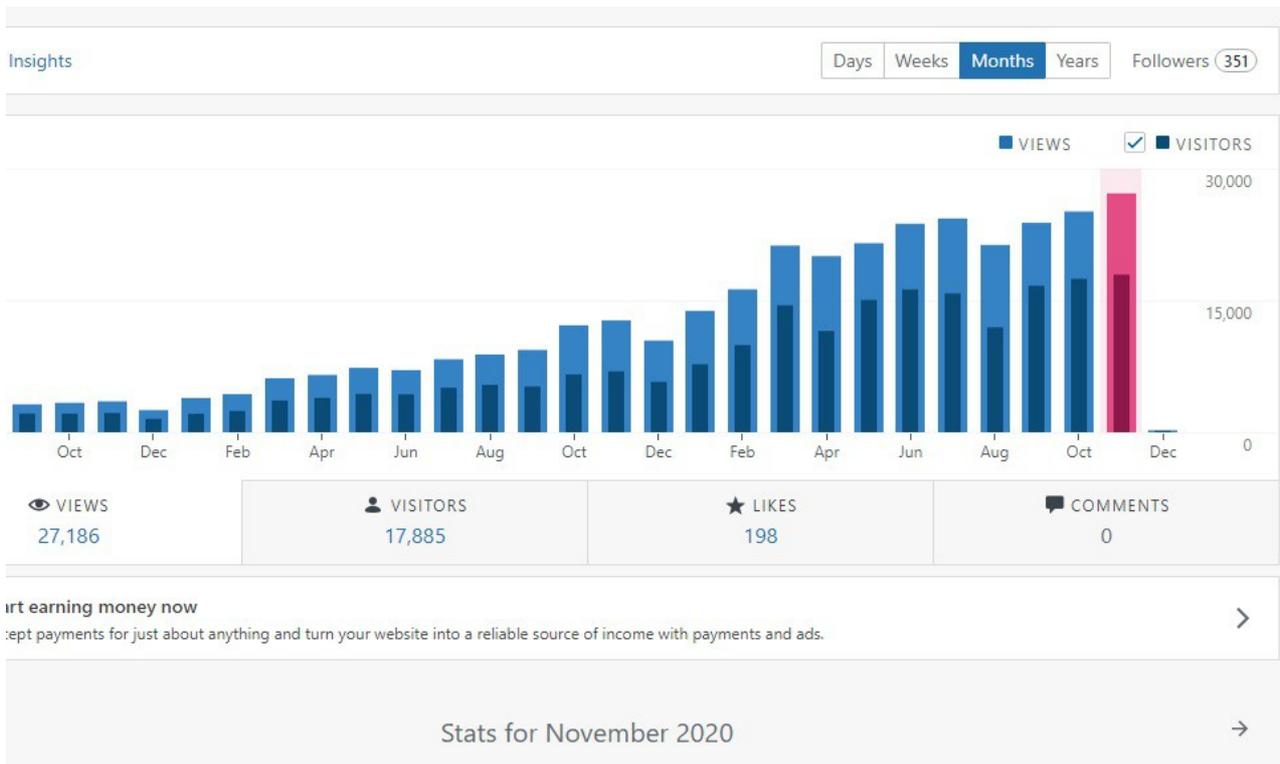# insurance Edge

AUDIENCE

The Insurance Edge core audience is around **18,000 unique visitors per month**, comprised of insurance company managers, brokers, claims specialists, insurtech entrepreneurs, law firms and regulatory bodies - plus data handling, analytics, AI and software supplier companies with a keen interest in the UK insurance sector.

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

READERSHIP STATS

| Insights | | | | Days | Weeks | **Months** | Years | Followers (351) |

| ☑ VIEWS | ☑ VISITORS |

👁 VIEWS	👤 VISITORS	★ LIKES	💬 COMMENTS
27,186	17,885	198	0

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Stats for November 2020

IE is now attracting between 750-850 readers per day on average, Monday to Friday. **Peak times are 10am-3pm,** with another surge around **4pm-8pm** as readers from the USA search for industry news and comment.

The UK accounts for about 60% 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.

There are themed features every month, looking at things like Cyber, Data, Emerging Trends etc and these are free to contribute. Download the editorial calendar for more details.

SPONSORED CONTENT COSTS;

600-800w short feature, blog post or article;   £125

1200+ word in-depth interview, insight/Opinion article;   £165

Series Discount for 6 features within 12 Calendar months;   £135 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

LINKS

One-off links may be sponsored within any feature, unless it is a sponsored feature.

The cost is **£30/$35 per link,** payment via Paypal or BACS is requested on publication of the link.

WEBINARS

Insurance Edge would love to get involved with your webinar. We can offer a preview feature, work as a Moderator on the event, or post a round-up of top comments and takeaways after the webinar, plus embed a link to any saved video or slideshow. Costs start at £130.

VIDEO CONTENT

We are happy to quote on video interviews or event preview features.
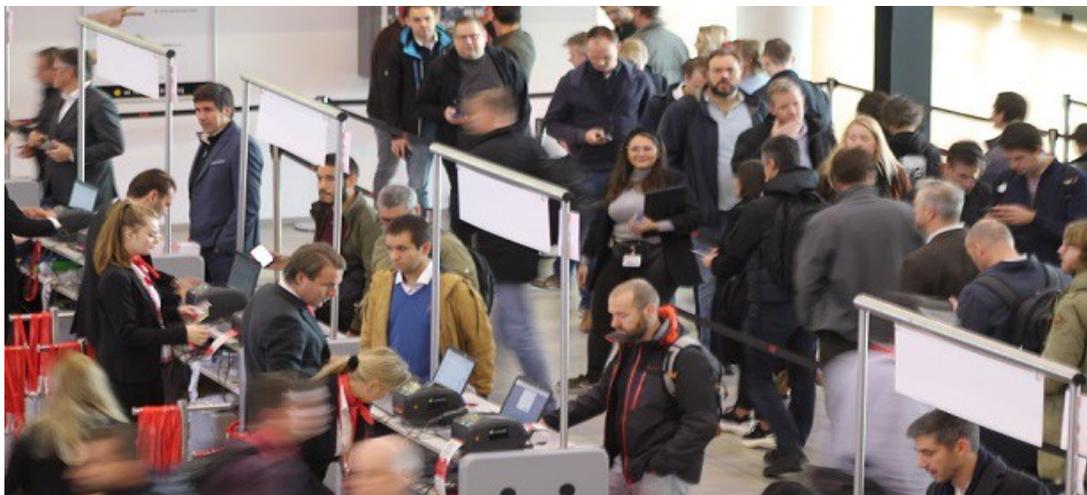
OLD SCHOOL ADVERTISING

Banner or box type adverts, can be placed anywhere on the magazine.

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 logo or graphic to an event preview feature, if you wish to attract delegates to an event.

Cost per ad is **£95 per month.**

There are two spaces available on the **Home Page. These cost £130 per month as a one-off, or £90 each month for a series of six months in any calendar year.**

Pixel sizes are 250 X 250 and 728 X 90 please, but slight variations are OK.

Please note; We reserve the right to refuse ads we deem offensive, discriminatory or in breach of EU or UK laws.

Regular advertisers can place up to four features or articles on IE per calendar year.

PAYMENT TERMS

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

Any sponsorship booked by companies based outside the UK, or involving overseas travel, may require advance payment in full.

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