

The most influential re/insurance publication around, with the largest global audience of key decision makers, buyers, sellers and service providers.

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www.reinsurancene.ws

Background on Reinsurance News

Reinsurance News is the fastest growing re/insurance publication around, covering reinsurance, specialty & commercial insurance, with a global audience of key decision makers, buyers, sellers and service providers.

Our publication consists of a freely accessible website, where at least ten new stories, interviews and opinion pieces are published each day, as well as a morning email briefing that summarises the previous day's stories. Our **Reinsurance News website** had over **187,000 readers** in March 2021.

The **Reinsurance News daily email briefing** is delivered to over over 15,500 subscribers as of March 2021, resulting in over **350,000 emails sent every single month**.

Our emails have a very high, industry leading engagement rate, with **more than 30% of recipients opening and engaging** with our emails every day (according to Campaign Monitor statistics).



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Our website has fast become the leading re/insurance news platform (and we're growing fast), with an audience of **187,000 unique readers** (March 2021, Google Analytics), being attracted directly and through our active social media channels.

The data in this chart is based on third-party benchmarking using Amazon's Alexa, SimilarWeb, Google & SEMRush. These sources provide third-party data we track to compare reach and influence of publications online. The data shows Reinsurance News as the most popular publication with a reinsurance, specialty / wholesale / commercial lines focus.

Note: We also own Artemis.bm, which is focused on ILS & alternative reinsurance capital, which has on average 70,000+ readers each month

PUBLICATION	GLOBAL ALEXA TRAFFIC RANK	VISITS
reinsurancene.ws	316,395	
insuranceinsider.com	525,864	
artemis.bm	653,156	
intelligentinsurer.com	953,100	
theinsurer.com	1,060,180	
globalreinsurance.com	1,877,235	
insuranceerm.com	1,961,391	
bermudareinsurancemagazine.com	2,496,296	
insuranceday.com	2,736,450	
trading-risk.com	3,292,172	
reactionsnet.com	3,921,345	

Source: Data from Alexa for 90 days to October 10th 2020.

Alexa Rank reflects global internet popularity & engagement (lower is better).

Estimated aggregated readership & traffic data for September 2020 from Alexa, SimilarWeb, Google, SEMRush & others.



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Readers come from more than 170 countries around the world, making our re/insurance news audience truly global.

Leading the way are:

- United States
- United Kingdom
- Germany
- Bermuda
- Switzerland
- Singapore
- France
- Italy
- China
- Australia
- Canada
- India
- Japan
- Sweden
- Russia
- United Arab Emirates.

Readers come from the insurance and reinsurance industry, with the largest segments being:

- re/insurance buyers
- protection sellers
- corporate buyers of risk transfer
- brokers
- other service providers.



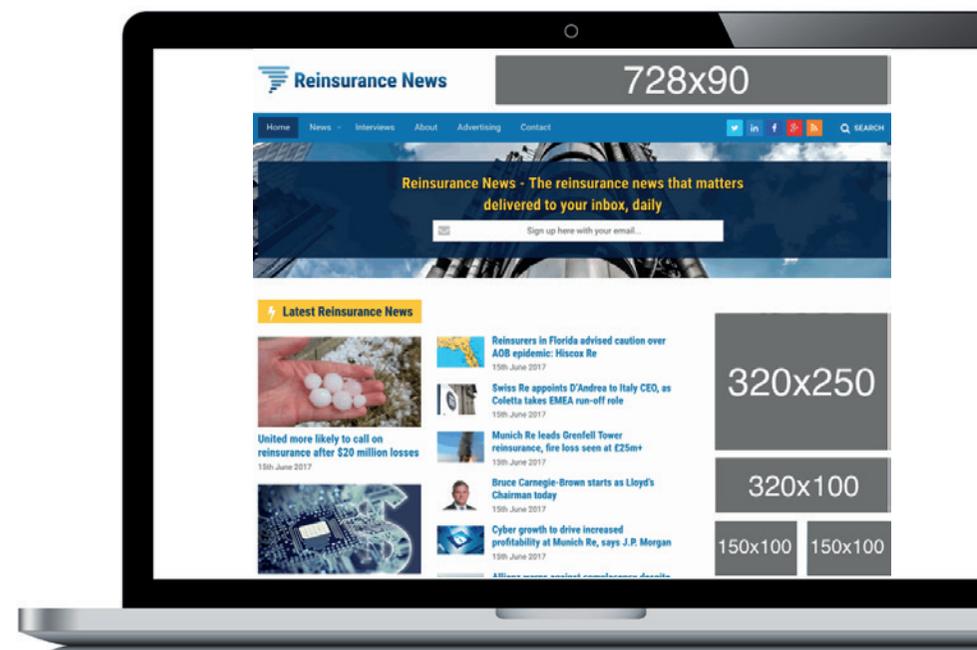
Website advertising

Our website is the hub of Reinsurance News, with a growing readership of now 187,000 per month consisting of re/insurance industry professionals and interested parties from around the globe.

Reinsurance News website has become one of the most widely read re/insurance focused publication in the world, with a significant global reach and we're still growing fast.

- We offer a range of levels of promotion for your brand and messaging.
- Example banner sizes and positions can be seen in the images on this page.
- Prices start from UK £500 per month and banners can run from as short a time as two months.
- Web banners rotate a maximum of two times, but can also be booked with no advertiser rotation.

All website banner positions rotate a maximum of two creatives at any one time.



Full website banner pricing:

Smallest banners (150 x 100)

Mid-size banners (320 x 100)

Large banner (320 x 250)

Half-leaderboard banner (350 x 90)

Leaderboard banner (728 x 90)

**AVAILABLE
FROM £500
PER MONTH**



Website advertising

NEW in-line and in-article banner positions for 2021.

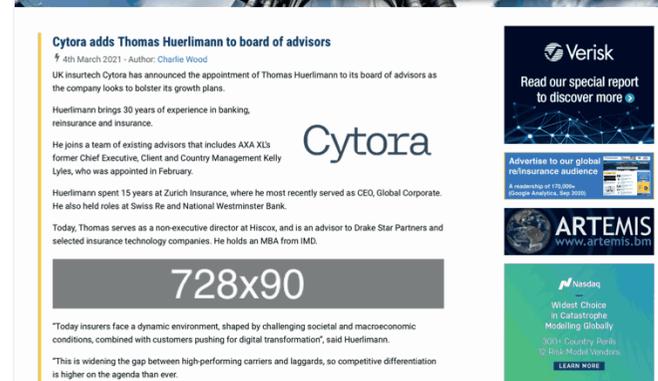
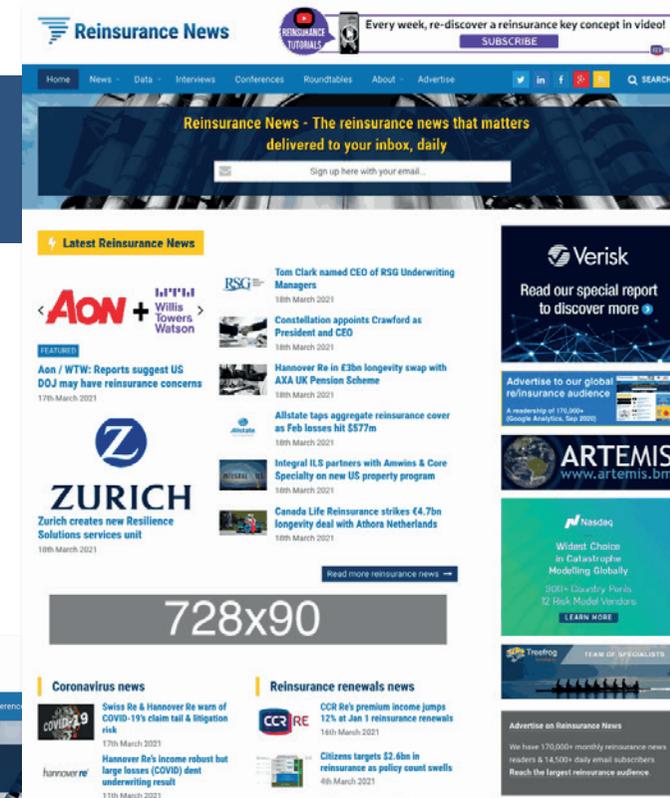
Inline homepage banner

We have a new 728 x 90 leaderboard position on our homepage, in-line with the content and directly below the main headline news.

Targeted web banners

We also have a new in-content banner position available, which sits within the main article text. This banner can be targeted contextually, at specific content categories. So for example if you only want your advertising to be visible in articles and interviews related to insurtech, risk modelling, energy insurance, casualty lines, or another vertical within re/insurance, we can now do that. Alternatively you can see your advertising banner visible in every single article, if you prefer.

All website banner positions rotate a maximum of two creatives at any one time.



In-article website banner pricing:

In-line homepage banner: (728 x 90)

In-article banner: (728 x 90)

**AVAILABLE
FROM £500
PER MONTH**

In-line homepage banner

In-article banner



Email advertising

Our emails are delivered to over 15,500 reinsurance, insurance, risk professionals, service providers and buyers every week day, resulting in over 350,000 emails delivered each month. We offer a range of levels of promotion for your brand and messaging.

Example banner sizes and positions for our daily reinsurance emails can be seen on the left.

Prices start from UK £500 per month and banners can run from as short a time as two months.

Full email banner pricing:

Smallest banners (150 x 75)

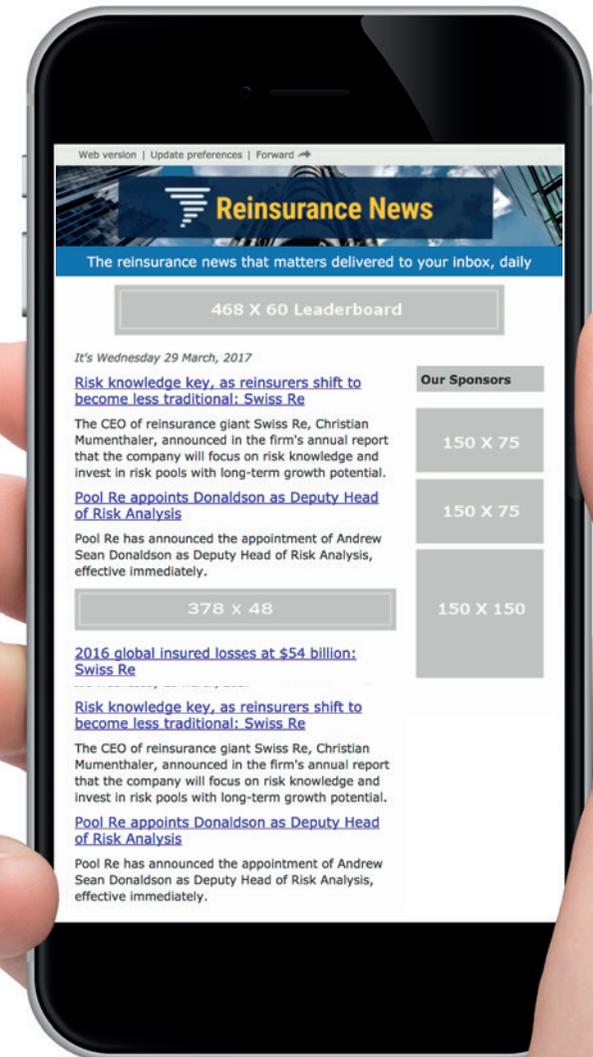
Mid-size banners (150 x 150)

Leaderboard bottom (468 x 60) at bottom of content

In content banners (378 x 48) sit within story flow

Leaderboard top (468 x 60)

**AVAILABLE
FROM £500
PER MONTH**



Executive Roundtable events

Reinsurance News hosts roundtable events bringing together senior executives from the industry to discuss the state of the market, innovation and topic specific themes.

Executive Roundtables enable sponsors to facilitate the discussion and gain significant reach, while positioning themselves as thought-leaders. The events provide a valuable platform for the sharing of intellectual capital, as well as to market brands and key executives.

The Executive Roundtables will typically involve 8-12 senior executives, carefully assembled through partnership with our sponsors. Following the Roundtable meeting, a report of the discussion will be produced and published via our various digital channels. Our partners will also be able to post the digital report on their own digital platforms.

Typically, these reports can be downloaded by up to 7,000 readers within the first few weeks of publishing.

If you have a certain subject or topic you would like to express via the Artemis Executive Roundtable platform please approach us. Further details and prices are available on request.



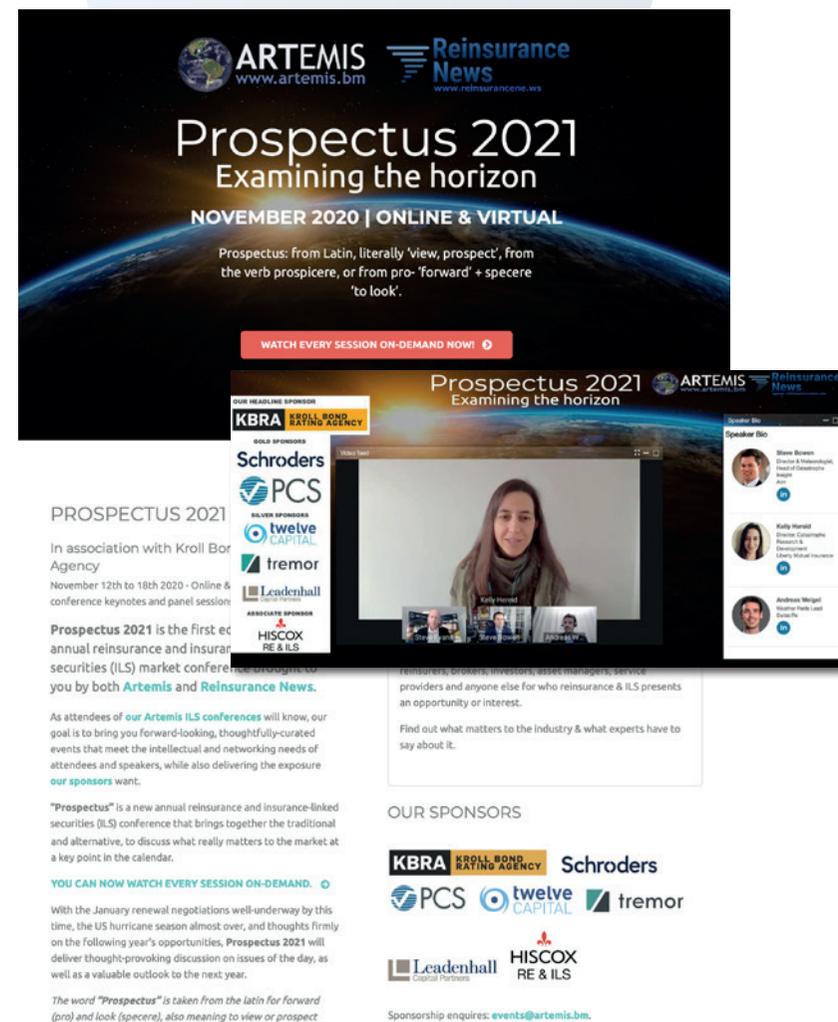
Conferences

Reinsurance News conferences are thought-leadership focused, with high-calibre speakers discussing the topics that matter in networking focused environments.

We launched our first Prospectus conference in November 2020, a new annual reinsurance and ILS market combined event that focuses on issues that matter to both traditional and alternative sides of the market.

During COVID times, our now virtual conferences have attracted more than 1,400 registrants and the videos have been viewed by many thousands, live and on-demand.

Conference sponsorship packages can include speaking opportunities, exhibition space, branding or advertising in the run-up to and after the event, as well as additional benefits. A range of packages, from Headline Sponsor down to Associates are always available, something to suit every budget and every package includes free passes to the event.



ARTEMIS www.artemis.bm **Reinsurance News** www.reinsurancene.ws

Prospectus 2021

Examining the horizon

NOVEMBER 2020 | ONLINE & VIRTUAL

Prospectus: from Latin, literally 'view, prospect', from the verb prospicere, or from pro- 'forward' + specere 'to look'.

[WATCH EVERY SESSION ON-DEMAND NOW!](#)

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PCS
twelve CAPITAL
tremor

SILVER SPONSORS
Leadenhall
HISCOX RE & ILS

ASSOCIATE SPONSOR
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PROSPECTUS 2021
In association with Kroll Bond Agency
November 12th to 18th 2020 - Online & virtual
conference keynotes and panel sessions

Prospectus 2021 is the first of its kind annual reinsurance and insurance-linked securities (ILS) market conference brought to you by both **Artemis** and **Reinsurance News**.

As attendees of our **Artemis ILS conferences** will know, our goal is to bring you forward-looking, thoughtfully-curated events that meet the intellectual and networking needs of attendees and speakers, while also delivering the exposure our sponsors want.

"Prospectus" is a new annual reinsurance and insurance-linked securities (ILS) conference that brings together the traditional and alternative, to discuss what really matters to the market at a key point in the calendar.

[YOU CAN NOW WATCH EVERY SESSION ON-DEMAND!](#)

With the January renewal negotiations well-underway by this time, the US hurricane season almost over, and thoughts firmly on the following year's opportunities, **Prospectus 2021** will deliver thought-provoking discussion on issues of the day, as well as a valuable outlook to the next year.

The word "Prospectus" is taken from the latin for forward (pro) and look (specere), also meaning to view or prospect

Reinsurers, brokers, investors, asset managers, service providers and anyone else for who reinsurance & ILS presents an opportunity or interest.

Find out what matters to the industry & what experts have to say about it.

OUR SPONSORS

KBRA KROLL BOND RATING AGENCY Schrodgers
PCS twelve CAPITAL tremor
Leadenhall HISCOX RE & ILS

Sponsorship enquires: events@artemis.bm



Webinars & Virtual events

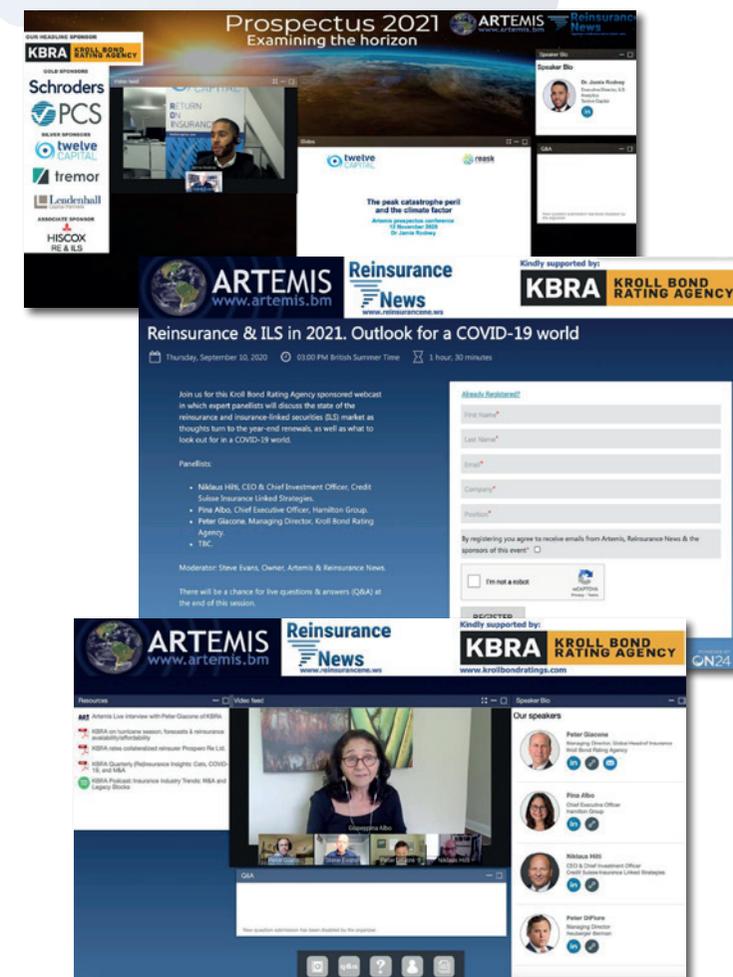
Reinsurance News also facilitates sponsored webinars and virtual events in a unique branded environment that can be tailored to meet sponsor needs.

Our webinars can feature interactive polls, audience Q&A, the chance to make your downloads available to them, combined video and slides, or just a straight panel discussion moderated by us.

We have a track record for being able to pull big audiences of relevant people together, as well as in getting the right guest speakers on-board to give sponsored virtual events gravitas.

Sponsorship packages vary, from Headline through Gold, Silver, Bronze and Associate for multi-sponsor events or work with us for a single-sponsor webcast to position your brand as a thought-leader in the space and reach our unparalleled audience.

One single sponsored webinar we held in September 2020 had more than 1,000 total viewers, with over 500 of them watching the live broadcast and many more watching on-demand after the fact. Our virtual Prospectus 2021 conference had over 1,400 registrants.



Sponsored surveys

Leveraging our readership, the largest pure reinsurance focused in the world, we can conduct highly targeted surveys designed to deliver insights and promote your brand as a thought-leader.

Work with Reinsurance News to tap into our wealth of industry contacts and the largest reinsurance focused audience around.

Surveys can be tailored to specific themes and full reports produced using the insights gleaned, as well as using the data in our day-to-day editorial.

Sponsors benefit from:

- Branding and association with industry-defining thought-leadership
- Co-editorial headlining on reports and editorial
- Placement of additional thought-leadership within the survey reports
- Placement of interviews with business leaders within survey reports
- Full page inside front cover advertising



| Get in touch

Work with Reinsurance News to raise your profile in the industry in front of potential clients, partners and investors, or just associate yourselves with the fastest growing industry focused media platform.

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