



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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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.

Truly dedicated to informing the industry – no paywalls, no login's.

Our publication is a freely accessible website, where at least 15 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** sees an average of **220,000+ readers every single month**, during peak season this can reach **350,000+**.

The Reinsurance News daily email briefing and our Breaking News Alerts are delivered to **27,000+ subscribers** as of end of Q3 2025, resulting in over **1.25 million emails sent per month**.

Our emails have a very high, industry leading engagement rate, with **more than 26% of recipients opening and engaging** with our emails every day (according to Campaign Monitor statistics).

Reinsurance News is run by professionals with years of experience in journalism, knowledge management and the curation of timely insight for the reinsurance and risk transfer sectors.

By combining our experience in knowledge management and our broad reinsurance insight with technology we aim to bring you the most important reinsurance news online and in our daily emails.

Reinsurance News brings the reinsurance industry news that matters to a global audience.

WHO WE WORK WITH



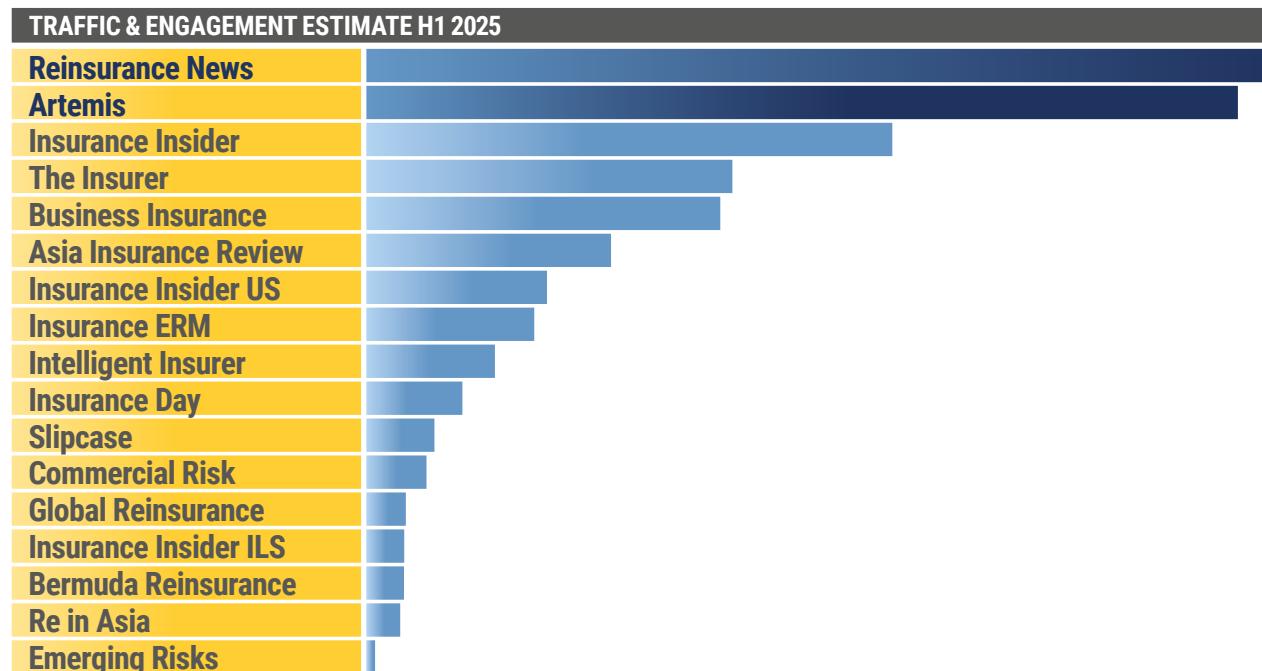


Website Traffic & Engagement

Our website has fast become the leading re/insurance news platform (and we're growing fast), with an audience average as 220,000+ unique readers in a single month (Google Analytics), being attracted directly and through our active social media channels.

The data in this chart is based on third-party benchmarking using SimilarWeb and 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 75,000+ readers each month. [Contact us](#) for the Artemis media pack.



Traffic and engagement estimate based on third-party benchmarking using SimilarWeb, SEMRush and LinkedIn reach.



Audience & Global Reach

Readers come from more than 200 countries around the world, making our re/insurance news audience truly global.

Top Geographical Readership (2024)

- North America, incl. Bermuda 48%
- LatAm 4%
- EMEA 33%
- Asia Pacific 14%

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.

A snapshot of top job titles from our subscriber list:

- Underwriter
- Broker
- CFO
- Actuary
- Finance
- CIO
- CEO
- Reinsurance buyer



Followers 152,000k+, 20million page post impressions over the last 12 months



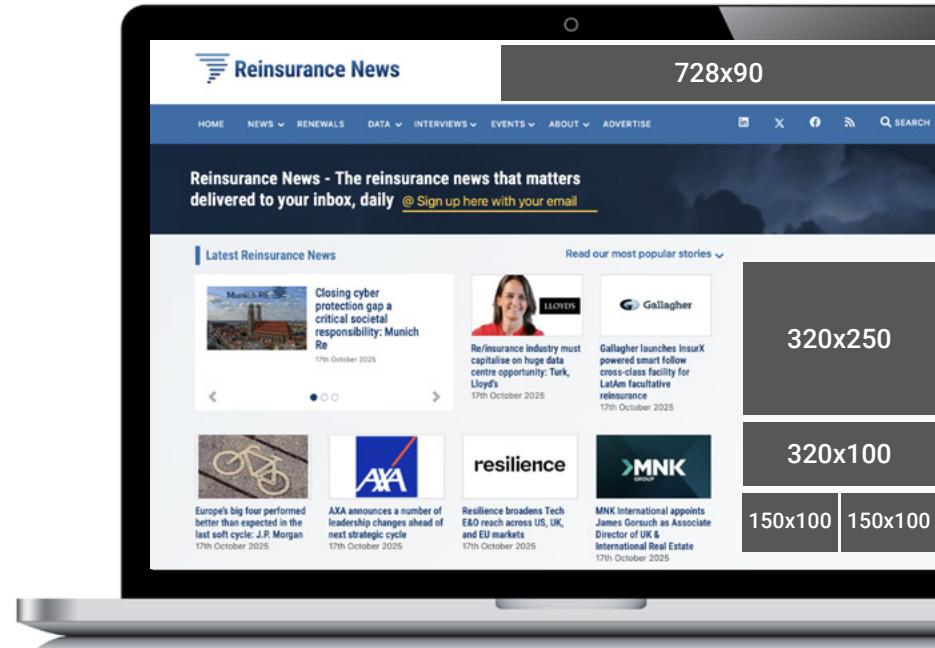
Website advertising

Our website is the hub of Reinsurance News, with a growing readership of as many as 350,000+ readers in a single 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 £750 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.

**Website placements have a minimum of 50% SOV –
Only ever 2 creatives in rotation**



Full website banner pricing:

Smallest banners (150x100)

Mid-size banners (320x100)

Large banner (320x250)

Half-leaderboard banner (350x90)

Leaderboard banner (728x90)

**AVAILABLE
FROM £750
PER MONTH**

Above pricing reflects 12-month placements.



Website advertising

Homepage and Article Banner Positions

Inline Homepage Banner

Our 728x90 Inline homepage banner position placed on the homepage, in-line with the content and directly below the main headline news.

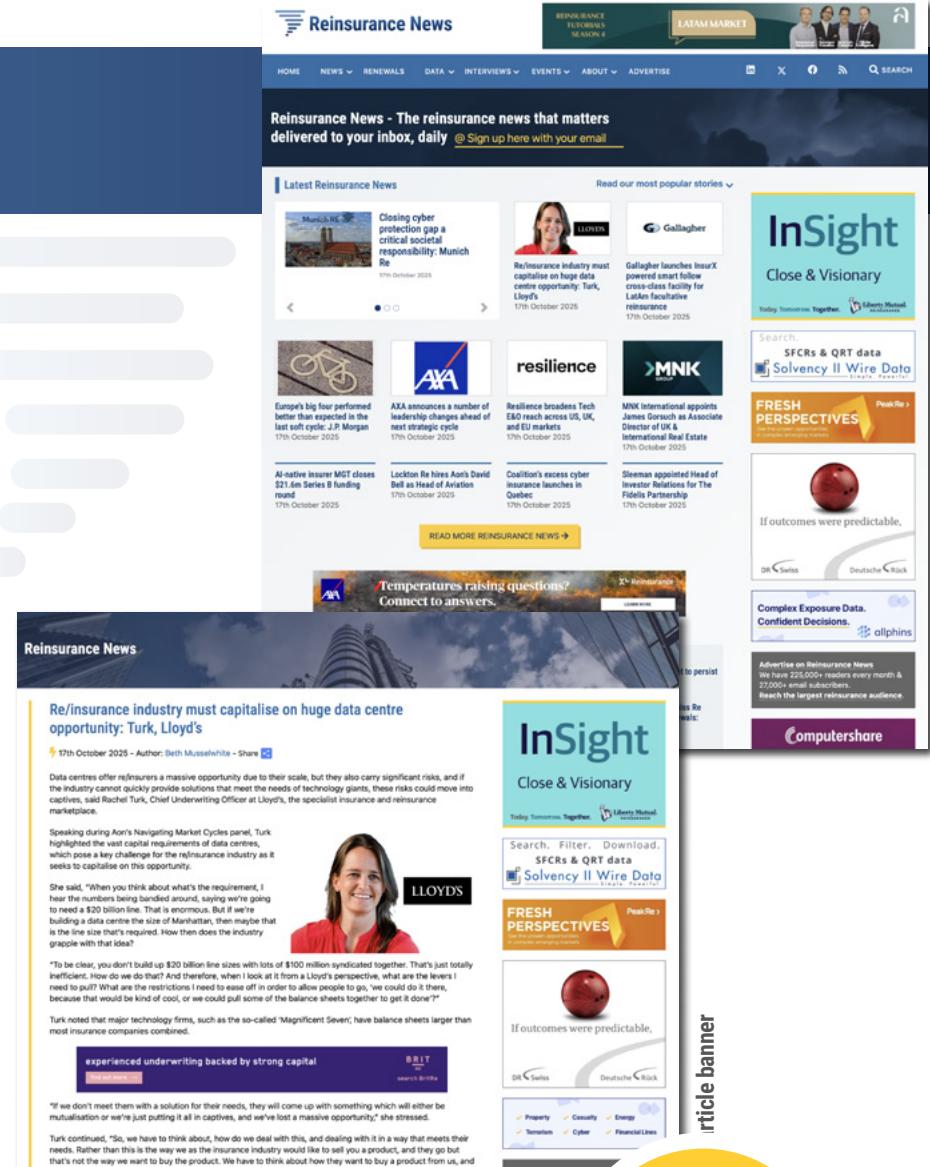
In-Article Banner & Targeting

The website in-content banner position sits mid-way within the article text, on every single article we post.

**HIGH
VISIBILITY
PLACEMENT**

This banner can be targeted contextually, at specific content categories. For example, if you only want your advertising to be visible in articles and interviews related to cyber, insurtech, risk modelling, energy insurance, casualty lines, or another vertical within re/insurance.

**Website placements have a minimum of 50% SOV -
Only ever 2 creatives in rotation**



The image shows a screenshot of the Reinsurance News website. At the top, there's a navigation bar with links for HOME, NEWS, RENEWALS, DATA, INTERVIEWS, EVENTS, ABOUT, and ADVERTISE. There's also a search bar and a 'LATAM MARKET' section. The main content area features a 'Latest Reinsurance News' section with several news cards. One card for 'Munich Re' is visible, along with cards for 'Closing cyber protection gap a critical societal responsibility: Munich Re', 'Gallagher launches InsurX powered smart facility for LatAm facultative reinsurance', and others. Below this is a larger article card for 'Temperatures raising questions? Connect to answers.' with a photo of a woman and text from 'LLOYDS'. To the right, there's a sidebar with sections for 'InSight' (Close & Visionary), 'SFCRs & QRT data', 'Solvency II Wire Data', 'FRESH PERSPECTIVES', and 'Computershare'. A vertical text 'In-line homepage banner' is positioned to the right of the main content area.

In-article website banner pricing:

In-line homepage banner: (728x90)

In-article banner: (728x90)

Above pricing reflects 12-month placements.

**AVAILABLE
FROM £2,000
PER MONTH**



Email advertising

Our emails are delivered to over **27,000** reinsurance, insurance, risk professionals, service providers and buyers every week day, resulting in over **1.25 million** emails sent per month. We offer a range of levels of promotion for your brand and messaging.

Prices start from UK £750 per month (on 12-month tenancies) and banners can run from as short a time as one month.

All placements within our email sends receive 100% SOV.

Full email banner pricing:

Smallest banners (150x75)

Mid-size banners (150x150)

Leaderboard bottom (468x60*) at bottom of content

In content banners (378x48*) sit within story flow

Leaderboard top (468x60*)

*Can be supplied as 728x90, scaled down to display size above.

Above pricing reflects 12-month placements.



27,000+ Subscribers

265 Daily Newsletters

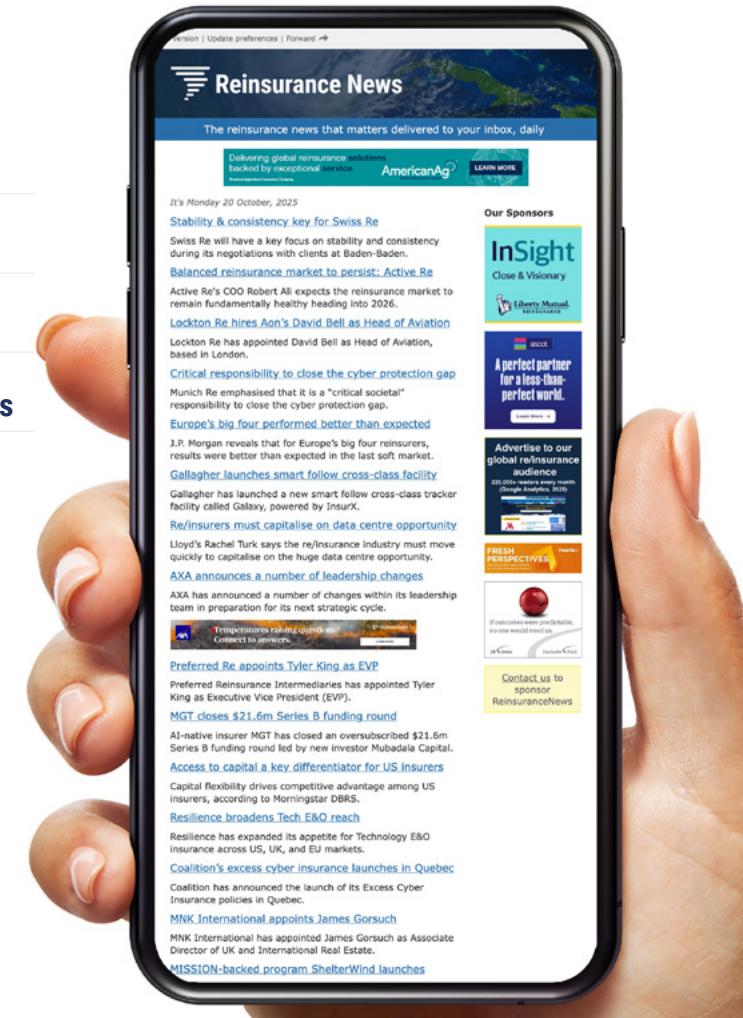
52 End of Week Recaps

4 Monte Carlo RVS Dailies

99.8% Delivery Rate

26% Avg. Open Rate

AVAILABLE FROM £750 PER MONTH



Breaking News Alerts

We send email alerts to our 27,000+ subscribers to inform them of important breaking news stories. These snappy emails deliver just the information that's needed and have banner space available by the month. On average we deploy a minimum of 5 sends per week with a maximum of 15 during peak season.

**HIGH
VISIBILITY
PLACEMENT**

Placements receive 100% SOV
Only 3 placements available

Alert Email Pricing:

Leaderboard Banner:

Middle Banner:

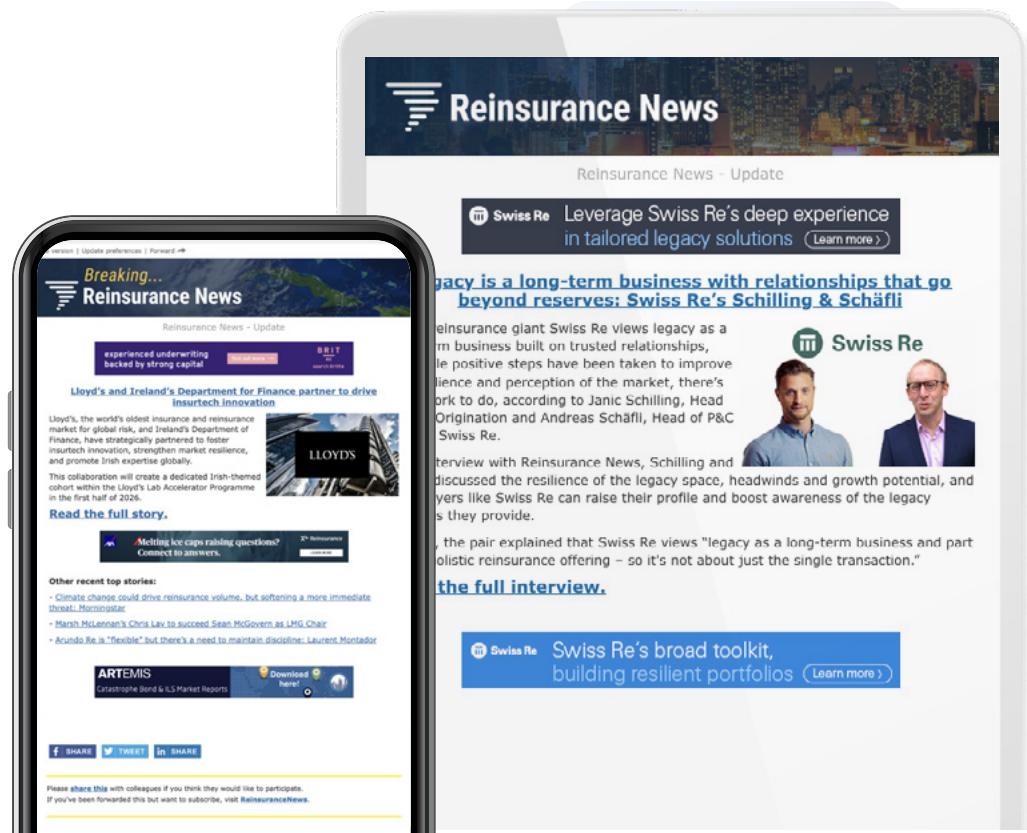
Lower Banner:

**AVAILABLE
FROM £1,500
PER MONTH**

Banners can be supplied as 728x90, scaled down for email template.
Above pricing reflects 12-month placements.

Email Campaigns

Fully brand an email with your content, message and call to action with a dedicated campaign to reach our entire subscribers list.

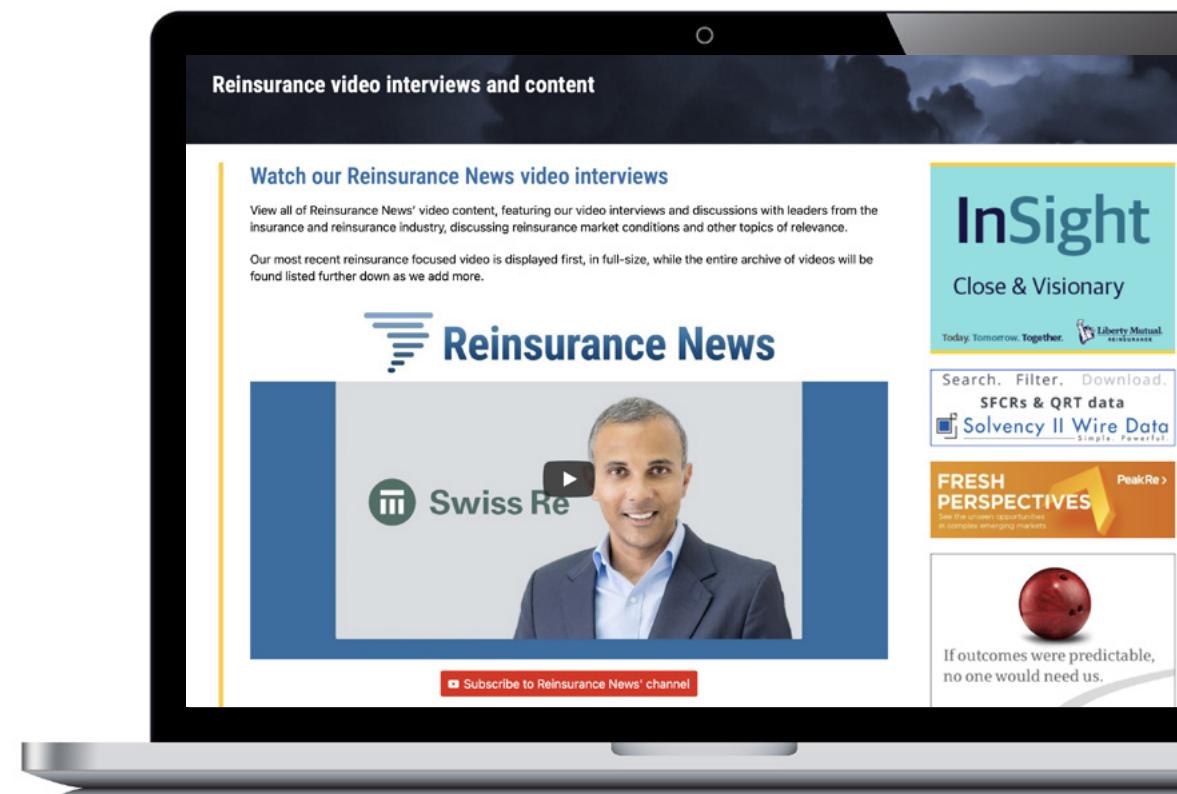


Video Interviews

Reinsurance News offer video interviews with our experienced journalists – these are typically 15-20 minute recordings, in talking heads interview/roundtable style. Our journalists will prepare and script questions to meet objectives and tailor the interview to best capture the audience attention.

Our interviews are held over Zoom therefore we can interview executives globally. Publishing features include YouTube publishing, upload to our website and publishing of the audio to podcast.

Packages start from £5,000 UK and utilise all channels of promotion, i.e. newsletters, email alert & social media etc.



Executive Roundtables

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

Our roundtables typically involve 8-10 senior executives, carefully assembled through partnership with our sponsors and utilising our strong industry relationship. The roundtable is hosted by one of our leading journalists and is lead as a conversational flow rather than directed questions.

A report of the discussion will be published and promoted via our various channels, which is freely accessible to all our readers. Our partners will also be able to post the asset on their own platforms.

All participants quotes are approved before publishing.

Typically, these reports can be downloaded by up to **7,000 readers within the first few weeks of publishing**. Please see our previous roundtable reports here; **Reinsurance News Executive Roundtable Event Reports**

2026 Roundtables:

Bermuda Artemis ILS – April

Bermuda Reinsurance News – April

Legacy Market – May

Artemis RVS – September

Reinsurance News RVS – September

Events on Demand:

Availability within London, Zurich, Bermuda etc.

Sponsor Topics: Life Reinsurance, Cyber Risk etc.





Conferences, Webinars & Virtual Events

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

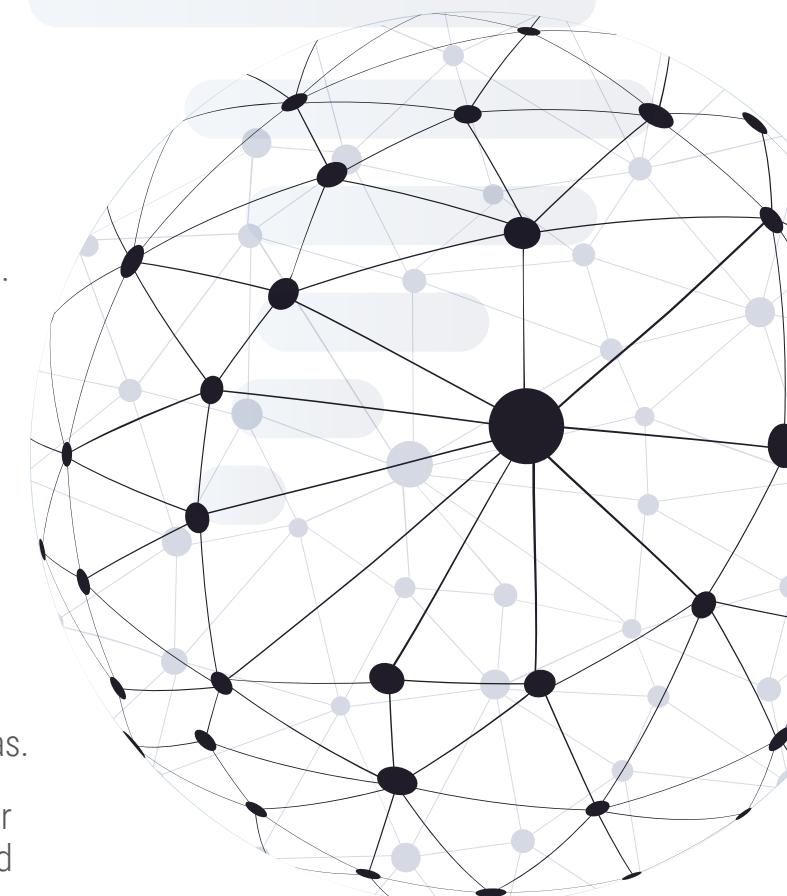
Conference sponsorship packages can include speaking opportunities, exhibition space, branding or advertising in the run-up to and after the event, as well as additional benefits. A range of packages, from Headline Sponsor down to Associates are always available, something to suit every budget and every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

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.



Sponsored Content

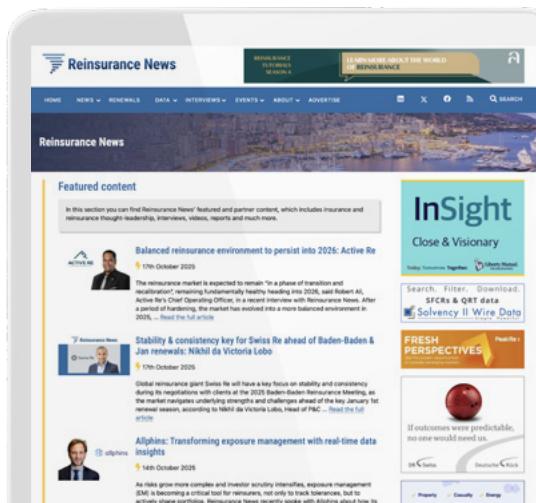
Reinsurance News offers a range of content options to tap into your audience and share thought-leadership alongside our trusted content. For a full detailed list on content options, please email emma@reinsurancene.ws.

Our engaged communities of decision makers are eager to learn from authoritative content and are interested in solutions to help grow their businesses.

By distributing your content to our audiences we can help you tap into our readerships to build brand credibility, educate, stimulate and influence a targeted and relevant audience of global re/insurance and risk market participants, driving awareness and positioning yourselves as thought leaders and experts in your field.

By publishing with us you get to benefit from our leading position in internet search engines, as well as our website's popularity with a highly-relevant and targeted global re/insurance and risk readership. Along with our fully engaged social channels.

Integrate your high-quality, thought-leadership and sponsored content into the editorial flow of our websites and email newsletters in a manner that matches the look and feel of our own editorial content.



Webinars

Keynote/Panel – Youtube upload & Podcast options



Surveys/Research

Hosting/Sharing – promotion including results



Sponsored Content

Sponsored/Partnered – articles, case studies



Lead Generation

White Papers – Email campaigns



Interviews

Structured/Sponsored – with highly experienced journalists



Social Media

Sponsored Post/Polls – Data collection



Testimonials & Who we work with

"Reinsurance News has been a fantastic partner to work with, helping us reach a wider, highly engaged audience and ensuring our reports get the visibility they deserve."

hyperexponential

↑ hyperexponential

"You can reach some of the people all of the time through the subscription publications, but you can indeed reach all of the people all of the time... with Reinsurance News. The free circulation model means that everyone in the insurance sector reads it. Strategic Insurance Communications' clients get oodles of feedback and loads of clicks when they advertise on Reinsurance News."

**Dr Adrian Leonard, Principal,
Strategic Insurance Communications**

Our clients



↑ hyperexponential





Get in touch

Work with Reinsurance News to raise your profile within the industry and be in front of potential clients, partners and investors.

Associate yourselves with the fastest growing industry focused media platform.

We work in a collaborative way with our clients and build lasting relationships to maximise their reach, along with our continued presence in the industry sharing trusted content and thought leadership.



Emma Shipman



Meet the Team

Contact: **Emma Shipman**

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