

# insurance Edge

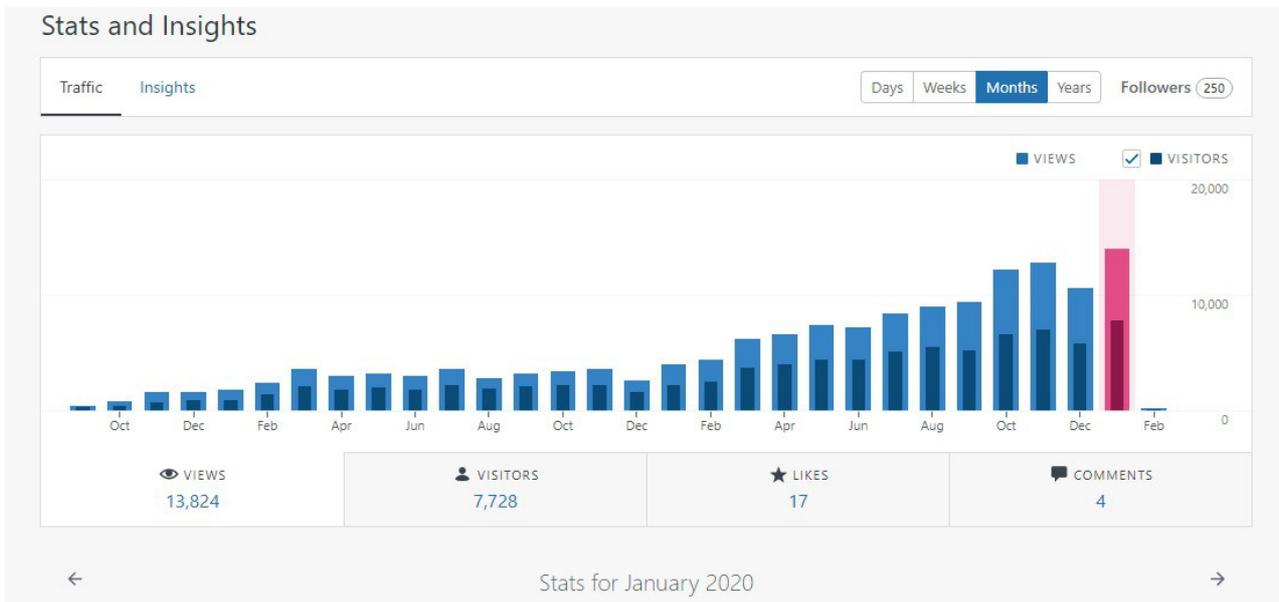
## OWNERSHIP

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 **9600 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 290-350 readers per day, Monday to Friday. **Peak times are 11am-4pm**, with another surge around **5pm-8pm** as readers from the USA search for industry news and comment.

The UK accounts 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 social channels.

Articles which cover insurtech, legal test cases, CEO/Expert interviews, company partnerships and fraud, tend to attract more engagement in terms of readership time on the page, than more

general news. Launches of new software products, mergers or partnerships tend to generate more click-thrus as a percentage, than other types of news or features.

## 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, blog post or article;	£115
1200+ word in-depth interview, insight/Opinion article;	£160
Series Discount for 10 features within 12 Calendar months;	£135 per feature
Series Discount for 6 features within 12 Calendar months	£145 per feature
Live event coverage, inc recorded interviews, photos, news post;	£225 per day + expenses

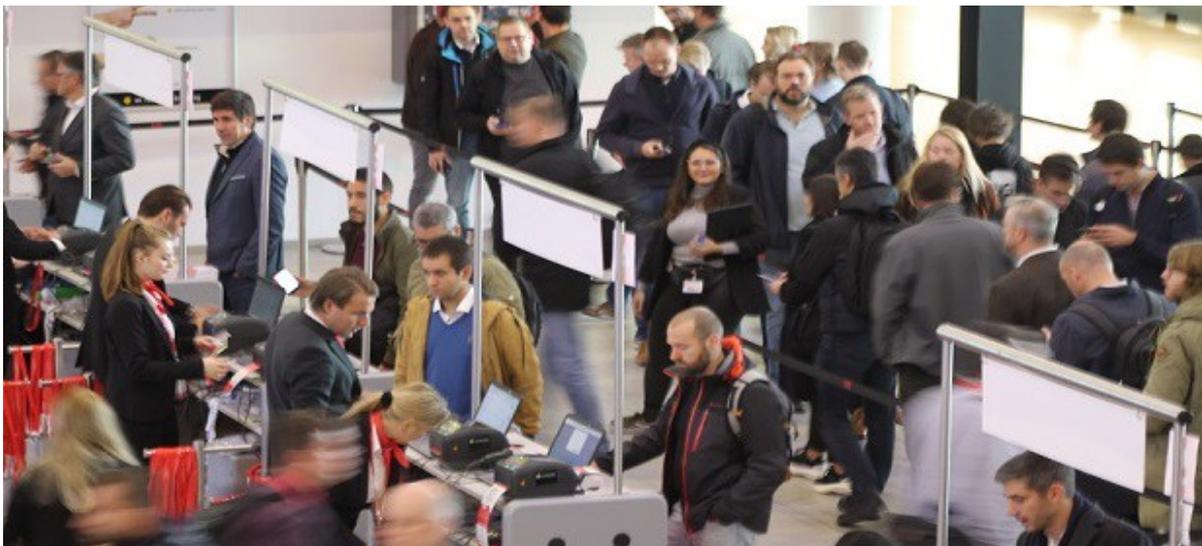
***There is a PR/Advertising agency discount of 15% on all prices***

Sponsors also receive X5 Retweets, X3 Facebook and X3 LinkedIn posts, spread over three weeks, as part of any deal.

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.

Links may be sponsored within any feature.

The cost is **£25/\$30 per link**, payment via Paypal or BACS is requested on publication of the link.



## 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 Session coverage, or articles/interviews via corporate Twitterfeed/Blogs/Press releases before and after the event

In-house content is all provided copyright free, including any images, podcasts, video clips etc



## ADVERTISING

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

Pixel sizes are typically 250 X 250, or 250 X 300 for box type ads, or 728 X 90 for a banner style advertisement.

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: **£75 per month, per section** of the magazine.

There are two spaces available on the **Home Page. These cost £110 per month.**

Sizes are 250 X 300 and 728 X 90 on the Home Page

Please note the maximum number of content pieces featuring display ads per month is 50.

Your company can choose News, Insurtech, Legal, Broker etc.

## PAYMENT TERMS

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

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, may require advance payment in full.

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!