

# insurance Edge

## AUDIENCE

The Insurance Edge core audience is around **15,000 unique visitors per month**, comprised of insurance company managers, brokers, claims specialists, insurtech founders, law firms and regulatory bodies.

The key themes of interest are new tech, data, SaaS tools, mergers & acquisitions, broker and underwriting transformation, growth markets and regulatory & compliance.

## READERSHIP STATS

IE attracts between 600-700 readers per day on average, Monday to Thursday. **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, You Tube and LinkedIn social channels.

The LinkedIn page has about 25% C Suite level followers, according to LinkedIn analytics. About 40% of LI followers are London based.

## CONTENT OPPORTUNITIES

Publishing a press release or news item is free.

Opinion features, authored by leading figures in the insurance sector, or suppliers to insurers and brokers are considered on their merits. We ask that it is original content, not previously published elsewhere.

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;

700-1000w feature, blog post or article supplied by sponsor; £195

Phone/Zoom interview feature or article; £225

Series Discount; X6 10% off

Advance Payment Extra 10% off

Live event coverage, inc recorded interviews, photos etc.; £375 per day + expenses

## LINKS

One-off links may be sponsored within any feature, unless it is already a sponsored feature, in which case three outbound links are included.

The cost is **£45 or US\$55 per link**, payment via Paypal or BACS strictly on publication of the link. Links stay indefinitely, Do follow or No Follow. IE reserves the right to remove links to banned, disabled or suspended sites.



## BANNER ADVERTISING

Banner or box type adverts, can be placed at three locations on the magazine Home Page.

The masthead positions

1. Above the logo, **Position 1**. £300pcm X6 months £250pcm X12 £200pcm
2. Under the logo and above the Menu, **Position 2** £250pcm X6 months £225 X12 £185
3. Under menu, above News carousel, **Position 3** £200pcm X6 £175 X12 £160

**Position 4** is in the middle of the Home Page just below the News archive and Insurtech section.

Costs are X1 £185pcm X6 £160pcm X12 £150pcm

**Position 5** is a 280X280 pixels block in the footer. Costs are X1 £140 X6 £125 X12 £90pcm

Pixel sizes are typically 728 X 90 for a banner style advertisement. Custom sizes are OK to a maximum of 790 X 260 pixels. We recommend file sizes of 150KB or less, to enable smooth loading of the magazine via smartphone or tablet.



## BOX AD NEXT TO ALL STORIES

There is a 300 x 225 pixel space next to every story, in every section, located on the sidebar to the right of the article text. Costs are; £200pcm X6 £165 X12 £135

In addition there is a banner space up to 790 X 260 on the About Us page, which costs just £75pcm, minimum X3 month booking.

All ads can be customised to link to a specific landing page.

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

## **YOU TUBE CHANNEL**

IE welcomes partnership on You Tube video creation at events, conferences or round tables. A day rate is negotiable, with travel expenses at 45p per mile.

Headline sponsorship of videos is available for 2023. Your company logo plus an intro message of 10 seconds will be placed at the start of all videos uploaded throughout the year. Plus your logo on the closing credits. The cost is £1,275 for the year and this includes a visit to one UK location of your choice for a video feature taking 4 hours to film and running time of 25 mins max.

As headline sponsor you may also choose two video topics, such as claims, motor, product building, data analytics etc. which will be covered in 2023.

Footage from your brand will be included in those two videos, to a maximum of 5 mins running time.

## **PAYMENT TERMS**

Payment is requested by BACS bank transfer, 30 days after invoice. Paypal Invoicing applies on publication for overseas clients, or for backlinks.

Any sponsored features 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!