



media kit



# Table of Contents

Executive Summary	Page 3
About Advisen	Page 4
Our Audience	Page 5
Front Page News	Page 6
Reader Demographics	Page 7
FPN Editions	Page 12
Advertising Specs	Page 13
Marketing Solutions	Page 16
Exclusive Content	Page 17
Whitepapers & Webinars	Page 18
Events & 2014 Calendar	Page 20
Networks	Page 23
Research & Editorial Assets	Page 24
Contact Us	Page 25

# Executive Summary

**Advisen offers a combination of content and distribution that is unmatched.**

*On behalf of Advisen's team of journalists & editors, researchers, conference professionals, and marketing staff, I want to thank you for considering an engagement with us. I am proud that we grew this segment of our business by 36% in 2012. As we take a step back now to look ahead at 2014, we are driving hard to differentiate Advisen from the other insurance media, and make partnerships with Advisen into exciting "win-win" relationships. The beauty of Advisen is that we are a small company perched atop the largest commercial insurance database I could imagine. The result is extraordinary nimbleness and creativity for our clients. Thank you for perusing this doc.*



**David K. Bradford**  
President, Research & Editorial, Advisen

## **Advisen Capabilities:**

- **Generate leads**
- **Extend thought-leadership positions**
- **Network and grow client and market contacts**
- **Raise awareness**
- **Increase brand value**

By leveraging Advisen's community of 250,000+ P&C professionals, we deliver ways to grow your business.

# About Advisen

Advisen generates, integrates, analyzes and communicates unbiased, real-time insights for the global community of commercial insurance professionals. As a single source solution, Advisen helps the industry to more productively drive mission-critical decisions about pricing, loss experience, underwriting, marketing, transacting or purchasing commercial insurance.

Advisen's **Loss Insight** database includes 170,000 cases / \$7 trillion in loss value. Underwriters and Actuaries use Advisen's Loss Insight data to design and test primary and excess insurance and reinsurance program underwriting and pricing plans.

Advisen's **Market Insight** consists of 3 million policies/\$130 billion in premiums. This database of insurance transactions representing our 500,000 insureds provides a unique lens on Buyer Behavior and Competitor Analysis. Insurance Companies and Brokerages use Market Insights for marketing segmentation, product development and competitive analysis.

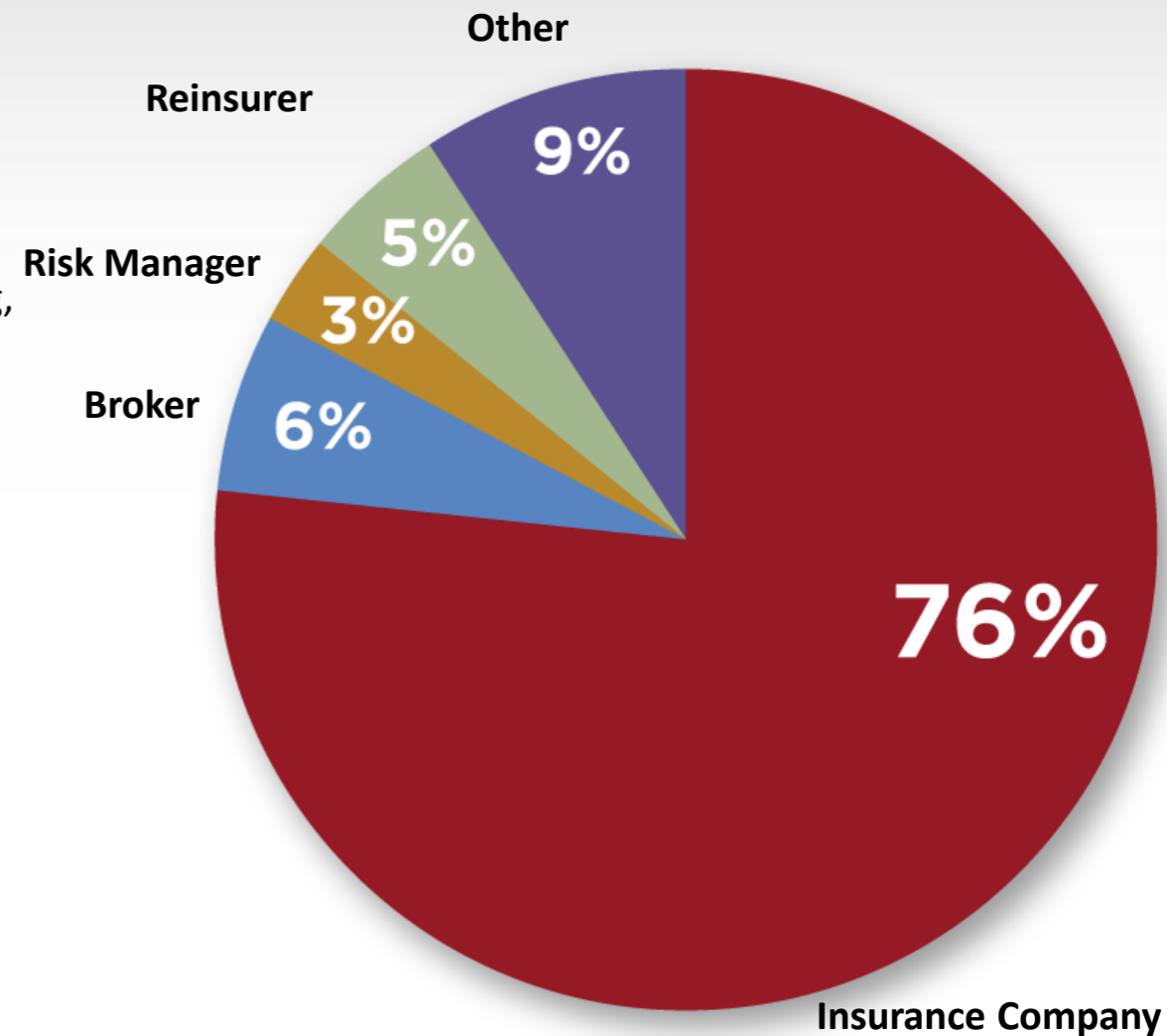
Advisen's **Policy Insight** is an archive of 5,000 insurance policy forms from over 300 carriers. Insurance professionals use this database to compare coverage wordings, create new products, and make recommendations about placement.

## WHY IS ADVISEN DIFFERENT?

Advisen was not founded as an insurance media operation. We are primarily an Information & Analytics business.

As an insurance news operation, our data already tells us what's happening in the P&C marketplace; we seek to know why.

Advisen serves over 500 insurance firms as clients. By serving **Risk Managers**, **Insurance Companies**, and **Brokerages**, we maintain the complete "food chain" of commercial P&C Insurance.



**Advisen Media Clients by Segment**



# How We Build Our Audience

## 150,000 P&C Professionals

- Advisen continuously builds and expands this proprietary contact database
- Each entry in this structured database is tagged by a variety of demographics, job descriptions & titles, coverage, industry, and interest flags
- We use this database for market sizing, product development, audience development, and direct contact

## 3 PRIMARY TOUCH POINTS

### Front Page News

- Daily emails sent to 150,000 people
- We insert relevant announcements in all FPN editions to promote media campaigns
- The spotlight feature helps to highlight, distribute and promote content to educate our audience

### Targeted Emails

- We profile all contacts and then push relevant announcements via email
- All Advisen marketing emails are engineered to deliver predictable results

### Social Media

- LinkedIn: We push announcements and discussions on dozens of LinkedIn groups that match our coverage profiles
- Twitter: We tweet to over 2,500 followers via @advisen



# Advisen Front Page News

Every business day, Advisen's editors, led by David Bradford, sift through over 60,000 articles from over 4,000 domestic and international news sources to find the most relevant articles for commercial P&C professionals.



Professional Edition

## Case Pits Freezing Assets Against Hiring Lawyers

WASHINGTON Keri and Brian Kaley, a New York couple, were unable to hire a lawyer to defend themselves against serious criminal charges because the government had frozen their assets. That seemed to trouble several justices at a Supreme Court argument on Wednesday. They did not challenge the general framework established by a pair of 1989 Supreme Court...

Management Liability

FOLLOW US ON twitter

## **Featured White Paper**

Downside of the Upside: Effects of Economic Upswing on Construction Supply Chains  
Sponsored by XL

## **Advisen Spotlight**

### Advisen Did You Know: Registration Stats Ahead of Advisen's Cyber Risk Conf

Did You Know

Who's registered to attend the world's largest Cyber Risk Conference for Risk Managers & Insurance Professionals? Insurance Buyers from over 130 Insureds, Brokers from over 30 Brokerages, Underwriters from over 35 Markets, and Lawyers from over 20 Law Firms. This one-day event will be held on Thurs Oct 24 at the Grand Hyatt in New York. Thanks to 41 Speakers & our 19 Sponsors. Risk Managers and Insurance Buyers attend free of charge.

## SEC's Pursuit of Admissions of Wrongdoing Could Cost D&O Writers Big

Management Liability

But they're going to be cases where the SEC is determined to make an object lesson of the individual or institution, "said Ann Longmore, executive vice president of Willis' FINEX North America. The DFS announcement came after Falcone agreed to admit to wrongdoing as part of an August settlement with the SEC over allegations he failed to tell investors he had taken...

## Experts: 2013 Insurance Industry Mergers & Acquisitions Down From 2012

Mergers & Acquisitions

Mergers and acquisition activity in the insurance industry for the first nine months of 2013 has been slower than this time last year, although the transactions are notably widespread and focused. Such activity is down from 2012 by about 100 deals, said Dan Baransky, senior vice president at Merger & Acquisition Services. He noted transactions stood at about 193...

## California Court Of Appeals Limits Bad Faith Failure To Settle Claims Against Insurers

Claims

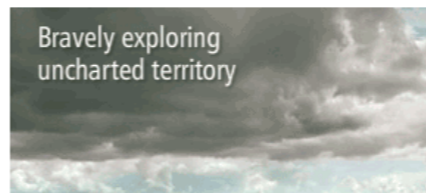
The California Court of Appeals, Second Appellate District, held that, under California law, an insurer has no duty to initiate settlement negotiations or offer...

## Advisen MAINsheet: MAINsheet Mergers & Acquisitions in Insurance News

Mergers & Acquisitions

21 M&A events: Alliant; Allied World; Arthur J. Gallagher & Co.; Ascension Insurance; AssuredPartners; Athene Holding; Catalina; Cooper Gay Swett & Crawford; First Light Program Managers; Hub; Hudson Insurance; Jardine Lloyd Thompson; Networked Insurance

An A (Excellent) rating from A.M. Best and a top ranking by Advisen 4 years in a row.



– Advisen's CEO  
Thomas P. Ruggieri

*"Our daily open rate for our Front Page News emails is approaching 30%, and that certainly makes us proud. But interestingly, if you look at our weekly open rate stat for recipients who open FPN at least once a week, it's off the charts!"*



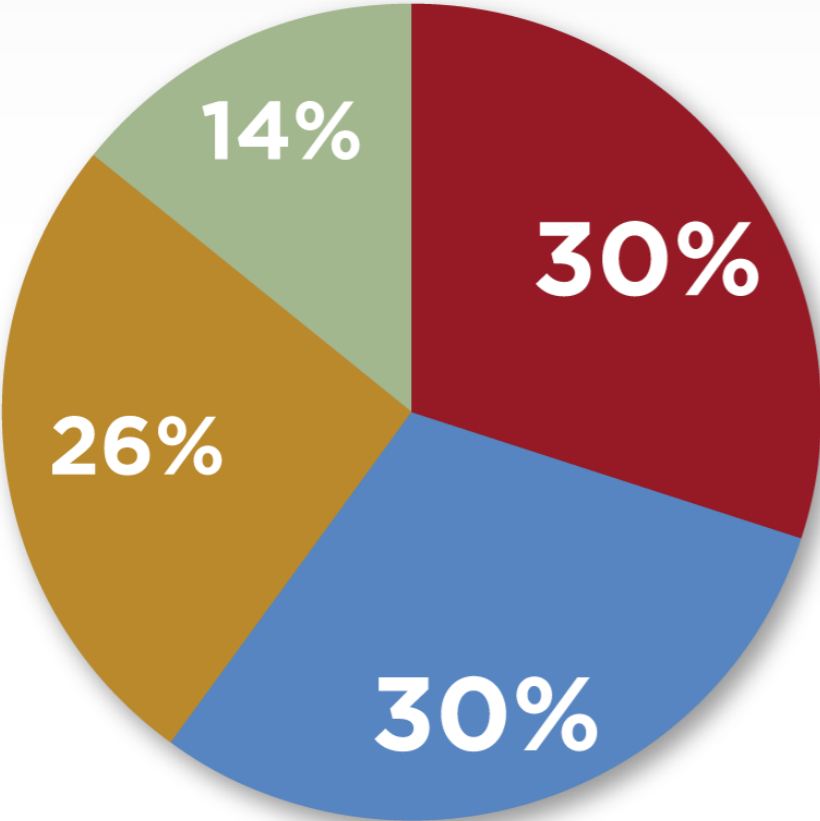
# Advisen Front Page News



**In 2014  
we will deliver  
over 30 million  
newsletters**

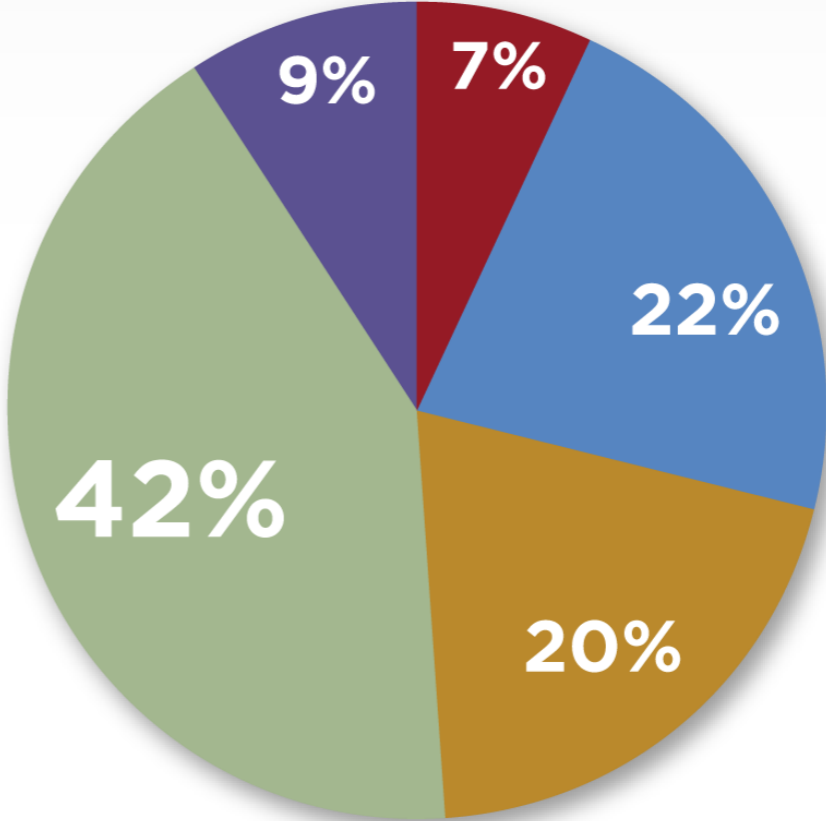
# FPN Reader Demographics

## Readership by Client Segment



- Brokers
- Insurance Buyers
- Insurance Companies
- Actuary, Attorney, TPA or other Consultant

## Readership by Title

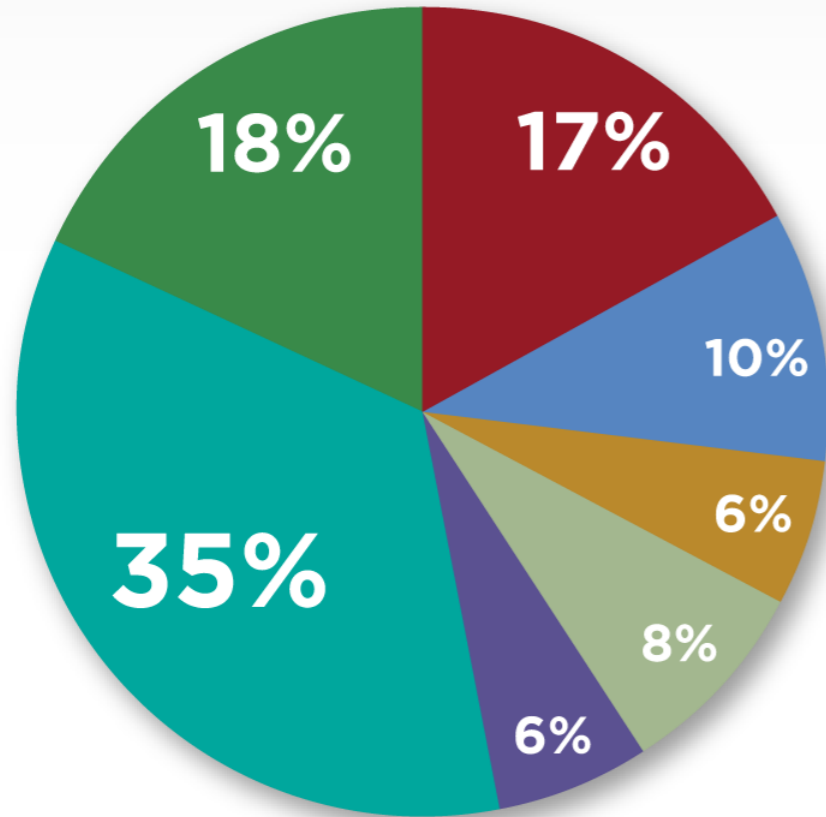


- C-Suite, Chairman, CEO, CFO, President
- VP or Director reporting to C-Suite
- Management Role
- Professional Role (Broker, Underwriter, Analyst, Actuary, Lawyer, Consultant)
- Other



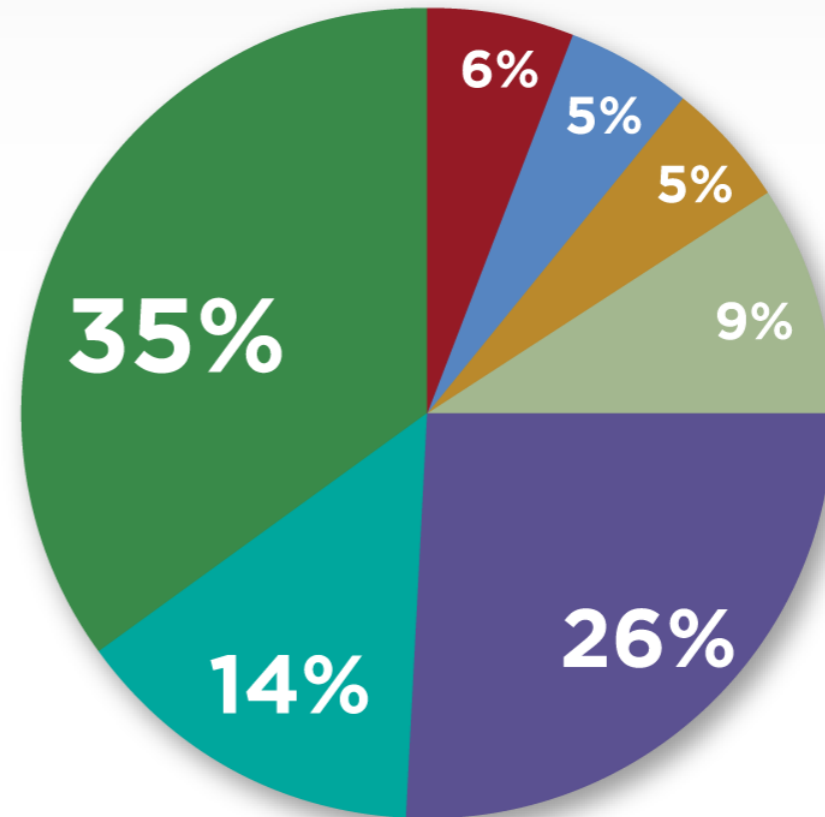
# FPN Reader Demographics

What is your company's annual revenue?



- Less than \$100 million
- \$100 million to \$249 million
- \$250 million to \$499 million
- \$500 million to \$749 million
- \$750 million to \$1 Billion
- \$1 Billion to \$10 Billion
- Greater than \$10 Billion

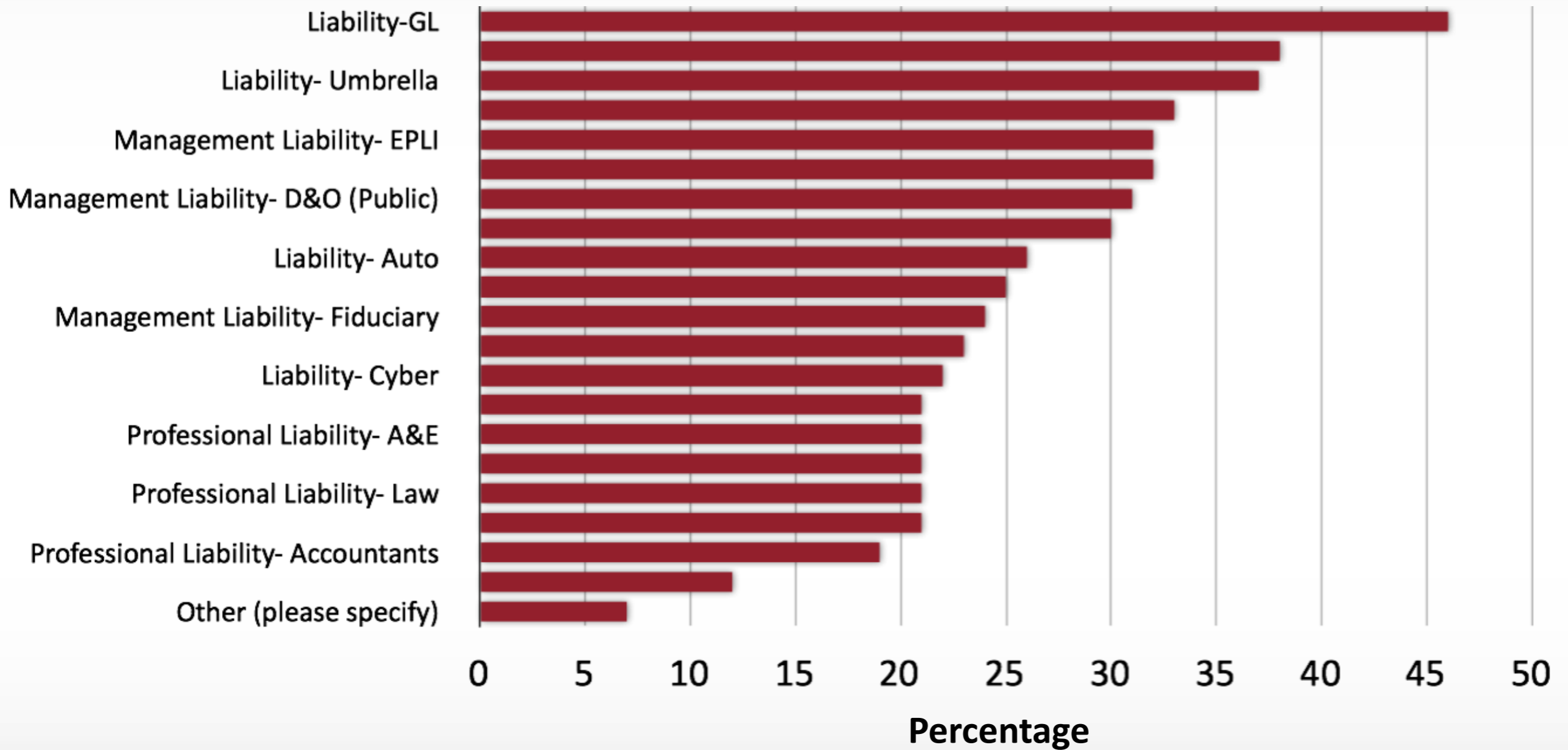
How many employees does your company have?



- Less than 100
- 100 to 250
- 251 to 500
- 501 to 1,000
- 1,001 to 5,000
- 5,001 to 10,000
- Greater than 10,000

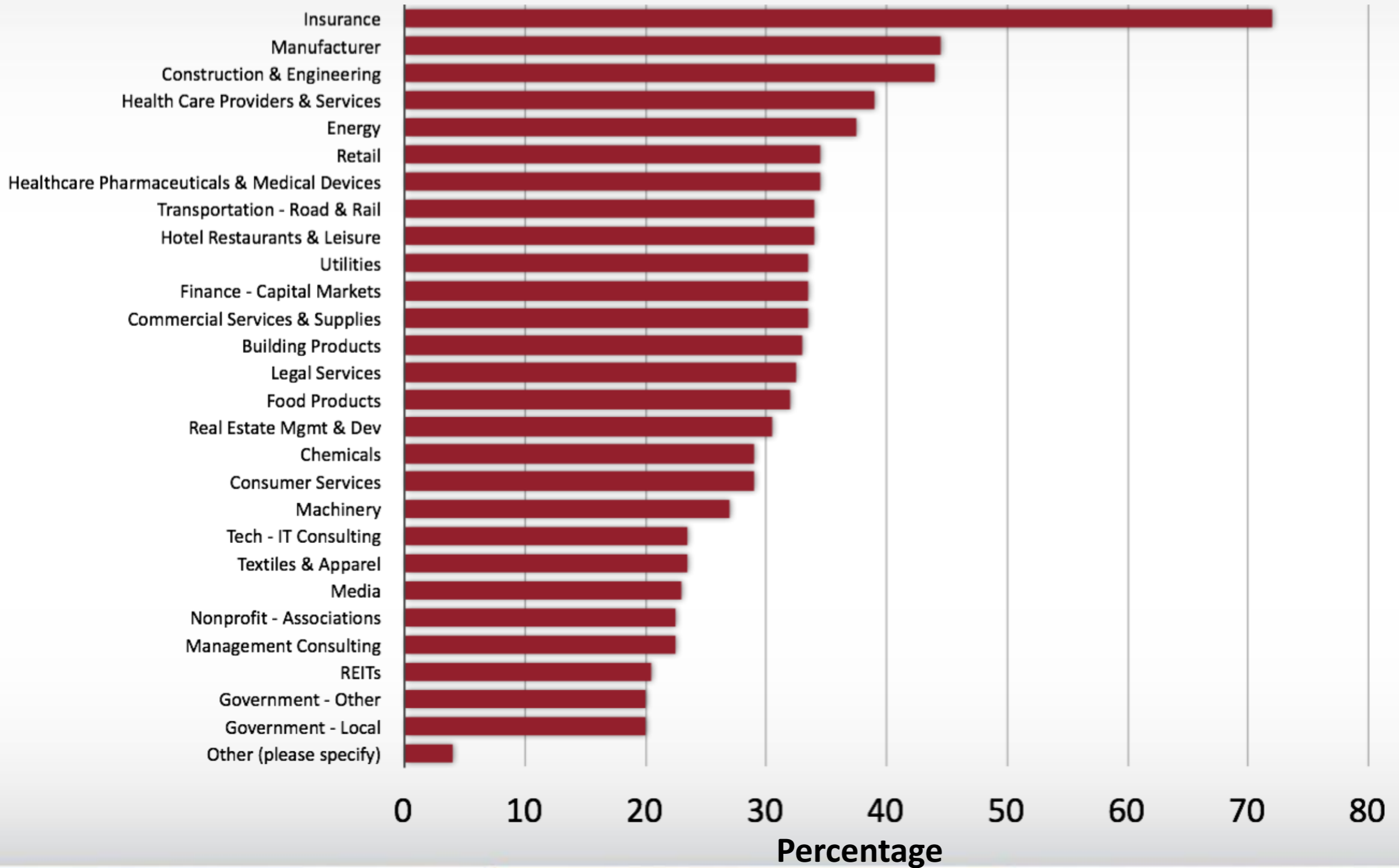
# FPN Reader Demographics

## Readers by Coverage and Line of Business



# FPN Reader Demographics

## Readers by Industry





# Front Page News Editions



## FPN By Geography

FPN North America Digest  
& Professional  
FPN Europe  
FPN Asia- Coming soon!

## FPN by Coverage Area

FPN Healthcare  
FPN Environmental  
FPN Property  
FPN Management Liability  
FPN Cyber Liability  
FPN Casualty

## FPN By Industry

Asset & Wealth  
Management News  
Banking News  
Construction News  
Insurance News  
Lawyers News  
Media News  
Pharmaceutical &  
Medical News  
Telecommunications News

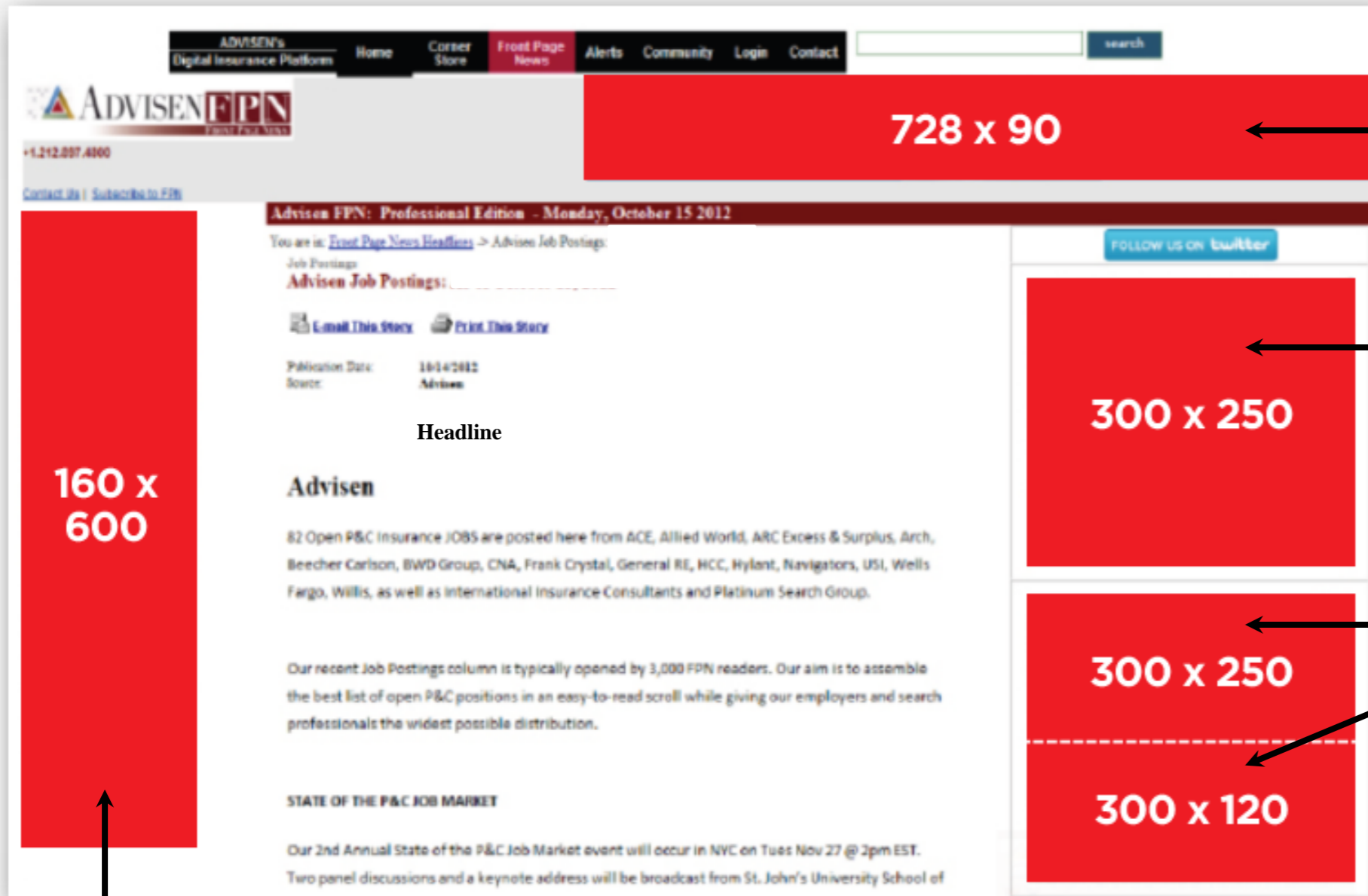
## Special Event Editions

RIMS- April  
AIRMIC- June  
Monte Carlo Rendezvous-  
September  
CIAB- October  
NAPSLO- October  
FERMA- October  
ASHRM- October  
PLUS- November  
IRMI- November

***Over 100 companies subscribe  
to FPN for their entire staff.***

Review our list of upcoming webinars here: [http://corner.advisen.com/advisen\\_webinars.html](http://corner.advisen.com/advisen_webinars.html)

# Advertising Specs



## Leaderboard

(728 x 90)

A leaderboard banner is a rectangle ad, located across top of newsletter.

## Premium Right Column

(300 x 250)

A premium side banner is a square ad located on the right of the content page.

## Side Banner

(half, 300 x 120 or full, 300 x 250)

Side banners are rectangle ads located on the right side of the content page.

## Column Ad

(160 x 600)

The column unit is on the left side on the article page

### Banner specs:

- File Types: JPEG, GIF (Animated and Static)
- Looping: Unlimited
- File size: Less than 30Kb.
- Please provide linking URL.

# Advertising Rate Card

## Front Page News North America Digest & Professional

*Net Rates Effective January 1, 2014 / Circulation: 101,720*

	1 week	4 weeks	8 weeks	12 weeks
Leaderboard (728x90)	\$7,707.23	\$30,828.92	\$55,491.52	\$78,613.75
Premium Right Column (300x250)	\$6,977.39	\$27,909.23	\$50,236.16	\$71,168.09
Right Column (300x250)	\$5,929.92	\$23,697.36	\$42,694.78	\$60,461.80
Side Banner (300x120)	\$3,725.62	\$14,866.74	\$26,306.33	\$38,000
Sponsored Link (Appears on bottom of every FPN page)	\$2,235.60	\$8,942.40	\$12,072.24	\$17,102.34



# Advertising Rate Card

## Front Page News Geography & Coverage Editions

*Weekly Net Rates Effective January 1, 2014*

Edition	Circulation	Leaderboard	Premium Side Banner	Side Banner
FPN Europe	20,000+ Daily	\$1,760	\$1,320	\$800
FPN Management Liability	9,250+ Tues & Fri	\$960	\$910	\$585
FPN Healthcare	11,750+ Daily	\$1,310	\$1,100	\$810
FPN Environmental	5,570+ Tues & Thurs	\$750	\$625	\$550
FPN Property	7,500+ Weds & Fri	\$810	\$675	\$600
FPN Cyber	20,000+ Mon & Thurs	\$1,110	\$1,035	\$605
FPN Casualty	20,000+ Tues & Fri	\$1,110	\$1,035	\$605

# Marketing Solutions

## Your challenge; our solution

Here's what we need from you:

- Define your target market
- Define your end results
- How will you measure the success of your campaigns?



# Promote Your Brand via our Exclusive Content

In 2014, we will open up the following content streams for branding:

## Weekly

- FPN for Fine Arts & Collectibles (1x per week)

## Monthly

- People on the Move (2x per month)
- Job Postings (2x per month)
- New Products Announcements (1x per month)
- MAINsheet for M&A Activity (1x per month)
- The Frivolous Lawsuit of the Month (1x per month)
- P&C Insurance CEO Interview Series (1x per month)

## Quarterly

- Market Intelligence Webinar Series (Quarterly)
- Employment Practice Liability Trends Webinar Series (Quarterly)
- Advisen 2000 Index and all associated lists

## Annually

- Cyber Risk Network
- Custom monthly research
- 2014 RMIS Review by Dave Tweedy
- 2014 RIMS Benchmark Survey- by industry or coverage chapter
- Brokers Remuneration Survey & Analysis Report
- Market Pulse Surveys
- P&C Insurance Demographics Survey of Underwriters, Brokers & Buyers
- 2014 RIMS Enterprise Risk Management (ERM) Survey
- 2014 Enterprise Risk Management Survey & Report
- 2014 Role of the Risk Manager Report & Webinar



# Webinars & Webcasts

Sponsor a free, one-hour webinar or webcast designed to educate industry members about hot topics & issues. This program will feature your expert or thought-leader as part of a balanced panel of participants.

Advisen offers a turn-key, full-service approach by producing, hosting, and marketing the program. Pre-event, we market and generate interest, audience, and buzz. Post-event, we host the recording and optional associated paper.

Webinars are live audio presentations with static displays of pictures and slide decks. Webcasts are live video presentations.



Review our list of upcoming webinars here: [http://corner.advisen.com/advisen\\_webinars.html](http://corner.advisen.com/advisen_webinars.html)

# Webinars & Whitepapers

Engage the Advisen community and create a tangible relationship with insightful content widely distributed to your target audience. We write and produce custom content.

## Products

Webinar + White Paper

Advisen-produced & distributed via FPN

White Papers

Advisen-produced & distributed via FPN + email

White Paper with video

White Paper with primary research or custom survey

White Paper with 10 Minute Tutorial

Custom-edition FPN or newsletter including content & promotion



**Research & Surveys!**  
We can segment our audience  
and get you answers

Review our list of Whitepapers (Topical Research) via [http://corner.advisen.com/reports\\_topical.html](http://corner.advisen.com/reports_topical.html)

# Events & Conferences

## Why Advisen's Conferences?

<http://animoto.com/play/WTHKr9TNUHdRFu7RDil0cQ>

**CONTENT:** You'll hear from over 30 industry leaders. Typically, we have 4 people on a panel for a balanced, unscripted discussion.

**AUDIENCE:** We consistently deliver an audience that is 25% or more comprised of Risk Managers & Insurance Buyers, Brokers (25%-30%), Insurance Companies (30%), Lawyers (10%), and other insurance professionals (5%).

**TIME:** Just one full day with a large reception after. We expect conferences will be more than a networking event. The conference should be a business-enabling event, so we should see people having frequent sidebars all in one day.

**COST:** Compared to other "similar" conferences, our registration fees in any currency are about 75% less! Apply those big savings to cover your airfare and hotel.

**BUYERS:** Advisen always admits Risk Managers for free. That means we have buyers in the audience and on the podium, too. More buyers means more brokers. And more brokers means more carriers, and the whole P&C food chain is established. Don't miss it.

**BACKGROUND:** We are not a professional conference company; we are an Information & Analytics business. We already know what's happening in the marketplace; we seek to know why.

**DATA:** We include as much factual data as possible and it comes straight from sources like our Loss Insight, Market Insight, and Policy Wordings databases.

**TRACK RECORD:** 40% of our attendees report that they conducted business at our events. 60% of our attendees report that they made a new business connection at our events.

Review our list of upcoming Advisen Events [https://www.advisen.com/advisen\\_conference.html](https://www.advisen.com/advisen_conference.html)

# 2014 Event Calendar

Happening	Type	2014 Date	2014 Projected Registration	2014 Location
The State of the P&C Job Market	Conference / Live Webcast	Tues Jan 28 2014	500	New York
Cyber Risk Insights Conference London	Conference	Tues 25 Feb 2014	350	London
Cyber Risk Insights Conference San Francisco	Half day Conference	Tue Mar 11 2014	150	San Francisco
Casualty Insights Conference	Conference	Thurs Mar 27 2014	450	New York
Cyber Risk Insights Conference Singapore	Conference	Tues 8 April 2014	350	Singapore
Cyber Risk Insights Conference Chicago	Half day Conference	Mon May 12 2014	150	Chicago
RIMS Benchmark Survey	Webinar / Live Webcast	May/June 2014	2,000	Virtual
Property Insights Conference	Conference	Thurs June 5 2014	400	New York
Advisen Cyber Risk Awards	Awards Dinner	Weds June 18 2014	250	New York
Management Liability Insights Conference- Pvt Co & Nonprofits	Conference	Tues Sept 23 2014	375	New York
Cyber Risk Insights Conference New York	Conference	Tues Oct 28 2014	750	New York
European D&O Insights Conference	Conference	Tues 18 Nov 2014	350	TBD
Quarterly D&O Claims Trends	Webinar / Live Webcast	Quarterly	1,000+	Virtual
State of the Market	Webinar / Live Webcast	Spring & Fall	1,650+	Virtual



# Conference Sponsorship Levels

## Exclusive Platinum Sponsor

- Custom Research with results discussion at conference
- Keynote Speaker Opportunity (subject to Conference Advisory Board Approval)
- Program development and input via collaboration with Advisen Conference Advisory Board
- Registration list
- 20 full access conference passes
- All branding and messaging pre-event, during the event, and post-event
- Listing in Conference Agenda & Guide
- Exhibition table

## Gold Sponsor

- Premiere Speaker Opportunity (subject to Conference Advisory Board Approval)
- Program development and input via collaboration with Advisen Conference Programming Board
- Registration list
- 15 full access conference passes
- All branding and messaging pre-event, during the event, and post-event
- Listing in Conference Agenda & Guide
- Exhibition table

## Silver Sponsor

- Panel Speaker Opportunity (subject to Conference Advisory Board Approval)
- Program development and input via collaboration with Advisen Conference Programming Board
- Registration list
- 12 full access conference passes
- All branding and messaging pre-event, during the event, and post-event
- Listing in Conference Agenda & Guide
- Exhibition table

## Supporting Sponsor

- Sponsor mention from Podium
- 8 full access conference passes
- All branding and messaging pre-event, during the event, and post-event
- Listing in Conference Agenda & Guide
- Exhibition table

## Exhibiting Sponsor

- 3 full access conference passes
- All branding and messaging pre-event, during the event, and post-event
- Listing in Conference Agenda & Guide
- Exhibition table

**Custom Sponsorship Packages  
are also available!**

# Networks

**The Cyber Risk Network** is a subscription that offers regular exclusive news, analysis and data, driven by Advisen's unparalleled cyber database.

This product launches January 6, 2014.

**The Cyber Risk Network** is the definitive authority for anyone involved in or interested in the cyber insurance risk sector.

Expert commentary and education on cyber-related developments keeps subscribers in touch with the latest risks and how they affect their business - enabling subscribers to make more informed business decisions.

The Network also brings together subscribers to network with the most influential leaders - in this exciting market online, at conferences, and for specific networking events throughout the US, Europe and Asia.

## Planned for 2014

Advisen Risk Network: Q2

Professional Risk Network: Q3

C-Suite Network: Q4

# Networks



Members are the most accomplished Cyber Risk professionals from insurance companies, brokerages, law firms, insureds, consultants, and vendors

**Target: 250+ in 2014**



Members are the most accomplished Risk Management professionals and represent sophisticated insureds as well as insurance companies, brokerages, and other insurance professional organizations

**Target: 1,000 in 2014**



Members are the most accomplished Management Liability professionals from insurance companies, brokerages, law firms, insureds, consultants, and vendors

**Target: 500+ in 2014**

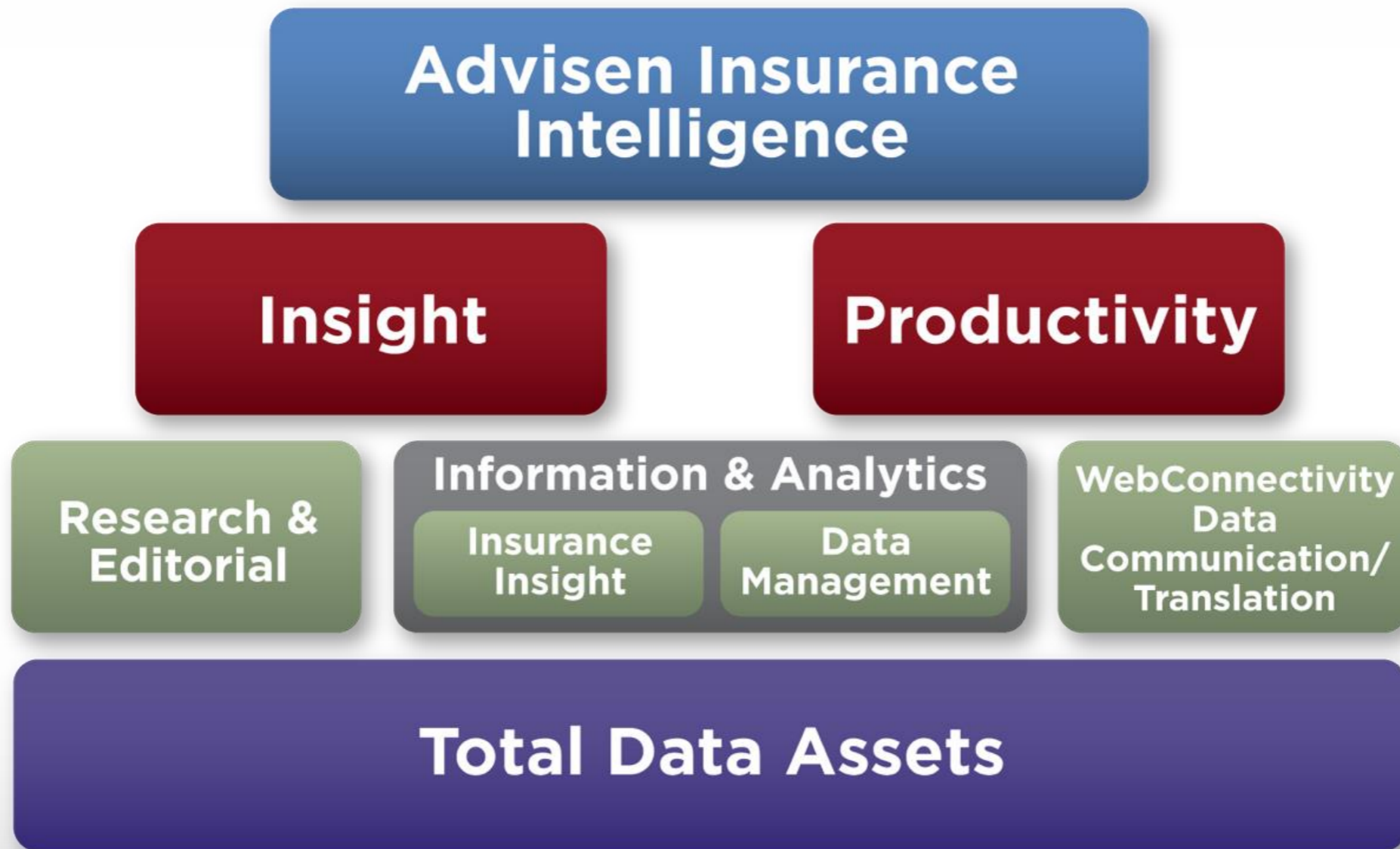


Members are CEOs and high-level strategists at insurance companies, brokerages, and other insurance professional organizations

**Target: 750+ in 2014**

# Research & Editorial Assets

Communicating, educating and delivering insights and information – by topic, line of business, industry segment and marketplace. Advisen’s thought leadership spans Front Page News (the indispensable industry wide e-news service), to research reports and custom content, to webinars, and community events that bring together buyers, brokers and insurers to collaborate and shine a spotlight on perspectives that matter.





# Contact us via [ads@advisen.com](mailto:ads@advisen.com)

## **New Product Announcements** (no charge)

Contribute content via <http://corner.advisen.com/NPA.shtml> or contact [editors@advisen.com](mailto:editors@advisen.com) with NPA in the subject line.

## **People on the Move** (no charge)

Contribute content via [http://corner.advisen.com/people\\_move.shtml](http://corner.advisen.com/people_move.shtml) or contact [editors@advisen.com](mailto:editors@advisen.com) with POM in the subject line.

## **Contributed Content and Press Releases distribution** (no charge)

Send your white paper in Word format to be considered for Front Page News. Send all press releases to us, too. Contact [editors@advisen.com](mailto:editors@advisen.com)

## **Job Postings** (no charge for Advisen clients; fee for others)

If you're hiring or growing, tell the marketplace with a post on Advisen. Contribute content via [http://corner.advisen.com/people\\_jobs.shtml](http://corner.advisen.com/people_jobs.shtml) or [jobpostings@advisen.com](mailto:jobpostings@advisen.com)

## **Brokerages & Agencies: Join the Advisen 2000 Index** (no charge)

The Advisen 2000 Index lists US Brokerages & Agencies by industries served, top 5 states, lines of business, services provided, insurer partners, and more. There is no charge to be included in the Index. View the current list of the Advisen 2000 Index via [www.advisen.com](http://www.advisen.com) and then click on the Community menu tab.

## **Insurers: Make Your Policy Forms Work for You** (no charge)

Add your newest insurance policy form to our wordings library so that it's available to the 200+ retail and wholesale brokerages who use our Policy Insight to do side-by-side form comparisons. Send a copy of your form to [policies@advisen.com](mailto:policies@advisen.com)

## **Promote Your "NewCo" via MAINsheet for M&A Insurance News** (no charge)

Share your latest acquisition details via [http://corner.advisen.com/MAINsheet\\_Mergers\\_Acquisitions.shtml](http://corner.advisen.com/MAINsheet_Mergers_Acquisitions.shtml) or send material to [editors@advisen.com](mailto:editors@advisen.com).

