

# insurance Edge

## AUDIENCE

The Insurance Edge core audience is around **20,000 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 900-1100 readers per day on average, Monday to Thursday. **Peak times are 10am-3pm**, with another surge around **2pm-6pm** as readers from the USA search for industry news and comment.

The UK accounts for about 50% of traffic on a typical day. The busiest days on the magazine tend to be Monday-Thursday. Content is amplified via Twitter 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; £235

Phone/Zoom interview feature or article; £275

Series Discount; X6 10% off

Live event coverage, inc recorded interviews, photos etc.; £395 per day + expenses

## **BANNER ADVERTISING**

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

The top three banner slots are booked for 2025.

**Position 1** is in the middle of the Home Page just below the News archive and Insurtech section.

Costs are X1 £195pcm

Series discounts available

**Position 2** Footer – box ad left side. 300 X 249 pixels

Cost; £125pcm for 1 month, series discount available.

## **BOX AD NEXT TO ALL STORIES**

Booked for 2025.

## **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!