

# INSURANCE EDGE

## MEDIA KIT

### OWNERSHIP

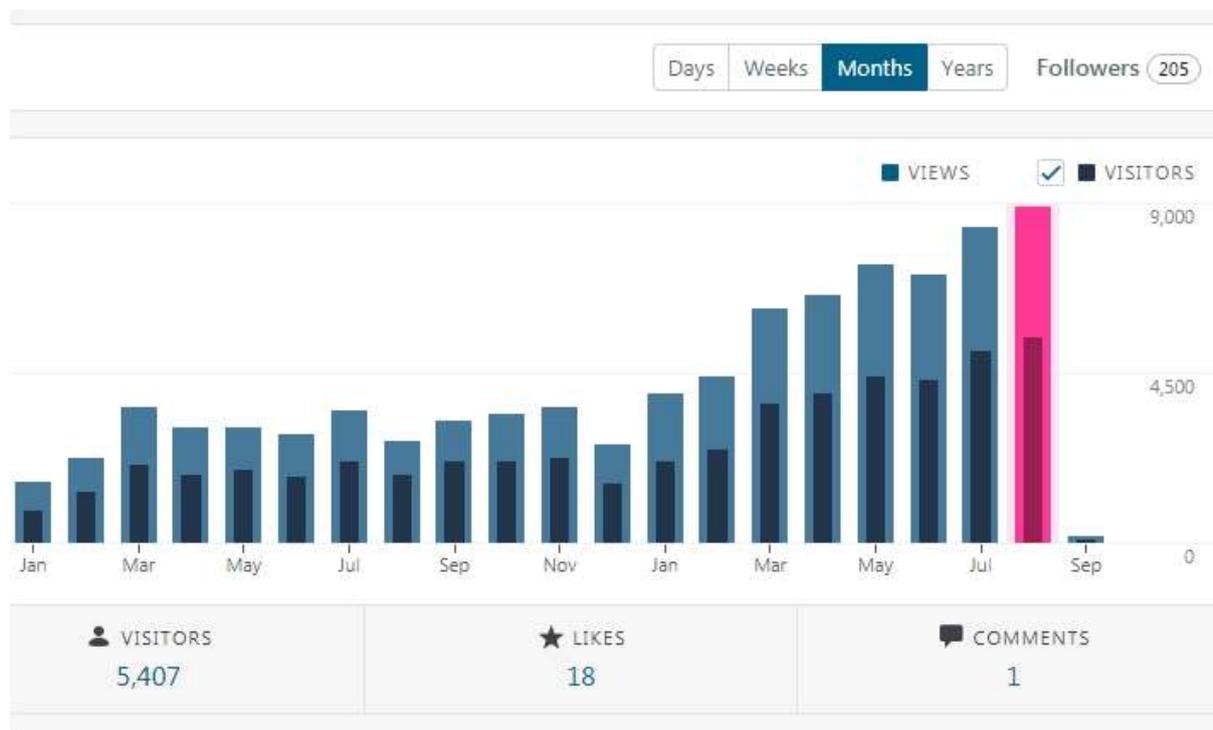
Insurance-Edge.net was founded in 2015 by RTS Media and bought by Pocketwatch Publishing in February 2018. Alastair Walker is Publisher/Director

### AUDIENCE

The Insurance Edge core audience is around 5400 unique visitors per month, 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 190-280 readers per day, Monday to Friday. Peak times are 11am-4pm, with another surge around 6pm-10pm as readers from the USA search for industry news and comment.

Since August 2019 around 5400 unique visitors per month check out IE, with the UK accounting for about 60-65% of traffic on a typical day.

The busiest days on the magazine tend to be Monday-Thursday. Content is amplified via Twitter, Facebook and LinkedIn and articles which cover insurtech, legal test cases, company mergers or partnerships and fraud, tend to attract more engagement in terms of readership time on the page, than more general news.

### **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	£95
1200+ word in-person interview, plus photos	£160 + expenses
Opinion/comment piece max 1500w, inc backlink, author photo/bio, company photos, logo or link to You Tube video etc	£125
Live event coverage, inc recorded interviews, photos, news post	£225 per day + expenses

### **ADVERTISING**

Banner or box type adverts, including overlays, or pop-ups can be placed anywhere on the magazine, except on the Home Page. Sponsors can select a specific landing page to test and track response – we can do this with embedded images within features as well.

Pixel sizes are typically 250 X 250, or 250 X 300 for box type ads, placed on the page, above the fold. We recommend file sizes of 150KB or less, to enable smooth loading of the magazine via smartphone or tablet. We can also embed a backlink to an event registration page, if you wish to attract delegates to an event.

Cost per ad is: £65 per month

### **ADVERTISING INCLUDES SOCIAL MEDIA ACTIVITY**



Sponsors also receive X5 Retweets, X3 Facebook and X3 LinkedIn posts, spread over three weeks, as part of any deal. 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 or video provided by Insurance Edge for an article, event 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:**

So much depends on the mix of livestreaming, curated content, podcast editing or pre-event PR and speaker interviews etc. Please email [editorial@insurance-edge.net](mailto:editorial@insurance-edge.net) for more details.

### **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 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!