

2016

MEDIA KIT



Advisen News

Two lawsuits filed over salmonella linked to cucumbers Liability
 A nationwide salmonella outbreak involving cucumbers has spawned its first lawsuits, both filed in Minnesota this weekend after two diners at Red Lobster got sick eating salads. The Orlando, Fla.-based chain pulled cucumbers from its restaurants Friday, and while the majority of cases nationwide don't involve Red Lobster outlets, that's not the case in...

Justice Department looks to sharpen computer crime law Regulation
 Stung by recent court decisions that have gone against them, Justice Department lawyers are making a fresh push to clarify a computer trespass law that critics malign as overly broad. The Justice Department also has appealed to Congress, which is expected to take up other cybersecurity measures in the coming weeks. "These are really hard issues of what should ..."

Lessons That Manufacturers Can Learn From Automotive Recall Issues Risk Management
 By now, anyone not living under a rock for the last 18 months is no doubt aware of the high-profile recalls that have been roiling the automotive industry. Although manufacturers outside of the automotive sector may not be subject to regulation by the National...

Sleep apnea causing havoc for drivers, tank fleets Safety
FIRST, the bad news: 28% of truck drivers have Obstructive Sleep Apnea, and those who are untreated are three to seven times more likely to crash. Beyond that, OSA leads to other major and costly chronic diseases. That's a horrible waste of talent, said Adrian Knight, senior vice-president of Clinical Operations at Sleepsafe Drivers Inc. He was one of two speakers...

How would Uber, Lyft fare in big hurricane? Regulation
 Florida's 10 years-and-counting gap between hurricanes has left regulation of companies such as Uber and Lyft

QBE Specialized
 Replace potential liabilities with a sense of security where we say 'yes' to specialized insurance needs.
[Learn More](#)

AA- A++
 (Telling the truth doesn't take much room.)

 Tokio Millennium Re
AA- STANDARD & POOR'S A++ SUPERIOR A.M. BEST



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2016 media KIT

WHY DO PEOPLE CHOOSE ADVISEN?

Because we know what's going on in the market. We have what no other P&C insurance news source has – data.

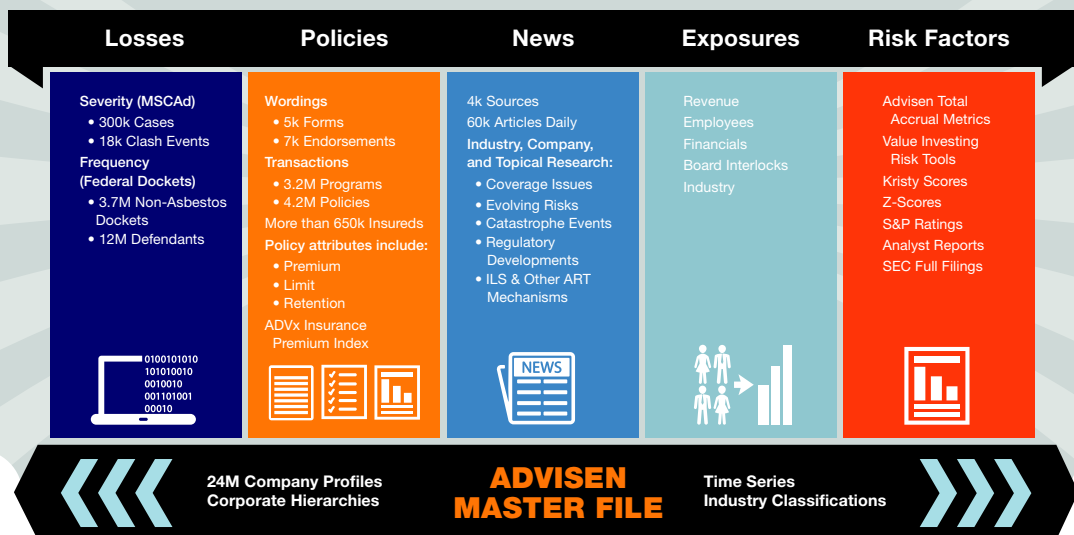
Advisen's management and editorial team collectively have more than 100 years of experience as underwriters, brokers, actuaries and reinsurers with leading companies such as ACE, AIG, Guy Carpenter, Marsh, and Swiss Re. We were founded as an information and analytics business and continue to grow and enhance our proprietary databases. We share analysis of this data through our news, conferences, webinars, and custom research. Because we listen to the market, we can focus on what interests the P&C insurance community most – and help you reach an engaged audience.

80% of commercial **P&C** professionals choose **Advisen** as their preferred source of industry news.

— Source: 2015 Readership Survey

WHY DO PEOPLE CHOOSE ADVISEN?
4

WHAT KINDS *of* DATA DO WE HAVE?





REACH YOUR TARGET AUDIENCE

Advisen continuously expands and updates its proprietary database of 250,000 P&C insurance professionals. Each contact in our database is tagged by a variety of characteristics to ensure you get your message in front of the right people. Some of these characteristics include:

- Job description
- Title
- Coverage focus
- Industry
- Interests


We reach your target audience using several channels, ensuring you communicate with them across multiple touch points.

FRONT PAGE NEWS

- Daily emails are sent to **150,000+** people 
- Your message is distributed in relevant FPN editions
- Your content can be featured in our "Spotlight" to provide additional visibility 


SOCIAL MEDIA

LINKEDIN




Reach thousands of engaged P&C professionals across our dozens of LinkedIn groups, which focus on a particular coverage, industry, or geography.

TWITTER



Your message will reach more than **3,000** followers via @Advisen

TARGETED EMAILS



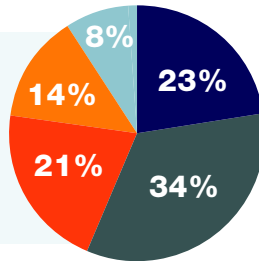
- Advisen marketing emails deliver results - with campaigns exceeding a 30% open rate and 5% click through rate!
- Your content will be distributed via email to relevant targets using our comprehensive database of more than 250,000 P&C insurance professionals.

126,500 circulation for **FPN Professional**

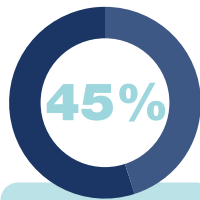
REACH DECISION MAKERS

We surveyed our 126,500 FPN Professional readers and learned a lot about them, their companies, and their plans.

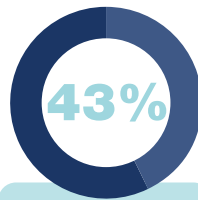
Audience Characteristics



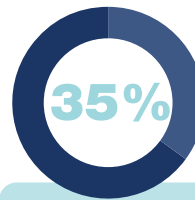
Carriers
Brokers
Buyers
Attorneys
Other



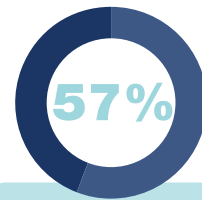
45%
of companies have \$1 Billion or more in Annual Revenue



43%
of companies have 5,000 or more employees

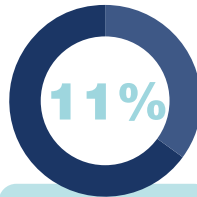


35%
of our audience are C-Level Executives and their direct reports

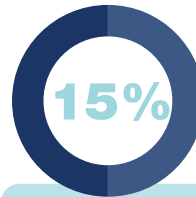


57%
recommend or approve selection of carriers, brokers, and other service providers

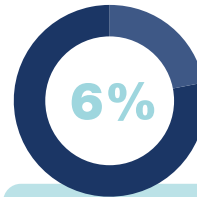
When asked if risk management decision makers plan to make any changes in their carrier, broker, or RMIS provider, they said:



11%
plan to change their insurance broker within the next year

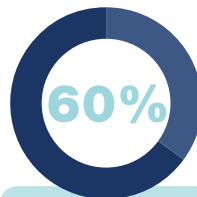


15%
plan to change their insurance carrier within the next 1 year

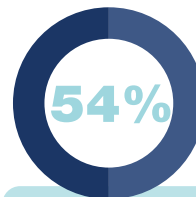


6%
plan to change their RMIS provider within the next 1 year

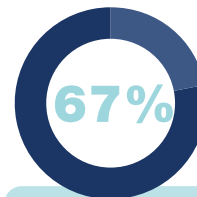
We asked our readers what helps them succeed in their jobs. They said:



60%
White Papers & Reports



54%
Webinars



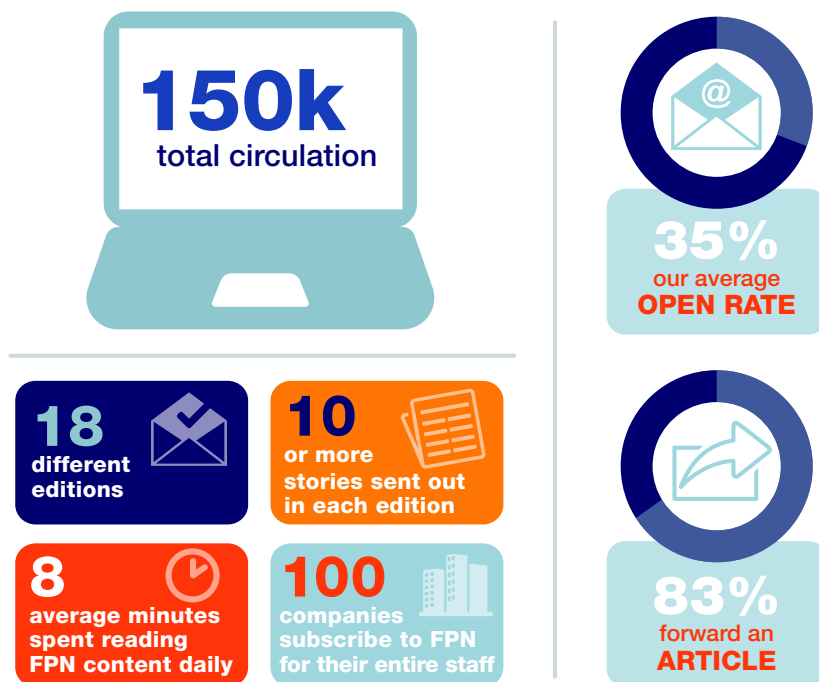
67%
Conferences

**GET YOUR MESSAGE IN FRONT OF DECISION MAKERS AND
BECOME their CHOICE!**

FRONT PAGE NEWS

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

How do we know what's most relevant? We track which articles our readers are forwarding and use that to guide our selection criteria.



WHAT TYPES OF ARTICLE TOPICS WILL YOU FIND IN FPN?

- Coverage issues
- Major P&C insurance industry news
- Catastrophe events
- Landmark legal decisions
- Large or otherwise interesting losses
- Risk management and loss prevention
- Significant regulatory developments
- Significant developments with ILS and other alternative risk mechanisms
- Material developments in modeling and predictive analytics
- Changing risk profiles and evolving threat scenarios
- Surveys and studies on various risk and insurance implications

“Our daily open rate for our Front Page News emails is over 35%, 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!”

– Jeff Cohen, EVP Global Business Development, Advisen

FRONT PAGE NEWS EDITIONS

FPN BY GEOGRAPHY

North America
Europe
Asia

FPN BY COVERAGE AREA

Healthcare
Environmental
Property
Executive Risk
Cyber Risk
Casualty
Insurance Technology
Risk Professional

FPN BY INDUSTRY

Asset & Wealth
Management News
Banking News
Construction News
Media & Publishing News
Pharmaceutical & Medical
News
Telecommunications News

SPECIAL EVENT EDITIONS

RIMS - April
Monte Carlo Rendezvous -
September
CIAB - October
NAPSLO - October
PLUS - November
IRMI - November

FPN ENHANCEMENTS FOR 2016

In addition to curated articles, FPN will now include exclusive news, analysis, commentary, and data, driven by Advisen's unparalleled loss and transaction databases.



WEBINARS & WEBCASTS

Free, one-hour webinars are designed to educate industry members about hot topics and issues. This program will feature your expert or thought-leader amidst a balanced panel of participants.

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

“Advisen-directed webinars always provide valuable information to those of us in the insurance industry and this one was no exception. It’s an accepted fact that our customers want providers who understand their business. These webinars encourage us to see things from the customer’s viewpoint and therefore to understand and respond to his or her needs—it’s a person to person business. According to prominent marketing academics, discovering and responding to a customer’s needs and desires are the underlying basis of marketing and therefore sales. That’s why analytics is so important and prevalent in today’s business climate.”

– Bruce Ebert, Esser Hayes Insurance Group

THOUGHT LEADERSHIP

Establish thought leadership and extensive brand exposure with your target audiences. Our editorial staff will work with you to create and deliver content in the most effective manner for its intended audience, which can include text, infographics, embedded video, illustrations, and charts. We ensure the content is timely, relevant, and authoritative. Marketing of your thought leadership includes online and targeted email and social media campaigns.

2016 THOUGHT LEADERSHIP TOPICS

STATE OF THE 2016 COMMERCIAL P&C MARKET

QUARTERLY D&O CLAIMS TRENDS

QUARTERLY CYBER RISK CLAIMS TRENDS

CHANGING ROLE OF THE RISK MANAGER

SPOTLIGHT ON THE EPLI MARKET

CYBER LIABILITY INSURANCE TRENDS

2016 EXECUTIVE RISK MANAGEMENT RESEARCH REPORT

RIMS BENCHMARK SURVEY RELEASE AND EXECUTIVE SUMMARY

STATE OF THE 2016 EUROPEAN D&O MARKET

STATE OF THE 2016 EUROPEAN P&C MARKET

2016 NETWORK SECURITY AND CYBER RISK MANAGEMENT REPORT IN EUROPE

CASUALTY CATASTROPHES: MAPPING THEIR IMPACT ON INSURERS

NEW APPLICATIONS OF PREDICTIVE ANALYTICS FOR UNDERWRITING

TRANSFORMING UNDERWRITING AND LOSS CONTROL WITH DRONES AND SATELLITE IMAGERY

CONFERENCES

Advisen hosts conferences worldwide for the global P&C insurance industry. Demonstrate your thought leadership, make important connections, and promote your brand at our conferences! We consistently deliver an audience that is comprised of 25% or more Risk Managers & Insurance Buyers, Brokers (25%-30%), Insurance Companies (30%), Lawyers (10%), and other insurance professionals (5%).



2016 CONFERENCE SCHEDULE

CONFERENCE NAME	CITY	DATE	EXPECTED REGISTRATION
Predictive Modeling Insights Conference	NYC	January 14	200
Predictive Modeling Insights Conference	LONDON	November 14	150
Property Insights Conference	NYC	June 9	350
Transactional Insurance Insights Conference	NYC	April 27	150
Transactional Insurance Insights Conference	LONDON	September 28	150
Executive Risk Insights Conference	CHICAGO	May 10	150
Executive Risk Insights Conference	NYC	September 21	350
European Executive Risk Insights Conference	CONTINENTAL EUROPE	November 16	250
Casualty Insights Conference	NYC	March 31	500
Cyber Risk Insights Conference	LONDON	February 9	450
Cyber Risk Insights Conference	SAN FRANCISCO	March 2 - 3	225
Cyber Risk Insights Conference	CHICAGO	May 11	275
Cyber Risk Insights Conference	NYC	October 27	1,000

AWARDS DINNERS

Advisen hosts awards dinners to recognize the most distinguished leaders that have impacted the insurance industry, as chosen by their peers.

2016 AWARDS DINNERS

CONFERENCE NAME	CITY	DATE	EXPECTED ATTENDANCE
Cyber Risk Awards	NYC	June 15	200

2016 RIMS BENCHMARK SURVEY BOOK

The survey is based on 52,000 insurance programs from 1,441 entities. For premiums, limits, and retentions, as well as rate per million, TCOR value, and large loss examples, this 140-page book can't be beat.

CIRCULATION:

2,000 copies

(35% go to insureds; 65% go to brokerages)

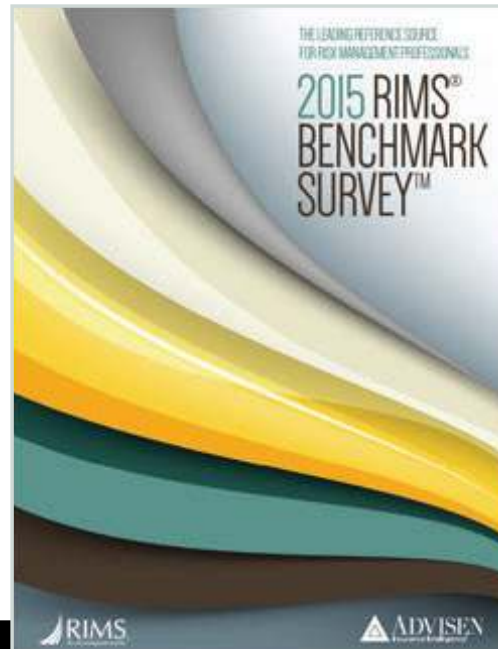
AVAILABLE ADVERTISING:

Full page color ads

Inside back cover

Outside back cover

Contact your sales representative for pricing.



“The RIMS Benchmark Survey gives invaluable benchmarking information for limits and retentions. Management is always asking, ‘What’s everyone else doing?’ This book gives us the ability to look at our industry, to look at our peer group by revenue or employees, to see what other companies are carrying or how they are structuring their programs.”

—Len Resto, Broker and former Risk Manager

VALUE-ADDED SOLUTIONS

Advisen offers value-added solutions for you to share news about your employees, organization, and brand with more than 250,000 commercial P&C professionals.

New Product Announcements via Innovation News

Advisen's Innovation News contains descriptions of new commercial insurance product offerings, acquisitions, or services globally.

People on the Move

Approximately every 2 weeks, Advisen editors compile the largest, most complete collection of news regarding the movement and promotion of commercial insurance professionals.

Contributed Content and Press Releases distribution

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.

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

If you're hiring or growing, tell the marketplace with a post on Advisen.

Brokerages & Agencies: Join the Advisen 2000 Index

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.

Insurers: Make Your Policy Forms Work for You

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

Promote Your Latest Aquisition via MAINsheet for M&A Insurance News

Advisen's MAINsheet Mergers & Acquisitions contains descriptions of new mergers and acquisitions worldwide.

ADVERTISING RATE CARD

WEEKLY NET RATES EFFECTIVE JANUARY 1, 2016 | ALL RATES SUBJECT TO CHANGE

FPN PROFESSIONAL & DIGEST

POSITION	1 WEEK	4 WEEKS	8 WEEKS	12 WEEKS
Leaderboard	\$8,579	\$34,313	\$60,905	\$87,498
Premium Right	\$7,766	\$31,064	\$55,138	\$79,212
Right Column	\$6,601	\$26,400	\$46,860	\$67,321
Side Banner	\$4,147	\$16,587	\$29,441	\$42,296
Sponsored Link	\$2,489	\$9,953	\$17,667	\$25,380

COVERAGE & GEOGRAPHY EDITIONS

EDITION	CIRCULATION	LEADERBOARD	PREMIUM SIDE BANNER	SIDE BANNER
Cyber	30,700+ Mon & Thurs	\$ 1,248	\$ 1,174	\$ 686
Europe	25,000+ Daily	\$ 644	\$ 541	\$ 489
Casualty	18,000+ Tues & Fri	\$ 1,148	\$ 1,071	\$ 834
Executive Risk	14,800+ Tues & Fri	\$ 994	\$ 942	\$ 577
Asia	13,200+ Tues & Thurs	\$ 592	\$ 464	\$ 386
Healthcare	10,000+ Daily	\$ 1,354	\$ 1,138	\$ 839
Property	7,400+ Weds & Fri	\$ 839	\$ 700	\$ 623
Environmental	6,200+ Tues & Thurs	\$ 778	\$ 649	\$ 572
Construction	3,400+ Wednesday	\$ 984	\$ 778	\$ 716
Risk Professional	3,400+ Mon & Weds	\$ 675	\$ 613	\$ 541
Financial Institutions	2,800+ Thurs	\$ 530	\$ 479	\$ 417
Insurance Technology	2,500+ Tues	\$ 464	\$ 386	\$ 309
Media & Publishing	2,200+ Fri	\$ 464	\$ 386	\$ 309
Asset Management	1,100+ Mon	\$ 335	\$ 288	\$ 237
Pharmaceutical & Life Sciences	1,700+ Tues	\$ 438	\$ 381	\$ 304
Telecommunications	500+ Weds	\$ 324	\$ 283	\$ 232
Innovation News	101,000+ Once a month	\$10,000 for roadblock		N/A

INTRODUCING THE ADVISEN NEWS TEAM

Advisen has built a news team of award-winning journalists to share our unique perspective on the hottest insurance issues and trends. Some headlines from our team include:



COMPANIES LAX ON CYBERSECURITY 'PLAYING IT RISKY' AFTER FTC-WYNDHAM RULING

By Chad Hemenway on August 26, 2015

The US Federal Trade Commission was again told it has the authority to regulate cybersecurity practices, putting organizations at risk of more costs following a breach.

'SYSTEM FAILURE' COULD BE TRIGGERED BY SYSTEM OUTAGES SEEN RECENTLY

By Chad Hemenway on July 9, 2015

As companies become more and more reliant on technology to operate, there could be many more days like July 8.



CYBERSECURITY EFFORTS REQUIRE PROACTIVE, COOPERATIVE APPROACH

By Erin Ayers on July 16, 2015

As cyber threats increase in complexity and persistence, efforts in the security industry to encourage businesses that safeguarding data, systems, and other assets must be a continuous effort toward improvement have ramped up.

SONY, ZURICH SETTLE PLAYSTATION DISPUTE, LEAVING UNANSWERED QUESTIONS

By Erin Ayers on April 30, 2015

After appealing a February 2014 ruling that Zurich American Insurance Company did not have to cover Sony Corporation for claims stemming from a 2011 hacking of the Sony PlayStation Network, the two parties have settled the case, according to court documents.

REPRINTS

DIGITAL REPRINTS \$395

A digital reprint is a high-resolution PDF of your article. Price includes copyright (unlimited educational and marketing distribution of your article). Great for sharing by email!

PHYSICAL REPRINTS STARTING AT \$945

Physical reprints are custom designed to your specifications and professionally printed on 100# premium gloss book paper. Price includes copyright (educational and marketing distribution of your article). Great for mail campaigns and convention handouts! 500 copies start at \$945.

CONNECT WITH US

Advisen's community represents more than 150,000 commercial Property and Casualty insurance professionals. For Underwriters, Brokers, Risk Managers, and other professionals tackling P&C insurance issues, Advisen provides insight into underwriting, marketing, broking, and purchasing commercial insurance.

JOIN THE ADVISEN COMMUNITY

Join the Advisen community for insurance professionals to stay informed and keep abreast of offerings and issues that impact your P&C role.

SOCIAL MEDIA



FOLLOW ADVISEN ON TWITTER

Follow [Advisen on Twitter](#) for insurance industry news and company updates.
Follow [Advisen Cyber Risk News](#) on Twitter for cyber-related news and updates.



CONNECT WITH ADVISEN ON LINKEDIN

Follow [Advisen's Company Page](#) for Advisen-related news including upcoming conferences and webinars!

We host the following LinkedIn Groups:

- [D&O Commercial Insurance](#)
- [European D&O Commercial Insurance](#)
- [E&O Commercial Insurance](#)
- [Cyber Privacy Security Commercial Insurance](#)
- [Supply Chain / Business Interruption Commercial Insurance](#)
- [EPL Commercial Insurance](#)
- [Healthcare/MedMal Commercial Insurance](#)
- [Umbrella/Excess Commercial Insurance](#)
- [Property Insurance](#)
- [Environmental Commercial Insurance](#)
- [Life Sciences/Biotech Commercial Insurance](#)
- [Casualty Clash & Catastrophe Insurance](#)
- [P&C Information Technology](#)
- [RMIS Users Today & Tomorrow](#)



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Like [Advisen on Facebook](#) to keep updated on Advisen-related news, industry news, announcements and photos from conferences, webinars, and more!

ADVISEN MISSION

Leading the way to **smarter**
and more **efficient**
risk and insurance **communities.**

Advisen Delivers:

the **right information** into
the **right hands** at
the **right time**
to *power performance.*

About Advisen

Advisen is leading the way to smarter and more efficient risk and insurance communities. Through its information, analytics, ACORD messaging gateway, news, research, and events, Advisen reaches more than 150,000 commercial insurance and risk professionals at 8,000 organizations worldwide. The company was founded in 2000 and is headquartered in New York City, with offices in the US and the UK.



ADVISEN LTD.

1430 Broadway, 8th Floor
New York, NY 10018
www.advisenltd.com
ads@advisen.com
tel: +1 (212) 897-4800