

INSURANCE EDGE

MEDIA KIT

OWNERSHIP

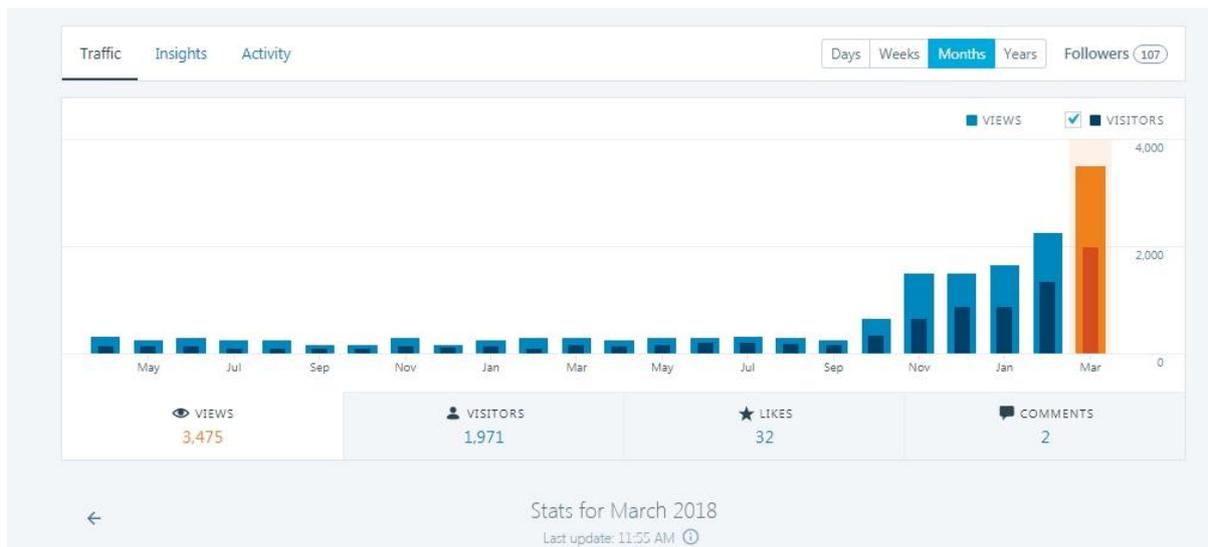
Insurance-Edge.net was founded in 2015 by RTS Media and bought by Pocketwatch Publishing in February 2018. Alastair Walker is Publisher/Director, with Glenn Le Santo, Head of Social Media at Orange Business Services holding a Non-Executive Directorship.

AUDIENCE

The Insurance Edge core audience is comprised of insurance company managers, brokers, claims specialists, insurtech entrepreneurs, plus data handling and software supplier companies with an interest in the UK insurance sector.

The key themes are news, disruptive tech, mergers & acquisitions, broker transformation and regulatory matters.

READERSHIP STATS



From a low base in 2017 of around 5 visitors per day IE is now attracting between 85-120 readers per day, Monday to Friday. Peak times are 11am-4pm, with another surge around 8pm-10pm as readers from the USA search for industry news and comment.

Traffic at weekends tends to be lower, as the magazine is not aimed at the general public. Since March 2018 about 2000 unique visitors per month check out IE, with the UK accounting for about 40-45% of traffic on a typical day.

CONTENT OPPORTUNITIES

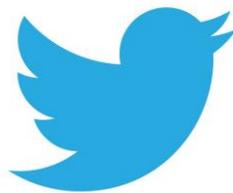
Publishing a press release or news item is free and Insurance Edge is proud to showcase the latest developments in Insurtech via interviews, and in-depth features with leading figures in the insurance sector, or suppliers to insurers and brokers.

The cost of sponsoring content, which would be flagged as such to the reader, is as follows;

1200-1500w feature or phone interview	£75
In person Interview/photo feature within UK	£150 + expenses
Opinion or comment piece	£50
Live event coverage, inc podcast/recorded interviews, photos, news	£195 per day

SOCIAL MEDIA ACTIVITY AND COPYRIGHT FREE IMAGES

All paid-for content includes X1 link to a specific company landing, or home page within the article. We do not recommend multiple links in one piece of content, as this is poor SEO practice.



Sponsors also receive X5 Retweets, X3 Facebook, X3 Google+ and X3 LinkedIn posts as part of any package. Any photographs provided by Insurance Edge for an article or feature, would be available to the sponsor company as copyright free images, with no further payment required.

PAYMENT TERMS

Payment is requested by BACS bank transfer, 30 days after invoice.

Discounts are available for a series of features, interviews or events coverage.

Email editorial@insurance-edge.net to arrange an informal chat today – let’s get the industry talking about your company!