At The Insurer, we bring you market-leading specialty (re)insurance news, analysis and data service.
Welcome

*The Insurer* is the fastest-growing digital publication 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 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.

Our mission is to dig beneath the surface of the industry and bring you insight and market intelligence that might not be available elsewhere.

But we will also serve as the industry’s advocate.

That means we will provide a voice for those wishing to highlight good and bad within the industry, as well as the challenges and opportunities it faces from external forces.

Above all we strive to deliver responsible, relevant and insightful journalism to our readership, as well as meaningful analysis and valuable data.
02 | About us

With an audience of over 45,000 individuals working within the global (re)insurance and specialty markets, The Insurer is ideally placed to provide the right reach in achieving your required marketing goals alongside highlighting key executives around the right topics.

Over 22,500 paying subscribers in more than 300 businesses, across 70+ countries

Yearly growth

The number of subscribers has risen by 90% on average each year since 2018

Audience
- 22,609 paid subscribers
- 23,982 non-subscribers that receive teaser email alerts

Company type
- 39% Brokers
- 24% Insurers
- 20% Reinsurers
- 4% MGAs
- 13% Other

Seniority
- 13% C-suite
- 31% MD, SVP, VP, director, partner
- 52% UW, broker, analyst
- 4% lawyer, providers, other
03 | Audience

Partnering with *The Insurer* 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 market.

Here are some of our subscribers...

- 320,000+ average page views per month
- 64,239 total views for our video content in 2021
- 22,500+ individual corporate members
- 80% of top 30 (re)insurance companies
- 75% of the top 10 insurance companies
- 300+ companies have corporate memberships
- 100% of top 5 global reinsurance brokers
04 | Digital adverts

The Insurer is at the forefront of providing content to professionals and investors in the (re)insurance and specialty insurance markets.

We create channelled content and build targeted newsletters in conjunction with our partners.

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**Standard website advertising**

- 320,000+ monthly impressions
- Cost: £5,750/$7,650*

**Daily homepage takeover**

- Cost: £12,750/$16,950

**Breaking news alerts**

- 45,000+ recipients
- 24% avg. open rates
- Cost: £5,750/$7,650*

**London AM**

- 22,500+ recipients
- 27% avg. open rates
- Cost: £5,750/$7,650*

**New York AM**

- 22,500+ recipients
- 28% avg. open rates
- Cost: £5,750/$7,650*

*Leaderboard banner and MPU slots available on a monthly tenancy agreement. Full reporting provided with all campaigns.*
The Insurer TV, the channel that brings you exclusive insight and intelligence on the global (re)insurance markets through topical monthly programmes, video interviews and panel discussions featuring some of the industry’s most respected figures.

**What we are offering**

- **Experience** – first to video market during industry events
- **Agility** – we work in partnership with clients to produce high-value video content
- **Distribution** – strong distribution via website, email alerts, social media and partner channel
- **Return on investment** – full digital reporting provided to all guests

**Benefits of our service**

- High quality grading, sound capture and visual clarity
- On-the-ground specialised team who edit and output within
- Coordinated video interview plan with sponsor
- Full support and dedicated service team
- Ability to republish all video content via social media and internal newsletter

**2021 average figures**

- **3,500** average video views
- **85%** average engagement
- **5,000+** social media impressions per video

- **Our flagship analysis programme** examining the big issues of the day
- **One-to-one, no-holds-barred** 20-minute interviews with the industry’s leaders
- **15-minute interviews** on technical subjects with the leading experts in their field
- **Thought-provoking virtual panel debates** with industry experts
06 | Industry conference coverage

In 2022, *The Insurer* will once again provide digital content and daily newsletters at each of the three main (re)insurance events: the Monte Carlo Rendez-Vous, Baden-Baden reinsurance meeting and APCIA annual meeting.

Our electronic editions will be emailed to all attendees of the event before 7am each morning, with hard copies circulated in the main networking areas, as well as into delegates’ hands between 7am and 2pm.

In addition, *The Insurer* will also be sending breaking news alerts as and when a story breaks. We aim to send a minimum of four alerts per day at each of the three events.

**Services we provide**
- Daily printed editions
- Breaking news alerts live from the event
- Roundtable discussions
- *The Insurer* TV interviews on site

**Events we will attend**
- Monte Carlo
- Baden-Baden
- APCIA
The ESG Insurer, a monthly digital publication from The Insurer, focuses exclusively on environmental, social and governance issues from the global insurance industry’s perspective.

It includes a helpful digest and tracker of all recent news developments, together with exclusive analysis and televised interviews with the key figures shaping the ESG debate.

We also look at issues with a critical eye, exploring the challenges of embracing ESG from the perspective of both (re)insurers and intermediaries, including regulatory issues, underwriting, operations, investment strategies and talent management.

The ESG Insurer is an essential companion in keeping on top of – and indeed navigating – the fast-changing ESG landscape in 2022 and beyond.

Program Manager – the monthly ezine from The Insurer that 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 and commentary on the latest developments in this rapidly changing sector, together with exclusive analysis and televised interviews with key senior executives in the program manager space.

Sponsorship opportunities, incorporating both branding and thought leadership, are available for both publications – please contact us for availability and to discuss further.
The Insurer offers many creative digital and print advertising opportunities. These include website, video, digital daily newsletters, smartphone app and event print editions.

**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

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

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

**HALF PAGE**
Trim size: 179mm x 110mm (3mm bleed)

**VERTICAL HALF PAGE**
Trim size: 84mm x 246mm (3mm bleed)

**LEADERBOARD BANNER**
728 x 90
GIF, JPEG, PNG

**MINI SKYSCRAPER**
300 x 600
GIF, JPEG, PNG

**MOBILE LEADERBOARD**
320 x 50
GIF, JPEG, PNG

**MPU**
300 x 250
GIF, JPEG, PNG

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