re)insurer market. From risk management, to retail, to cyber insurtech MGAs, major incumbent carriers, to reinsurance and the capital markets, breach coaches, and incident response firms, *Cyber Risk Insurer* will be the premier publication covering a market segment that is widely described as the top board-level concern across industries.

We will cover the market with the in-depth technical acumen that the cyber segment deserves, from business profiles that range from SME to the Fortune 1000. No publication covering the cyber (re)insurance market will be as deeply embedded in the segment as our journalists. Our journalists have developed a reputation for covering the

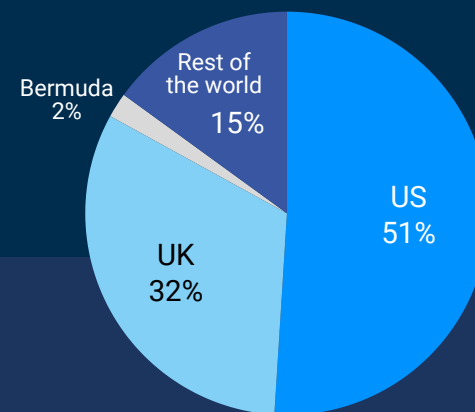
cyber market like no other, from breaking news of Chubb's launch of CyBex, to exclusive reporting on data that appears on the dark web, like industry breaches at Fairfax and the MOVEit vulnerability that affected Aon, as well as capital raises and M&A at all the major cyber industry players.

We aim to be a platform for a critical segment that is growing faster than any other, and that is still working its way into the mainstream, and we will play a critical role in providing education to the broader P&C sector that the cyber business so critically demands.

We will be the authoritative word on the fast developing convergence of the InfoSec world and its intersecting with insurance.



Our audience



BESPOKE EVENTS

As a team, we have strong relationships with key insurance sector decision-makers globally and regularly invite them to join us in roundtable discussions, followed by a networking lunch or dinner. Roundtables produce unique content, driven by the purpose of raising the profiles of key executives.

Participation would also serve to promote the client's brand, values and solutions in front of a targeted group of senior professionals from key companies, followed by aligned, relevant and topical content. *The Insurer* will host the discussion and will collaborate with the client to identify a targeted group of senior insurance sector (C-suite) executives that will be invited to participate.

The high-level findings from the discussions will be promoted to our international audience via theinsurer.com, through a series of alerts and digital coverage. The client will have control over the message; nothing will be published until participants have approved quotes from the discussion.

PREVIOUS PARTICIPANTS AND PARTNERS INCLUDE:



Our bespoke events can be tailored to meet your business needs. To discuss how we can help create your event, reach out to Spencer Halladey at spencer.halladey@wbmediagroup.com

IN-HOUSE EVENTS

Our annual conferences and awards ceremonies – held across London and New York – are now a regular fixture in the calendar, covering a wide range of themes. They are highly informative and include invaluable face-to-face networking, leaving attendees with a better understanding of the current climate in the industry.

The morning forums highlight key trends, opportunities and challenges that are shaping the strategy and decision-making of market participants. In addition to keynote speeches from leading industry speakers, the events also include interactive panel discussions and Q&As, covering relevant industry topics.

The awards ceremonies, held in the evenings, celebrate excellence, success and achievement in each of the program manager, E&S and ESG sectors.

To find out more about all of our events, visit:
theinsurer.com/events.

2023 IN NUMBERS

4.5



average rating

350+

companies in
attendance

1,000+

individual
attendees

80%

C-suite
seniority

20%

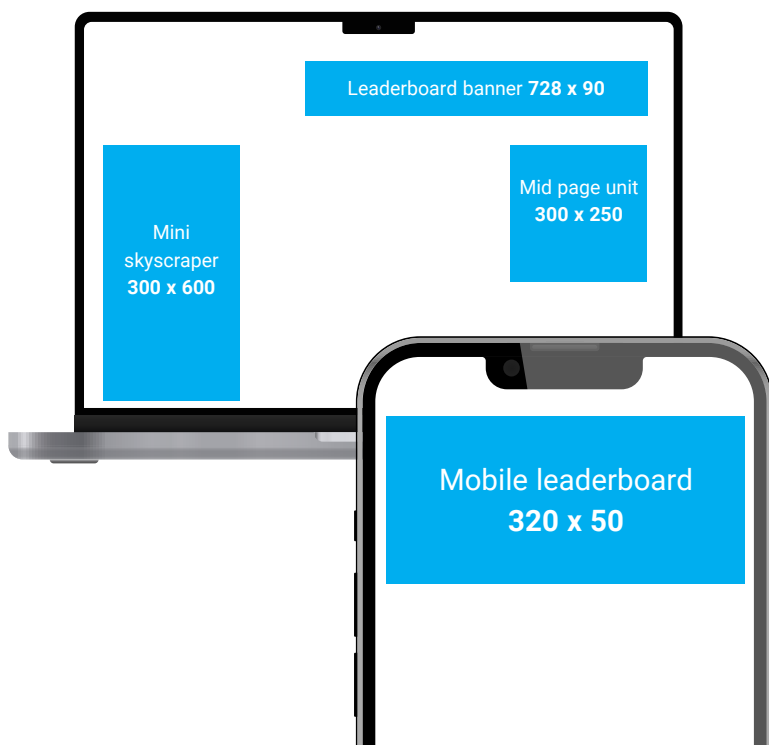
MDs, SVPs, VPs, directors,
partners, UWs, brokers, analysts,
lawyers, providers & others



ADVERTISING

Print & digital specifications

The Insurer offers many creative digital and print advertising opportunities. These include website, video, digital daily newsletters, smartphone app and event print editions.



Daily newsletter ad spec

SINGLE PAGE
Trim size:
215.9mm x 279.4mm
(3mm bleed)

DPS
Trim size:
430mm x 279.4mm
(3mm bleed)

Newsletter ad spec

SINGLE PAGE
180mm x 320mm

Please ensure all creatives are supplied in the correct format and size according to what you have booked

The Insurer-hosted file requirements

- ✓ File types that can be provided: JPEG/ PNG/ GIF
- ✓ Max file size: 75kb
- ✓ Single impression pixel accepted
- ✓ Click tracker accepted (website only)

Rich media

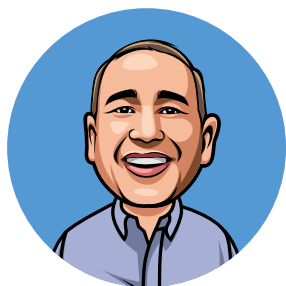
- ✓ All rich media must be third-party served
- ✓ HTML5 files if provided will be accepted subject to testing
- ✓ Sound must be user-initiated
- ✓ Video duration recommended: 15 secs
- ✓ Max loops – 3

Creative deadline

- ✓ Creative assets must be received 3-5 working days in advance of the campaign start-date to allow for full set-up and testing

MORE QUESTIONS? CONTACT US

To discuss how to become a partner and how we can help in promoting your own corporate messaging please contact us:



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