



# 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

### AUDIENCE

The Insurance Edge core audience is comprised of insurance company managers, brokers, claims specialists, insurtech entrepreneurs, law firms and regulatory bodies - plus data handling, analytics, AI, chatbot and software supplier companies with a keen interest in the UK insurance sector.

The key themes as regards Insurance Edge content 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 180-240 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.

Since March 2019 around 3000 unique visitors per month check out IE, with the UK accounting for about 40-45% of traffic on a typical day.

The busiest days tend to be Monday-Thursday.

### **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 Opinion features, authored by leading figures in the insurance sector, or suppliers to insurers and brokers. Often these features are published free, but we do need your support to grow the magazine and increase readership.

### **SPONSORED CONTENT COSTS;**

600-800w short feature, news item or phone interview	£85
800+ word interview/photo feature	£180 + expenses
Opinion or comment piece max 1500w	£125
Live event coverage, inc recorded interviews, photos, news post	£225 per day + expenses
Banner type, click-thru advert	£35 per week

### **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 generally considered to be poor SEO practice, but extra links in a single piece of content can be sponsored at a cost of £20 per link – maximum number of links in any one article or feature is three.



Sponsors also receive X5 Retweets, X3 Facebook, X3 Google+ and X3 LinkedIn posts as part of any package. This enhances the reach of the content and all RTs or re-posting of features and articles is always scheduled for business hours, within GMT or EST USA timezones, whichever you prefer.

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.

### **EVENT COVERAGE**

If your company really wants to win big name clients in the insurance sector then you need to attend key events, like BIBA Manchester, the ABI Conference or one of the many Insurtech shows and conferences taking place in London, Paris, Munich, Copenhagen, Las Vegas and many more locations.

Insurance Edge can assist your company with:

***Breakout Sessions – Live Coverage via corporate Twitterfeed/Blog/Webinar***

***Press releases before and after the event***

***In-house Blog content including copyright free images, podcasts, video clips etc***

***Live Moderator/Presenter of themed presentations or Q&A sessions***



#### **EVENT COVERAGE COSTS:**

Live social media feed, inc x2 webinar or podcasts lasting 15-20 minutes each	£275 per day
Press releases inc targeted email campaign & follow-up/coverage report	from £175
X2 Blog content posts, X50 images, x2 15 min podcasts, X3 video clips	£325 per day
Live moderator/presenter at event	£175 per hour

All the above prices do not include travel or accom expenses.

#### **PAYMENT TERMS**

Payment is requested by BACS bank transfer, 30 days after invoice. Some event sponsorship packages may require hotels and travel costs to be covered in advance. Any work booked by companies based outside the UK, or involving overseas travel, would require advance payment in full.

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

Email [editorial@insurance-edge.net](mailto:editorial@insurance-edge.net) to arrange an informal chat today – let's get the industry talking about your company!

