

**BUSINESS
INSURANCE®**

2022

MEDIA KIT

ABOUT US

Business Insurance is the authoritative source of news, data and insight on risk management and employee benefits for executives in all industries. As the only major media brand focusing on the buyers of risk management, insurance and benefit programs, *BI* delivers in-depth coverage of issues and trends that drive the commercial insurance industry. *BI*'s buyer focus has made it required reading for risk and benefit professionals — and those who serve them — for more than 50 years.

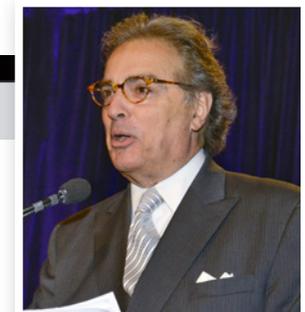
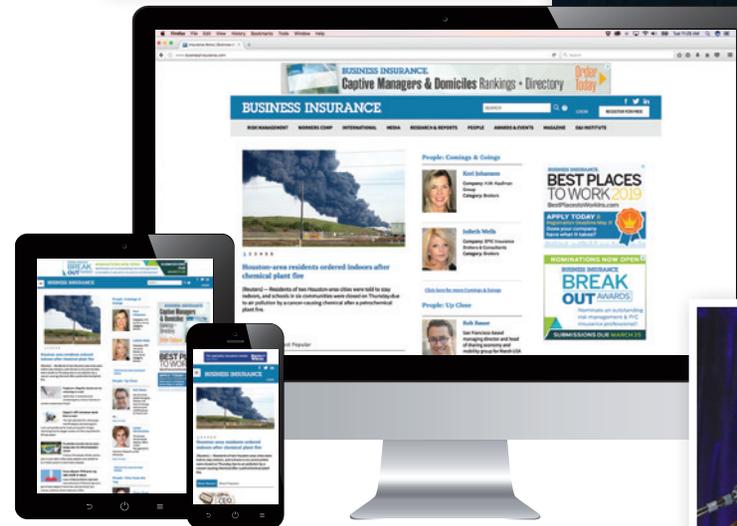
Delivered in a multi-media mix, including a monthly print magazine, and daily online and mobile news, *Business Insurance* helps readers do their jobs better.

OUR HISTORY

In 2019, Beacon International Group, Inc. acquired Business Insurance Holdings with plans to expand the reach and depth of the media company across national and International borders. Beacon is part of a family of companies that has been in insurance publishing since 1889. *Business Insurance* was founded in 1967 by Crain Communications, Inc. and celebrated its 50th anniversary in 2017.



Business Insurance editorial staff, correspondents, sales and administrative staff members are situated in major US and international cities.

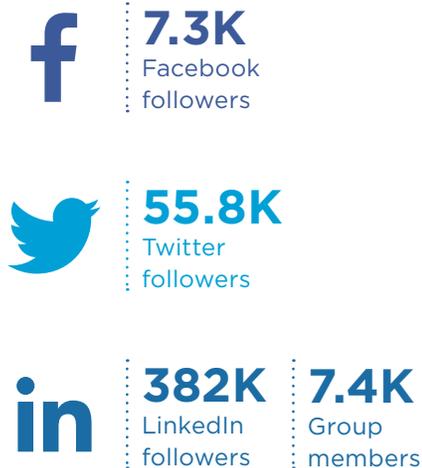


Steve Acunto
President
Business Insurance

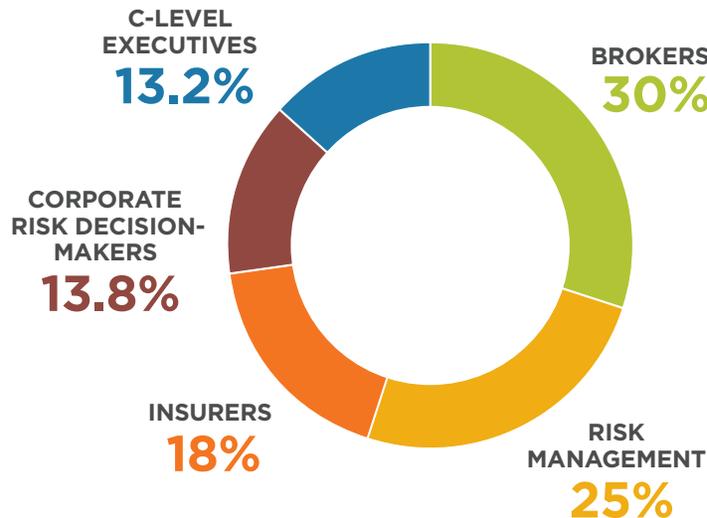
OUR AUDIENCE

Business Insurance expertly covers breaking news while delivering insight, commentary and in-depth analysis on topics and industry trends most important to risk managers, C-suite decision-makers and buyers of commercial insurance. As today's world becomes increasingly complex, it is more important than ever for companies to make well-informed decisions about managing risk and buying insurance. *Business Insurance* is the most preferred media brand to help today's companies navigate tomorrow's risks.

SOCIAL PRESENCE

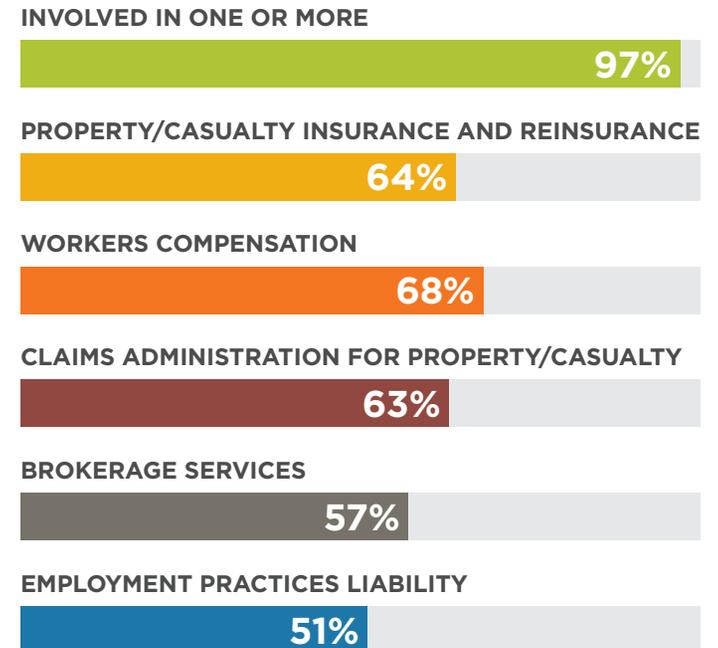


AUDIENCE COMPOSITION



BUSINESS INSURANCE REACHES COMMERCIAL INSURANCE DECISION-MAKERS & BUYERS

Business Insurance audience (print subscribers & digital users) are involved in the recommendation, specification, approval or purchase of the following services:



PRINT, DIGITAL & LIVE EVENT AUDIENCE



EVERY ISSUE DELIVERS

- **NEWS ANALYSIS**
Key coverage of risk management, property/casualty and workers comp trends
- **VIEW FROM THE TOP**
Interviews with industry decision makers
- **WORKERS COMP FOCUS SECTIONS**
- **M&A NEWS**
- **EXECUTIVE MOVES**
- **NEW PRODUCTS & SERVICES**
- **INSURANCE LAW ROUNDUP**
- **CYBER & TECHNOLOGY NEWS**
- **UP CLOSE**
Profiles of recently promoted/hired executives
- **PERSPECTIVES**
Expert opinions
- **OFF BEAT**

The collage features several magazine spreads from Business Insurance magazine:

- COVER STORY: COVID-19 ONE YEAR LATER** - Features a large image of a coronavirus particle and the headline "CORONA VIRUS COVID-19". Sub-headlines include "Unprecedented challenges change risk management, insurance industry" and "CORONAVIRUS COVID-19".
- COVID-19 EMPLOYMENT LITIGATION TRACKER** - Includes a map of the United States showing litigation activity by state.
- LITIGATION SET TO EXPAND** - Text discussing the impact of COVID-19 on employment litigation.
- VIEW FROM THE TOP** - Interview with Ellen R. Dunkin, Risk & Insurance Management Society. Includes a photo of Ellen R. Dunkin and a quote: "The general contract and...".
- NEWS ANALYSIS: Cannabis insurance options shifting** - Article by Matty Leifer discussing the shifting landscape of cannabis insurance.
- INTERNATIONAL: PROFILE: HONG KONG** - Market analysis for Hong Kong, featuring a map and statistics: Market Share 42%, Area 427.8, Population 7.26, Market Concentration 33.6%, and GDP Growth Forecasted 3.7%.
- NEWS ANALYSIS: SEC toughening cyber enforcement** - Article by Joy Greenwald discussing the SEC's increased focus on cyber enforcement.
- LEGAL: MARIJUANA USE** - Article discussing the legal implications of marijuana use in the workplace.
- WORKERS COMP FOCUS SECTIONS** - Includes a table titled "LARGEST PROPERTY-CASUALTY WHOLESALERS" with columns for Company, Revenue, P/C Ratio, and other metrics.

ISSUE DATE SPACE CLOSE MATERIAL CLOSE	IN-DEPTH COVER STORY	SPECIAL REPORT	SPECIAL SECTION / NEWS ANALYSIS	RANKINGS & RESEARCH	SURVEYS	SHOW DAILIES	BI & OTHER INDUSTRY EVENTS
JANUARY digital-only issue 12/23/21 12/30/21	2021 Data Rankings Review	Compilation of BI's 2021 Research & Rankings Reports Plus additional industry rankings		Compilation of 2021 Rankings Reports			
FEBRUARY 1/11/22 1/18/22	Risk Management	D&O Key issues for executive risk	Brokers; Specialty Risk; Workers Comp & Safety				World Captive Forum
SPECIAL ISSUE 1/25/22 2/1/22	Specialty & Emerging Risks	Specialty & Emerging Risks Cyber, technology, climate change risks, entertainment risks and more					
MARCH 2/10/22 2/17/22	Cyber Risk	Captives ART market overview and exclusive rankings	BI & WCC Workers Comp Section Liability; Technology; Workers Comp & Safety	Top Captive Managers; Top Captive Domiciles			CICA
APRIL 3/8/22 3/15/22	Risk Management	RIMS Issue Risk Management Innovation	Specialty Risk; Market Trends; Brokers; Workers Comp & Safety		TBD	RIMS	RIMS
MAY 4/12/22 4/19/22	Supply Chain	Claims Management Claims Industry Developments; Claims Tech & Exclusive Rankings	Technology; Property; Brokers; Workers Comp & Safety	Top 10 TPAs	Signet Ad Study		
JUNE 5/10/22 5/17/22	Break Out Awards	Public Entity Risk Management	BI & WCC Workers Comp Section Specialty Risk; Property; Brokers; Workers Comp & Safety				Break Out Awards, PRIMA
JULY/AUGUST 6/17/22 6/24/22	Hurricane Andrew 30 Years Later	Broker Trends & Profiles I BI's annual review of the brokerage industry	Liability; Technology; Workers Comp & Safety	Top 10 Global Brokers; Top 100 U.S. Brokers	TBD		VCIA
SEPTEMBER 8/9/22 8/16/22	Technology & Innovation	Excess & Surplus Lines Market overview, hot products, & exclusive rankings	BI & WCC Workers Comp Section Specialty Risk; Liability; Brokers; Workers Comp & Safety	Top 10 Wholesalers; Top 10 MGAs; Top 10 E&S Insurers	Insurtech	InsureTech Connect	Innovation Awards, U.S. Insurance Awards, WSIA
OCTOBER 9/13/22 9/20/22	Health Care Risk	Reinsurance Trends, issues and Monte Carlo report; Broker Trends & Profiles II Broker productivity and innovation	Technology; Property; Workers Comp & Safety	Top 10 Reinsurance Brokers; Top 10 Global Reinsurers; Most Productive Brokers; Benefits Specialists; Beyond the Top 100			Cannabis Update 2022, Diversity & Inclusion Conference, PCIA, ASHRM, ILF
NOVEMBER 10/11/22 10/18/22	Construction Risk	Professional Liability E&O, D&O etc. Cyber Risk Cyber Market Update	BI & WCC Workers Comp Section Specialty Risk; Technology; Brokers; Workers Comp & Safety	Best Places to Work; Largest D&O Insurers; Largest Med Mal Insurers; Largest A&E Insurers	Signet Ad Study		Women to Watch EMEA, PLUS annual conference
DECEMBER 11/8/22 11/15/22	Women to Watch	Insurance Education	Property; Liability; Workers Comp & Safety	Top Risk Management Schools	TBD		Women to Watch

DATE	EVENT	LOCATION	ONLINE LINK
JUNE 7 JUNE 22 JUNE 30	BREAK OUT AWARDS	 NYC Chicago Los Angeles	BusinessInsurance.com/conference/BreakOut
JULY 13	DIVERSITY & INCLUSION WEBINAR	 Virtual	BusinessInsurance.com/conference/Diversity
SEPT 14	U.S. INSURANCE AWARDS & INNOVATION AWARDS	 NYC	BusinessInsurance.com/conference/USIA
OCT 2-4	WORKCOMP CENTRAL COMP LAUDE AWARDS & GALA	 Huntington Beach	complaude.com
OCT 19	DIVERSITY & INCLUSION CONFERENCE	 Chicago	BusinessInsurance.com/conference/DiversityInclusion
OCT 20	CANNABIS UPDATE 2022: INSURANCE & RISK MANAGEMENT IMPLICATIONS CONFERENCE	 Chicago	BusinessInsurance.com/conference/Cannabis
NOV 10	WOMEN TO WATCH AWARDS & CONFERENCE (EMEA)	 London	BusinessInsurance.com/conference/W2WEMEA
NOV 30 - DEC 1	WOMEN TO WATCH AWARDS & CONFERENCE (US)	 NYC	BusinessInsurance.com/conference/W2W
FEB 1-3, 2023*	WORLD CAPTIVE FORUM 2023	 Miami	WorldCaptiveForum.com



SPONSORSHIP OPPORTUNITIES

SUSAN STILWILL
HEAD OF SALES, EVENTS
312-636-7222
[sstilwill@businessinsurance.com](mailto:ssstilwill@businessinsurance.com)

KEITH KENNER
PUBLISHER
312-833-4099
kkenner@businessinsurance.com

SPEAKING OPPORTUNITIES & AWARDS NOMINATIONS

BI EVENTS TEAM
events@businessinsurance.com

BusinessInsurance.com/events

PRINT DISPLAY 4-COLOR ADVERTISING RATES

PRINT AD UNIT	1X	3X	6X	9X	12X	15X +
C1 False Cover Flap	\$13,036	\$11,883	\$10,161	\$9,517	\$8,960	\$8,412
Full Page Spread	\$33,732	\$30,150	\$26,486	\$24,600	\$24,100	\$22,856
1/2 Page Spread	\$18,740	\$16,751	\$13,905	\$12,962	\$12,196	\$11,428
Full Page	\$16,866	\$15,075	\$13,243	\$12,300	\$12,050	\$11,428
1/2 Page Vertical	\$10,840	\$9,948	\$8,498	\$7,938	\$7,452	\$6,967
1/2 Page Horizontal	\$10,840	\$9,948	\$8,498	\$7,938	\$7,452	\$6,967
Horizontal Strip	\$6,691	\$6,212	\$5,504	\$5,139	\$4,818	\$4,496
1/4 Page Vertical	\$6,505	\$5,969	\$5,098	\$4,763	\$4,471	\$4,180
1/4 Page	\$6,505	\$5,969	\$5,098	\$4,763	\$4,471	\$4,180

ALL PRINT RATES ARE NET DOLLARS.

Rates reflect cost per ad based on frequency. Frequency = number of 2022 ad units purchased during Jan 2022 - Dec 2022. All product rates are subject to change. See your rep for BW rates. Short rates and rebates apply, refer to T&Cs for details.

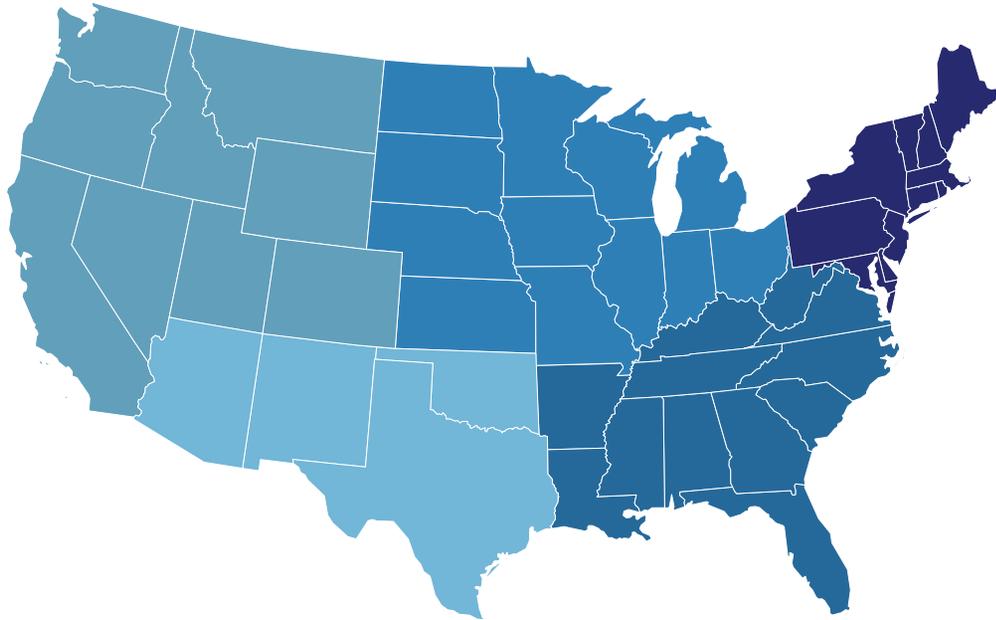
PREMIUM POSITIONING

- COVER 1 Opportunities available upon request
- COVER 2 +15%
- COVER 3 no premium
- COVER 4 +20%
- 1ST RHP +10%
- FF RHP +5% (1st 30% of pub)
- Opp TOC +10%
- Opp EDIT +10%

Ask your rep for additional high-impact print ad units.



PRINT REGIONAL 4-COLOR ADVERTISING RATES



REGIONAL CIRCULATION

	1X	6X +
< 2,500	\$6,315	\$6,162
2,501 - 5,000	\$8,480	\$8,202
5,001 - 7,500	\$9,229	\$8,949
7,501 - 10,000	\$9,953	\$9,651
10,001 - 12,500	\$10,675	\$10,351
12,501 - 15,000	\$11,410	\$11,045
15,001 - 17,500 +	\$12,136	\$11,741

ALL PRINT RATES ARE NET DOLLARS.

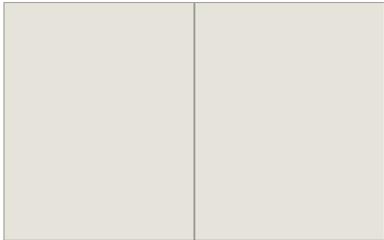
Regional advertisements are accepted as a **full tabloid page** only. Contact your regional advertising representative for availability.

Regional advertisements will not contribute to frequency for determining full run or demographic rates; however, advertisements scheduled to appear in full run or demographic editions will contribute to frequency for determining regional rates.

Rates reflect cost per ad based on frequency. Frequency = number of 2022 ad units purchased during Jan 2022 - Dec 2022. All product rates are subject to change. See your rep for BW rates. Short rates and rebates apply, refer to T&Cs for details.

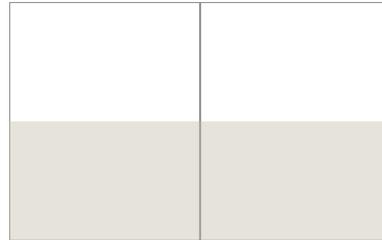
PRINT DISPLAY AD UNITS

*Include bleed on all sides — including fractional ads.
All specs are given in width x depth dimensions.*



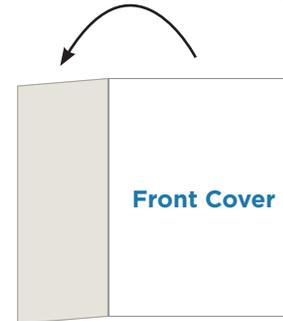
FULL PAGE SPREAD

Trim Size: 20" x 13"
Live Area: 19.25" x 12.25"
Bleed: 20.25" x 13.25"



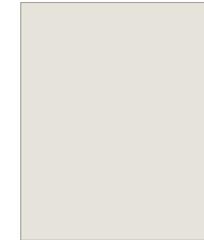
1/2 PAGE SPREAD

Trim Size: 20" x 6.375"
Live Area: 19.25" x 6"
Bleed: 20.25" x 6.625"



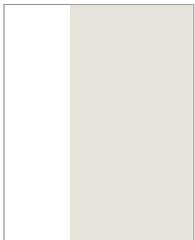
C1 FALSE COVER FLAP

Trim Size: 4" x 13"
Live Area: 3.5" x 12.5"
Bleed: 4.25" x 13.25"



FULL PAGE

Trim Size: 10" x 13"
Live Area: 9.25" x 12.25"
Bleed: 10.25" x 13.25"



3/4 PAGE VERTICAL

Trim Size: 7.125" x 13"
Live Area: 6.75" x 12.25"
Bleed: 7.375" x 13.25"



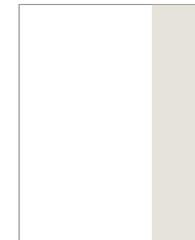
1/2 PAGE HORIZ.

Trim Size: 10" x 6.375"
Live Area: 9.25" x 6"
Bleed: 10.25" x 6.625"



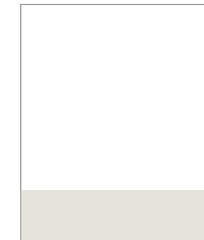
1/2 PAGE VERTICAL

Trim Size: 4.875" x 13"
Live Area: 4.5" x 12.25"
Bleed: 5.125" x 13.25"



1/4 PAGE VERTICAL

Trim Size: 2.625 x 13"
Live Area: 2.25" x 12.25"
Bleed: 2.875" x 13.25"



HORIZONTAL STRIP

Trim Size: 10" x 3.25"
Live Area: 9.25" x 2.875"
Bleed: 10.25" x 3.5"

PRINT SPECS & SUBMISSION INSTRUCTIONS

- All advertising should be provided as a press-ready PDF with all fonts and images embedded, and include 1/8" bleed on all sides — including fractional ads.
- All embedded images must be a minimum of 300 dpi (dots per inch) and CMYK. Files containing RGB or LAB colors will be converted to CMYK.

- Files supplied without a color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.
- PMS inks or pre-mixed inks require dedicated print units and will be billed at Matched Color Rate. Ask your rep for rates.

PRODUCTION QUESTIONS

Contact your *BI* rep directly for assistance (see contact page).

MATERIAL SUBMISSION

Ad material can be emailed to print@businessinsurance.com.

PRINT INFOGRAPHIC POSTERS ADVERTISING RATES

A four-page infographic data poster pullout gives companies an ownership position with *Business Insurance* along side data or research content produced by the *BI* research and editorial team.

These posters will provide businesses with 12 months of high-profile placement on the office walls of target audiences and in alignment with critical editorial content.

The poster insert (70 lb. paper stock) is bound into the center of the print edition of *Business Insurance*. Additionally, companies can sponsor a customized infographic poster based on content-marketing needs.

Advertiser receives logo placement on the cover and inside data spread, as well as full-page ad on back of poster.

EDITORIAL INFOGRAPHIC POSTER

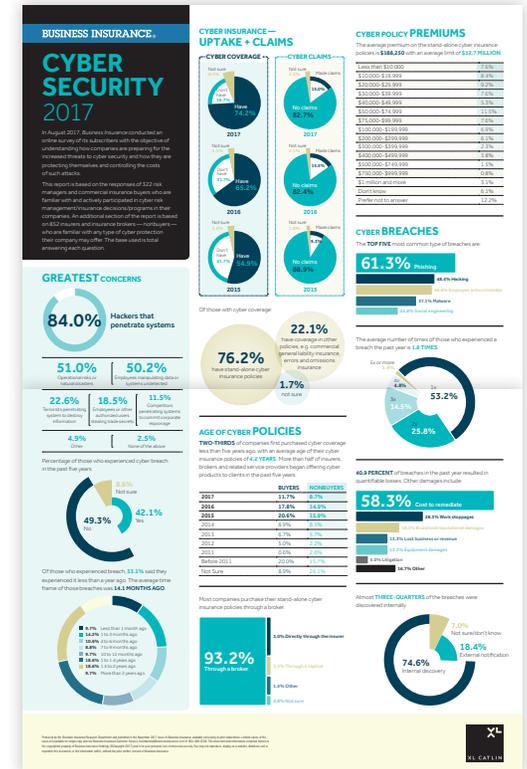
Examples include:
Risk Management Tech,
Data & Analytics, Property,
Cyber, Diversity.

FOUR-PAGE DATA POSTER
\$21,250 NET

CUSTOM INFOGRAPHIC POSTER

Subject must be agreed
upon six weeks prior to
publication date. Includes
field research survey.

FOUR-PAGE DATA POSTER
\$25,000 NET



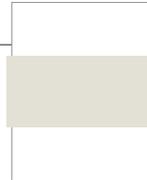
Contact your regional sales representative for frequency discounts for multiple posters and for details regarding custom offerings. All product rates are subject to change.

SPONSORED COPIES & UNIQUE UNIT ADVERTISING RATES

BELLY BAND (PARTIAL COVER WRAP)

Trade Show distribution; National distribution available for limited issues. A Full-Page ad must also run in same issue.

CONTACT PUBLISHER FOR RATES



COVER TIP

CONTACT PUBLISHER FOR RATES



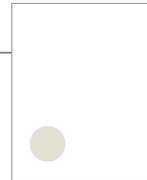
POLY BAG

\$25,000.00 NET - Run of Magazine



COVER 1 (C1) STICKER

\$7,500 NET - 2" DOT (Show Daily or Tradeshow Copies only)

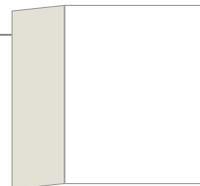


COVER 1 (C1) FULL FALSE COVER

A Full-Page ad must also run in same issue.

1X OPEN RATE - +20% PREMIUM* (Franchise Covers only)

**Requires select issue approval from publisher*



Contact your sales representative for information on expanded and partial distribution opportunities. All product offerings and rates are subject to change.



5" Belly Band

PRINT INSERT ADVERTISING RATES

Pre-printed, advertiser-supplied inserts can be distributed full or partial run in *Business Insurance's* print edition.

Advertising insert rates are based on the 4-color unit rate for equivalent ROP advertising units. Frequency discounts apply.

FULL RUN RATE STRUCTURE

Single insert page = two image panels

1 - 6 page insert = 47% off earned 4-color net rate

7+ page insert = 59% off earned 4-color net rate

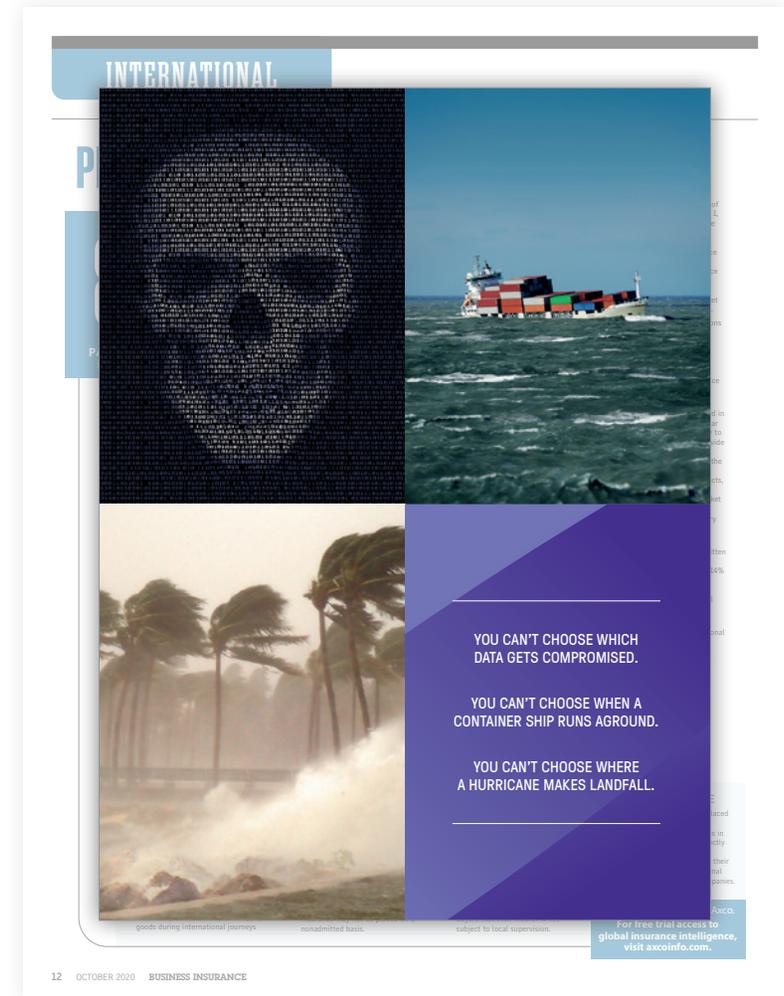
INSERT MECHANICAL CHARGES PER EACH INSERTION DATE = \$900 (NET)

Minimum size:

5" x 3.5"

Maximum size:

9.5" x 12.5"



Contact a regional sales representative for information on expanded and partial distribution opportunities. All product offerings and rates are subject to change.



ONLINE RUN OF SITE ADVERTISING RATES

STANDARD UNITS

AD UNIT	DESKTOP SIZE	TABLET SIZE	MOBILE SIZE	NET CPM
Medium Rectangle	300x250	300x250	300x50	\$100
Half Page	300x600	300x600	300x50	\$100
*Super Leaderboard	970x90	728x90	300x50	\$100
Interstitial	640x480	640x480	N/A	\$145

20% upcharge for geo-targeted placements.

NATIVE AD UNIT — Native ad units run in-line with editorial content on the homepage. Ad units are labeled as “Sponsor provided content”.

\$10,000 NET

CLIENT MUST SUPPLY:

- Article title (50 characters max)
- Article description (230 characters max)
- Image, 834x500px
- Article URL

RICH MEDIA UNITS

AD UNIT	DESKTOP SIZE	TABLET SIZE	NET CPM
Pushdown	970x90 970x415	N/A	\$145
Interstitial	640x480	640x480	\$145

Refer to the IAB industry standard specs for other potential rich media units:
<http://www.iab.com/guidelines/display-rising-stars-ad-units/>



Data and analytics transforming insurance industry

Across virtually all lines of insurance – life, health, commercial and personal lines – data and analytics are enabling the insurance industry to improve its business performance as well as enhance its risk solutions and service for customers. Learn more from Verisk in this Business Insurance Risk Perspective.

Ads with white backgrounds are required to have a dark 1px border around each frame. Standard ads will appear on desktop, tablet and mobile; rich media ads will appear on desktop and tablet. Minimum impression level and spend apply. All online rates are in net. All product offerings are subject to change. *Super leaderboard availability is impacted by channel sponsorships. Impression levels for geo-targeted placements are not guaranteed and are subject to availability.

ONLINE SPONSORSHIP RATES

CHANNEL SPONSORSHIP

Share of voice sponsorship of all ad units on channel front page and all channel article pages.

AD UNIT	DESKTOP SIZE	TABLET SIZE	MOBILE SIZE	PEAK MONTHLY RATE	STANDARD MONTHLY RATE
Home Page	970x90; 300x250; 300x600	728x90; 300x250; 300x600	300x50	\$8,500	\$7,500
Risk Management Channel	970x90; 300x250; 300x600	728x90; 300x250; 300x600	300x50	\$8,500	\$7,500
International Channel	970x90; 300x250; 300x600	728x90; 300x250; 300x600	300x50	\$6,035	\$5,285
Workers Comp Channel	970x90; 300x250; 300x600	728x90; 300x250; 300x600	300x50	\$6,500	\$5,500

PEAK TIMING = April, May, June, September, October and November **STANDARD TIMING** = January, February, March, July, August and December

PROGRAMMATIC DIRECT DEAL

Programmatic Direct Deals are a quick and efficient way for advertisers to programmatically purchase high-quality ad inventory on BusinessInsurance.com. These fixed price, one-to-one deals offer guaranteed impressions for your brand's ads.

FIRST IMPRESSION TAKE-OVER (FITO)

Take-over of all available site ad units for each unique users' first page view for a specified period of time.

AD UNIT	DESKTOP SIZE	TABLET SIZE	MOBILE SIZE	INTERSTITIAL SIZE	PEAK CPM RATE	STANDARD CPM RATE
1-day FITO Sponsorship	970x90; 300x250; 300x600	728x90; 300x250; 300x600	300x50	640x480	\$290	\$250

Contact your rep for additional specifications and details.

Ads with white backgrounds are required to have a dark 1px border around each frame. Standard ads will appear on desktop, tablet and mobile. All online rates are in net. Impression levels are not guaranteed for sponsorships. All product offerings are subject to change. 15% upcharge for geo-targeted placements.



VIDEO SPONSORSHIP ADVERTISING RATES

THE BI INTERVIEW VIDEO SERIES SPONSORSHIP *Compelling 1:1 interviews with insurance industry thought leaders*

Advertisers can sponsor *Business Insurance* interviews with a 15-second uninteruptable pre-roll video advertisement that plays before each interview. *The BI Interview* runs on the top of Risk Management Channel section front, one of our most frequently visited pages with a static hotlinked logo prominently placed just below video player. *The BI Interview* Sponsorship is available on a multi-month commitment.

1 MONTH

\$10,000 / month

3 MONTHS

\$8,500 / month

SPONSORED CUSTOM VIDEO SERIES

Business Insurance can develop a custom video series exclusively for sponsor. In partnership with sponsor, our custom content team will create a compelling video series featuring interviews and panel discussions with leading thought leaders on most important topics facing the industry today. Series includes high impact promotion program across *Business Insurance* digital and print platforms.

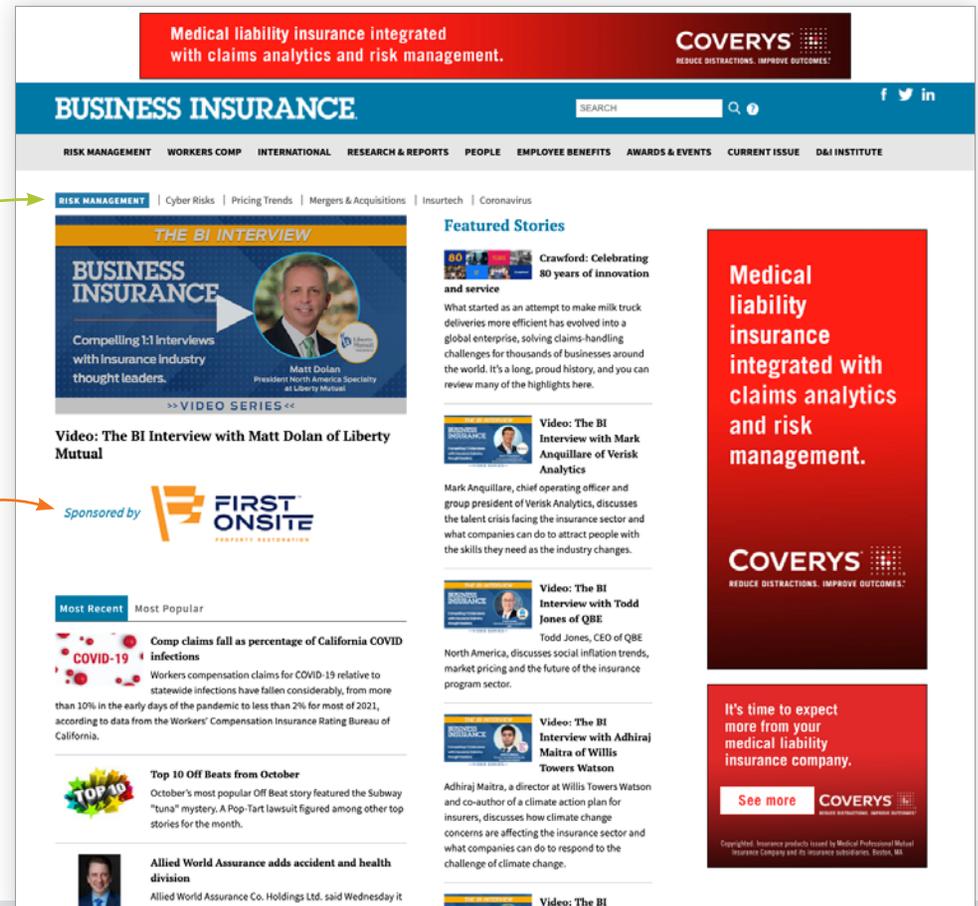
Minimum 40-day lead time applies. Two month minimum commitment includes 4 videos.

\$10,000 (MONTHLY RATE)

Detailed video specs are available upon request. Please ask your BI rep.

Video sponsorships run on the Risk Management channel section front.

THE BI INTERVIEW sponsorship includes a 15-second ad and a hotlinked logo on the website and in promotional eblasts.



EMAIL NEWSLETTER ADVERTISING RATES

EMAIL NEWSLETTER PEAK RATES / STANDARD	AD SIZE	# OF SPONSORS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
*Daily Briefing (M-F)	728x90	6	\$8,193 / \$7,783	\$6,964 / \$6,616	\$6,145 / \$5,838	\$5,465 / \$5,192
Comings & Goings (Mon)	728x90	2	\$2,700 / \$2,400	\$2,295 / \$2,040	\$2,025 / \$1,800	\$1,782 / \$1,584
*Risk Management (Tues)	728x90	3	\$7,425 / \$6,750	\$6,312 / \$5,738	\$5,569 / \$5,063	\$4,952 / \$4,502
Workers Comp (Wed)	728x90	3	\$4,961 / \$4,713	\$4,217 / \$4,006	\$3,584 / \$3,405	\$3,046 / \$2,894
Employee Benefits (M-F)	728x90	3	\$8,193 / \$7,783	\$6,964 / \$6,616	\$6,145 / \$5,838	\$5,465 / \$5,192
Weekly Top Stories (Friday)	300x250	2	\$2,700 / \$2,400	\$2,295 / \$2,040	\$2,025 / \$1,800	\$1,782 / \$1,584
Market Pulse (Thurs)	728x90	3	\$3,200 / \$3,000	\$2,720 / \$2,550	\$2,400 / \$2,250	\$2,112 / \$1,980
Current Issue (1x/mo)	728x90	2	\$4,961 / \$4,713	\$4,217 / \$4,006	\$3,584 / \$3,405	\$3,046 / \$2,894
Global Focus (M-F)	728x90	3	\$8,603 / \$7,783	\$7,312 / \$6,616	\$6,452 / \$5,838	\$5,738 / \$5,192

TEXT AD RATES

1-12X mailings — \$345 per send
12X+ mailings — \$288 per send

Specs: 728x90px .jpg, .png, or .gif file including:

- 50 character headline
- 100 character copy, single paragraph
- 100x90px image
- 1 URL link

ADVERTISEMENT

9 Must-Know Auto Trends

Get a handle on the factors behind higher commercial auto losses to control risk and reduce crashes.



**Text ads only available on Daily Briefing and Risk Management newsletters.*

PEAK TIMING = April, May, June, September, October and November
STANDARD TIMING = January, February, March, July, August and December

Ads with white backgrounds are required to have a dark 1px border around each frame. All newsletter ad units are served on an even, dynamic share-of-voice rotation. Standard ads will appear on desktop, tablet and mobile. All online rates are in net. Impression levels are not guaranteed for sponsorships. All product offerings are subject to change.

BREAKING NEWS ADVERTISING RATES

BREAKING NEWS ALERT EMAIL RATES	AD SIZE	# OF SPONSORS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
TOPIC BUNDLES						
Risk Management	728x90	3	\$4,946	\$4,204	\$3,710	\$3,314
International	728x90	2	\$4,122	\$3,503	\$3,092	\$2,762
Workers Comp	728x90	3	\$4,837	\$4,111	\$3,628	\$3,241
Agents & Brokers	728x90	3	\$4,837	\$4,111	\$3,628	\$3,241
Captives	728x90	2	\$3,298	\$2,803	\$2,474	\$2,210
Cyber News	728x90	3	\$4,837	\$4,111	\$3,628	\$3,241

Breaking News Alerts are sent out to opt-in audiences comprised of those who have expressed interest in receiving up to the minute news about specific topics of interest including risk management, workers comp, agents/brokers, captives, cyber risks and international. Alerts are news-dependent, sent out whenever news breaks. There is no set publishing schedule for the alerts, and there may often be numerous alerts sent out in a given day, depending on the news.

Ads with white backgrounds are required to have a dark 1px border around each frame. All newsletter ad units are served on an even, dynamic share-of-voice rotation. Standard ads will appear on desktop, tablet and mobile. All online rates are in net. Impression levels are not guaranteed for sponsorships. All product offerings are subject to change.

ONLINE SPECIFICATIONS

ROS, CHANNEL SPONSORSHIPS* & FITO	AD SIZE	DEVICES	THIRD PARTY SERVING/ TAGGING CAPABILITY	FILE FORMAT	MAX FILE SIZE	ANIMATION
Medium Rectangle	300x250	Desktop, Tablet	Both	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max
Mobile Banner	300x50	Mobile	Both	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max
Halfpage	300x600	Desktop, Tablet	Both	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max
Leaderboard	728x90	Tablet	Both	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max
Super Leaderboard	970x90	Desktop	Both	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max
Interstitial	640x480	Desktop, Tablet	1x1 tags only	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max

*All ad sizes (except Interstitial) must be sent for channel sponsorships.

E-NEWSLETTER & BREAKING NEWS ALERT	AD SIZE	DEVICES	THIRD PARTY SERVING/ TAGGING CAPABILITY	FILE FORMAT	MAX FILE SIZE	ANIMATION	OTHER REQUIREMENTS
Leaderboard	728x90	Desktop, Tablet	1x1 tags only	jpg, png, gif	100 kb	N/A	N/A
Mobile	728x90	Mobile	1x1 tags only	jpg, png, gif	100 kb	N/A	N/A
Text Ad	728x90	Desktop, Tablet	1x1 tags only	N/A	N/A	N/A	100x90px image, 50 character headline, 100 character body copy

RICH MEDIA	AD SIZE	DEVICES	MAX FILE SIZE	ANIMATION
Pushdown	970x90 or 970x415	Desktop, Tablet	200 kb	:15 sec length, 3 loops max
Interstitial	640x480	Desktop, Tablet	200 kb	N/A

OTHER SPECS	DEVICES	THIRD PARTY SERVING/ TAGGING CAPABILITY	OTHER REQUIREMENTS
Video	Desktop, Tablet, Mobile	Impression tracker only	mp4 or YouTube embed URL
Native Ad	Desktop, Tablet, Mobile	1x1 tags only	834x500px image, 50 character title, 230 character body copy
Eblast	Desktop, Tablet, Mobile	Click tracker only	Email file in html format, 600px wide x 1000-2000px deep, 40 character subject line

ONLINE SPECIFICATIONS (CONTINUED)

RATES

All online and digital rates and product offerings are subject to change. Peak timing includes April, May, June, September, October and November. Standard timing is January, February, March, July, August and December. Impression levels for share of voice channel sponsorships, first impression take-overs and email newsletters/breaking news alerts are not guaranteed. Any impressions listed on the Insertion Order for these tactics is an estimate.

MATERIAL DEADLINE

All material must be submitted to *BI* at least 5 business days for standard units/10 business days for rich media units prior to the campaign start date. Sponsor may change any of its ads and the URL they are linked to at any time, providing 5 business days are given as notice for the change.

CANCELLATION POLICY

Advertiser must provide 45-day notice to cancel campaign prematurely — prior to the end of a month. Online ads that are part of a sponsorship package such as an event, award program or special sponsorships are non-cancelable and must abide by scheduled dates.

REQUIRED ASSETS

Banner ads in the above sizes, click-through URL, third party tags if desired. Newsletter and Breaking News Alert ads must be static. *BI* reserves the right to reject any advertisement, tag or URL link for any reason. Ads with white backgrounds are required to have a dark 1px border around each frame.

RICH MEDIA

All expenses and fees related to serving rich media ads will be the responsibility of the advertiser (please inquire for more details)

THIRD PARTY TAGGING

HTML5 ads must be third party served. *BI* accepts third party ad serving for ROS and Channel Sponsorships only, and third party 1x1 tagging for all tactics. Some common tag vendors we work with include DCM, DoubleVerify, Moat and Flashtalking. Any costs incurred by the publisher for the use of third-party ad serving networks will be billed back to the client in full. It is the responsibility of the client to be aware of such costs, where applicable, before submission of the campaign creative to *BI*. No re-targeting or data collection cookies or pixels are to be used without *BI*'s explicit permission. Violation of this policy will result in a fine.

SEND ALL ONLINE MATERIALS WITH CLEAR INSTRUCTIONS TO YOUR BI AD REP.

For specific questions regarding online specs, please contact: Jordan Kilty, Digital Ad Operations Manager, jkilty@businessinsurance.com

EMAIL LIST RENTAL RATES

Tap *Business Insurance's* extensive database of risk management, brokers, insurers, workers comp, international and other insurance industry professionals and executives to promote your product, event or message. Targeting can be based on any *Business Insurance* channel of interest (risk management, international and workers comp) in addition to job level, company size, geography and more.

Email can be used to:

- Drive traffic to a site
- Announce or launch a new product
- Educate readers
- Target a specific segment of buyers
- Draw attention to a time-sensitive offer

\$600 CPM

\$5,000 MINIMUM SPEND

SPECS

CLIENT MUST PROVIDE:

- Email file in html format, 600px wide x 1000-2000px deep
- Subject title (up to 40 characters)
- Email content is subject to *BI* approval. Allow up to 5 business days for approval and scheduling.

BI WILL ADD VERBIAGE FOR:

- Email will deploy from *BI* email database and from *BI* domain server
- *BI* address as a "sender" and "reply to" + unsubscribe links

COLUMBIA SPS School of Professional Studies Master of Professional Studies

The Only Master's in Insurance Management in the Ivy League

Part-Time Online

Dear Colleague,

Columbia University in the City of New York is home to management graduate program in the Ivy League.

Launching in Fall 2020. Part-Time | Online | 16 Months

The [Master of Professional Studies in Insurance Management](#) program is designed to prepare a new generation of professionals to lead the transformation of the industry, blending advanced management skills with strategic and operational expertise.

There has never been a better time for enterprising insurance professionals to broaden their understanding of the business and advance their careers.

Find out more at our [next online information session](#) on March 27. RSVP today.

[Learn more about our program.](#)

Have questions? Email insurancemanagement@sps.columbia.edu to discuss how the M.P.S. in Insurance Management might be the right career move for you.

Key Dates:
Priority Deadline: March 15th
Next Info Session: March 27
Regular Deadline: July 15th

Business Insurance, PO Box 1010, Greenwich, Connecticut 06836, United States
[Unsubscribe](#) [Manage preferences](#)

Liberty Mutual INSURANCE | VIEWPOINT™

Beyond the Trends: Insights to Help Protect Your Business

The newest trends and emerging issues are constantly changing the risk landscape for businesses. Explore insights about how to navigate today's opportunities and risks to help move your business forward.

What employers should know before putting **wearable tech** to work for their employees.

[Get the Full Story](#)

Opioids, Medical Marijuana and Injuries: Risky Business

As injured workers' use of opioids and medical marijuana grows, employers need to be extra savvy to keep employees safe and manage claims.

[Behind the Numbers](#)

The sharing economy: Should your business jump in?

[Find Out](#)

CLOUDERA

Virtual Event | August 13, 9:00 am PT

STREAMING ANALYTICS IN THE REAL WORLD - KEY INDUSTRY USE CASES

Richard Marc
Keynote Speaker
Data Analytics, Verizon

Top real-time industry use cases

From telematics to next best action, and improved customer service, leading organizations such as **Allstate** and **CZ Group** are turning to **real-time data** and **streaming analytics** to power some of the most compelling business use cases today.

And Cloudera is at the heart of enabling these real-time, data-driven transformations.

Hear from customers, product, and industry leaders on some of the top streaming industry use cases, and how they come to life.

FEATURED INDUSTRY SESSIONS

FINANCIAL SERVICES	MANUFACTURING	AUTOMOTIVE	TELECOM
CONSUMER GOODS	INSURANCE	HEALTHCARE	PUBLIC SECTOR

Join us for this **digital-event**, where you can learn more about:

- How you can harness real-time data to drive cutting-edge **industry use cases**
- **Customer examples** and real-life case studies
- Using **Cloudera DataFlow** to ingest, process, and analyze streaming data

[REGISTER NOW](#)

LEAD GENERATION

Business Insurance lead generation and lead nurturing programs offer cost-effective marketing options to identify quality sales leads. Customize a program to help grow a database with top-of-the-funnel lead generation, or implement end-to-end sales funnel marketing tactics that convert qualified raw leads into ready-to-purchase buyers.

A custom landing page and registration funnel are created specifically for each campaign. A sponsor can create custom questions within the registration form to further qualify registrants. Lead gen assets are promoted within targeted emails and placement on other relevant online channels, newsletters, social media and related digital assets.

WHEN CUSTOMER ASSETS APPEAR IN BI CHANNELS

- Assets are promoted to relevant targets across multiple platforms
- Prospects engage with relevant content
- A prospect clicks on sponsor messages
- *BI* presents a customized landing page for content with custom registration fields
- An engagement rating* is calculated for that lead
- *BI* delivers the leads and engagement rating to the customer

*The *BI* engagement rating is based on an exclusive measure of interaction with *Business Insurance* content such as articles, webinars, white papers and events. The engagement rating helps prioritize highly engaged prospects.

LEAD GEN PROGRAM – CLIENT-SUPPLIED CONTENT

\$15,500 NET (INCLUDES 4-WEEK ACTIVATION, ANALYTIC REPORT AND LEADS)

See page 23 for Custom White Paper rates.

Sponsor assets suggested are white papers and webinars. Promotional marketing includes targeted custom emails and placements on *businessinsurance.com* and respective newsletters.

BUSINESS INSURANCE

Crawford

BACK TO BI >

A new look at claims: Innovation is improving the customer experience

Insurers are beginning to differentiate their offerings through claims innovation. With the advent of innovative technologies, the claims process is becoming faster, more efficient and increasing policyholder satisfaction. How can insurers continue to benefit from claims technology?

In this white paper from Crawford, learn how the customer experience can be enhanced through innovations including:

- Self-service apps
- Drones
- Smart technologies
- Process innovation

Download the Crawford white paper today to better understand how claims innovation can make a difference in your organization.

First name*
JEN

Last name*
JONASSON

Job Title*
Digital Marketing Manager

Company name*
Business Insurance

Email*
jjonasson@businessinsurance.com

Phone*

Industry*
Media

Company Size*
Number of Employees
51-99

I am interested in the following Crawford solutions*
My primary business need is:
Loss Adjusting

Download

A special report brought to you by **Crawford** | **BUSINESS INSURANCE**

CUSTOM/SPONSORED CONTENT OPPORTUNITIES

Every brand has a story to tell. All that is needed is the proper platform. That's where sponsored, custom content marketing plays a key role. It provides the ideal opportunity to turn individuals and companies into thought leaders. Our multi-channel campaigns are developed to help companies meet their business goals by utilizing storytelling techniques, written by subject matter experts to create an emotional connection with customers and prospects. All elements of custom programs are designed to be measurable to demonstrate results on stated objectives. Services fall under two offerings:

RISK PERSPECTIVES

Business Insurance provides a storytelling template and your brand provides the content. Risk Perspectives creates the framework to help you present your brand's work in the best manner. Risk Perspectives can have a single sponsor that is Q&A driven or be sponsored by a round table, which includes multiple sponsorships and is panel driven. The options below let you showcase your company as a thought leader by customizing these templates to best tell your story:

	PRINT ARTICLE	DIGITAL ARTICLE
1x Risk Perspectives	\$16,500 net	\$18,500 net

Ask your rep about frequency discounts.

Thought leaders use these Risk Perspective programs to create in-depth, robust, multi-platform custom campaigns. *Business Insurance* assigns a dedicated project manager to help your company with the content planning and creation, audience development, design and distribution.

Business Insurance Custom Media Solutions capabilities are cross-platform including:

- Print, including publications and collateral
- Website
- E-newsletters
- Custom research
- Lead generation
- Video

RISK PERSPECTIVES

Claims are the insurance product

Tips on choosing insurers that focus on claims service

By David Crow | Chief Claims Officer

understand what they value and what will be important to them when they file a claim. For example, a business defending a liability lawsuit may be inclined to fight tooth and nail, rather than try to settle. Knowing what's key to the customer will help the insurer keep the policyholder informed of its options and better serve its needs in the future.

Communicate clearly. Communication is not just a two-way street; it should have multiple lanes. When it comes to claims, insurers need to communicate with their customers as well as internally across teams. A lack of communication or unclear communication is problematic in several ways. For example, imagine how a policyholder might react to silence after filing a claim, with the only acknowledgment of the claim being a reservation of rights letter, without any of the insurer. At best, such

Fill have an unfavorable view of the insurer. At best, such

Fill be unlikely to renew with or employ. Similarly, poor communication and claims management expectations for the insured opportunities for insurers emphasize frequent communication, both for internal hours, they can provide the stress relief and expect to on risk management, insurance.com/insurancemedia.com/1538/2008

Fill chief claims officer for Berkshire Insurance. He joined the company as a member of its founding team in 1987 writing business, commercial property, casualty

ity.com.

caption, account and health, custom the the Professional Services team from before and both teams also are involved in

BUSINESS INSURANCE

QBE North America-sponsored Business Insurance Risk Perspective

Gender inequality increases D&O risks

By Carol Zacharias, Senior Vice President and Underwriting Counsel, QBE North America

As global attention to gender inequality grows, organizations need to become more aware of their workplace practices as well as their exposure to directors' and officers' (D&O) liability. In an era of increasing activism by investors and others concerned about the treatment of women, executives and their organizations are targets for lawsuits.

There are numerous ways in which directors and officers are exposed to gender-based employment inequality claims. Discrimination, for example, may be alleged, based on intentional acts or based on corporate policies that may seem gender-neutral on their face but really have a negative impact on specific segments of the workforce, such as women. These and other types of gender-based employment claims may readily and detrimentally impact stock price or shareholders' satisfaction with management. That, in turn, may give rise to securities or breach of fiduciary duty lawsuits against executives and their companies.

Liability allegations are growing

Gender-based workplace claims may give rise to employment litigation. The Equal Employment Opportunity Commission (EEOC) has been increasingly active in enforcing its laws. In fiscal 2018, the EEOC received 7,509 charges alleging sexual harassment, sexual discrimination, and other gender-based employment claims.

Today, these gender-based employment complaints may quickly and increasingly impact stock price. As a result, securities and breach of fiduciary duty lawsuits may follow, suing organization itself, lodging a parody of allegations, including mismanagement, failure to act on EEOC charges, and other allegations. The law firm Seyfarth Shaw LLP, shows an uptick in corresponding D&O claims in EEOC suits involving sex-based discrimination.

Insurance protection

Employment practices liability insurance policies (EPL) are designed to provide coverage designed to provide protection for the board and, in some cases, the organization. Both both their D&O and EPL policies to find, investigate and maximize coverage.

Even though gender-related employment lawsuit allegations may trigger coverage under coverage. For example, typical EPL policies include the defined policies, meaning that EPL policies are indemnity policies, meaning that the insured can select defense counsel with consent of the insurer. EPL policies usually insure the organization and volunteers. On a entity only if used in a securities case. Not for-profit D&O policies typically cover the org.

Once coverage is triggered under both a D&O and an EPL policy, it is important for org

- Do the policies provide simultaneous coverage, or does one policy apply only after the claim is completely excluded under the other policy?
- Do both deductibles or retentions apply?
- How does the insurer's right to defend and select counsel under the EPL policy work?
- Does payment under one policy count towards depletion of a deductible or retension?

These and other questions about coordinating coverage can be critical when an organiz

Culture can mitigate risk

An organization's culture can be a major determinant in mitigating or exacerbating its liability risk. For example:

- Is the culture indifferent to or supportive of gender equality?
- Does the organization have policies and procedures for addressing inequality and other workplace issues?
- Is the organization tracking and complying with changes in federal, state and local employment law?

These factors have always been important, but in today's environment they will be placed under an especially bright spotlight during litigation. Accordingly, clearly understanding an organization's culture is a key step in understanding its potential exposure to D&O and EPL liability arising out of gender inequality or other gender-related employment issues.

Benefits of bridging the gap

Business Insurance

"Smart" clothing and other apparel using embedded sensors offer employers significant improvements in workplace productivity, safety and health, according to Liberty Mutual Insurance. <http://bit.ly/2zPzQyQ>

RISK PERSPECTIVES

Liberty Mutual INSURANCE

8 Likes

Like Comment Share

BUSINESS INSURANCE®

www.BusinessInsurance.com

WHITE PAPER RATES

ORIGAMI RISK
CHOOSING ERM TECHNOLOGY AND FRAMEWORKS

A new look at claims:
Innovation is improving the customer experience

CLIENT-SUPPLIED WHITE PAPER

Business Insurance uses clients' collateral (white paper, case study or similar) to produce and market a custom program to target our audience. In addition to receiving all leads for readers who download the content, sponsors receive branded placement on one of the *Business Insurance* channels and respective weekly newsletters. Promotions also include targeted emails.

\$15,500 (FLAT RATE)*

CUSTOM WHITE PAPER

Business Insurance Custom Media Group develops a white paper under a sponsor's name. Sponsor receives prominent brand recognition throughout. Content is wholly owned by client and can be used for other internal programs as well. Promotions via *Business Insurance* include targeted email marketing as well as channel and newsletter sponsorships.

\$25,000 (FLAT RATE)*

A new look at claims:
Innovation is improving the customer experience

A special report brought to you by **Crawford** | **BUSINESS INSURANCE**

P&C Industry Combined Ratio

Year	Combined Ratio
2008	102.0%
2009	97.2%
2010	101.1%
2011	100.7%
2012	98.9%
2013	98.4%
2014	97.8%
2015	97.8%
2016	97.8%
2017	97.8%
2018	97.8%

P&C Loss Payments and Adjusting Expenses

Year	Loss Payments	Adjusting Expenses
2008	\$25,000	\$10,000
2009	\$25,000	\$10,000
2010	\$25,000	\$10,000
2011	\$25,000	\$10,000
2012	\$25,000	\$10,000
2013	\$25,000	\$10,000
2014	\$25,000	\$10,000
2015	\$25,000	\$10,000
2016	\$25,000	\$10,000
2017	\$25,000	\$10,000
2018	\$25,000	\$10,000

The goal in claims: customer satisfaction

TRADITIONAL FLOW OF P&C CLAIMS

- File Notice of Loss
- Adjuster Dispatched to Location
- Loss Documented
- Claim Approval
- Settlements

***INCLUDES LEAD GENERATION PROGRAM**

In a competitive insurance marketplace, insurers' ability to differentiate their offerings is critical to their growth and profitability. An area where innovative technologies are already making a difference is claims service.

The claims experience is an increasingly important differentiator in insurance. A claim is where an insurer's promise is fulfilled, expectations are met or exceeded, and the process of recovery from a loss begins. Technology innovations are enabling insurers and claims companies to enhance the customer's experience, increase policyholder satisfaction, affirm policyholders' trust, build lasting relationships, and bring unprecedented efficiencies to the claims process. This report explores some of these new technologies and how they are changing the claims process, increasing responsiveness, and improving the customer experience.

Why customer experience matters

Organizations that succeed in differentiating their offerings with customers accomplish a difficult task: they make their customer's experience memorable. Research shows that humans have difficulty recalling information they hear, but memory retention and recall are much greater for things that we can see and touch. Phone calls have long been a common tool to communicate with claimants, particularly to assess satisfaction after a claim. If auditory processing results in weaker memory retention, however, then insurers and claims companies are missing an opportunity to make each customer interaction memorable. Visual and mobile technologies facilitate the exchange of information in multiple media, including photos and the video, which brings a new dimension to customer communication – and differentiation.

The J.D. Power 2018 U.S. Property Claims Satisfaction Study found that policyholders' overall claims satisfaction with their property insurers is high, but a few areas offer opportunities for improvement. For example:

- Customer communications.** Three key metrics in claims satisfaction where J.D. Power found many insurers miss the mark are fairness of settlement, time required to settle the claim, and keeping the claimant's records in the claims program.
- Claim length estimates.** Insurers can do a better job of managing the customer's expectations about how long the claim process will take, the study found.
- Response provided at first notice of loss (FNOL).** Concierge-like services, such as making hotel reservations, scheduling repairs and discussing repair options for a property claim, result in significant improvements in customer satisfaction, according to J.D. Power.

"Speed is a huge component of customer service," says Robert Tomlin, president of Crawford Claims Solutions U.S. "Policyholders care about speed and insurance claims can't afford to wait. One of the challenges – and necessities – in improving the customer experience is putting together disparate technologies together for customers."

Because a claim is typically a policyholder's last interaction with an insurer before the policy renewal, it makes the customer's next contact with the insurer business with the company. Speed and ease of doing and handling a loss long tormented in the insurance industry, but to reduce the stress of the insurer's offering. The customer experience matters in claims, particularly those that involve litigation, that timeline can be much longer.

The policyholder reports the claim, perhaps to an agent or broker or directly to the insurer. The insurer commences gathering data to evaluate the loss, involving an onsite inspection and estimation of repair costs. A field adjuster is dispatched to the loss location to determine coverage eligibility and conduct an initial, preliminary, settlement. From that notice of loss to indemnification, the claimant can expect a series of communications, particularly those that involve litigation, that timeline can be much longer.

The goal in claims: customer satisfaction

"The overall goal in claims is customer satisfaction," said Meredith Brogan, president of WebDial, a Crawford Company. "The objective of a strong claims response is to match the complexity of resources to the complexity of the claim. Insurers and customers in the insurance are looking for the same things: quality outcomes and service delivered consistently."

Technological evolution adds efficiencies

The impact of new economic growth, and the U.S. insurance industry's difficulty in achieving sustained underwriting profitability, underscore the need for insurers to embrace ways to become more efficient – particularly in claims processing.

From 2003 through 2016, the U.S. property and casualty industry reported three consecutive years of underwriting profits, generally defined as a combined ratio below 100%. The last time the industry achieved a similar result was 1971-1972, according to the Insurance Information Institute. In the past 15 years, the industry's combined ratio has fluctuated widely (see chart at top, left).

On the claims side, property and casualty loss payments have also fluctuated. Adjusting expenses and other payments, as reported on Schedule P of insurers' annual statements under accounting rules established by the National Association of Insurance Commissioners, have remained relatively constant since 2008, averaging \$33.2 billion annually (see chart at bottom, left).

Looking further into the future, recent results suggest that adjusting costs for certain claims have shrunk. For example, a study analysis conducted by insurance intermediary Guy Carpenter & Company LLC and its management consulting firm, Guy Carpenter, shows historical trends in actual accident year first loss ratios, net of reinsurance, for property and casualty insurance. "In the studies, Guy Carpenter's Chief Underwriting Officer, David H. Smith, said that reinsurance and allocated loss adjustment expenses (ALAE) at 100 months of development, divided by earned premium. Acknowledging volatility in losses, the reduction in loss ratios suggests improvements in the efficiency of claims adjusting practices from more than two decades earlier."

BUSINESS INSURANCE

ORIGAMI RISK
CHOOSING ERM TECHNOLOGY AND FRAMEWORKS

Download "Choosing ERM Technology and Frameworks" today to inform your organization's decision-making.

First name:
Last name:
Job title:
Company name:
Email:

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WEBINAR RATES

CUSTOM LIVE WEBINAR

PARTNERSHIP BENEFITS

A *Business Insurance* webinar is where thought leadership is established. It's the ideal opportunity for your brand to build exposure with the target audience that matters most to you. Your program can be customized the way you want it. Address pressing matters in the industry... Showcase new products or research... You can also add custom questions to the data collection form to gain valuable insights for your company.

AUDIENCE STATISTICS

For any given webinar, attendees average well above 500. Over 45% typically attend the live event, while many more go on to view them one or more times via the on-demand archive.

\$17,500 (ONE-TIME RATE)



BUSINESS INSURANCE
D&O RISKS FROM COVID-19 | **APRIL 22**
 12pm- 1pm EDT
 INTERACTIVE WEBINAR

Topics Covered

- Review of current and potential shareholder suits
- How to address coverage changes stemming from the crisis
- COVID-19 and insider trading allegations
- Fiduciary duty suits against directors and officers
- What SEC statements on COVID-19 mean for policyholders
- Derivative suit exposures

D&O Risks Webinar Speakers

Priya Cherian Huskins
Partner & Sr. Vice President
Woodruff Sawyer

Kevin LaCroix
Executive Vice President
RT ProExec

William Passanante
Shareholder and Co-Chair
Insurance Recovery Practice
Compass Group

Moderated by Gavin Souter
Editor
Business Insurance

BUSINESS INSURANCE
D&O RISKS FROM COVID-19 | **APRIL 22**
 12pm- 1pm EDT
 INTERACTIVE WEBINAR

Attendance
Total Registrants **3,394**
Live Attendees **2,232**

Attentiveness Rate
99.96%

Advertising Impressions
334,193

Countries Represented
80

Met or Exceeded Expectations
93% registrants said yes

Average Rating
4.5 out of 5

Area of Business
40% Insurance/Reinsurance Carrier
30% Retail Agent/Broker
15% Risk Mgt./Insurance Buyer
7% Service Provider

Poll Response Rate
2 Polls, **44%**

Q: How will the volume of COVID-19 shareholder lawsuits compare with suits filed following the financial crisis?
59% More COVID-19 suits
27% Fewer COVID-19 suits
19% About the same

Q: How do you think D&O rates will change over the next few months?
82% Increase more sharply than before the crisis
15% Increase less sharply than before the crisis
4% Decrease or flat

Questions Asked 161

BUSINESS INSURANCE
D&O RISKS FROM COVID-19 | **APRIL 22**
 12pm- 1pm EDT
 INTERACTIVE WEBINAR

Top & Highly Represented Companies: Insurance & Brokerage Companies

WEBINAR RATES (CONTINUED)

DELIVERABILITY TIMELINE

PRE-LAUNCH DELIVERABLES

	LEAD TIME
• 150-200 word description of the webinar	8 weeks
• Participant headshots, bios, logo(s)	8 weeks
• Option for three custom questions that will be part of the data collection form	7 weeks
• Exclude list/competitor list	7 weeks
• Seed list	7 weeks

PRE-EVENT MARKETING EFFORTS

	LEAD TIME
• Registration page live/promotion begins	7 weeks
• Draft slides due for walk-through	1 week
• Dry run/presenter training with webinar tools	5-7 days
• Final slides due	<1
• Email reminder to all registrants one day prior	1 day
• Email reminder to all registrants morning of	1 hour

POST-EVENT MARKETING EFFORTS

	LEAD TIME
• Archive live event for on-demand access	1 day after
• MP4 file of the recording is send to client	1 day after
• Thank you email to all live attendees	1 day after
• Reminder email to all no-shows	1 day after
• Promote on-demand to interested parties	Within the same week
• Receive contact lists of registrants and attendees	TBD
• Mp4 file of the recorded webinar delivered to host	TBD
• On-demand viewing for one year after broadcast	TBD

BUSINESS INSURANCE
D&O RISKS FROM COVID-19 | **APRIL 22**
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Topics Covered

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- How to address coverage changes stemming from the crisis
- COVID-19 and insider trading allegations
- Fiduciary duty suits against directors and officers
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D&O Risks Webinar Speakers

- Priya Cherian Huskins**
Partner & Sr. Vice President
Woodruff Sawyer
- Kevin LaCroix**
Executive Vice President
RT ProExec
- William Passanante**
Shareholder and Co-Chair
Insurance Recovery Practice
Compass Group
- Moderated by **Gavin Souter**
Editor
Business Insurance

BUSINESS INSURANCE
D&O RISKS FROM COVID-19 | **APRIL 22**
 12pm- 1pm EDT
 INTERACTIVE WEBINAR

Attendance
 Total Registrants **3,394**
 Live Attendees **2,232**

Attentiveness Rate
99.96%

Advertising Impressions
334,193

Countries Represented
80

Met or Exceeded Expectations
93% registrants said yes

Average Rating
4.5 out of 5

Area of Business

- 40%** Insurance/Reinsurance
- 30%** Carrier
- 15%** Retail Agent/Broker
- 7%** Service Provider

Poll Response Rate
 2 Polls, **44%**

Q: How will the volume of COVID-19 shareholder lawsuits compare with suits filed following the financial crisis?
59% More COVID-19 suits
27% Fewer COVID-19 suits
19% About the same

Q: How do you think D&O rates will change over the next few months?
82% Increase more sharply than before the crisis
15% Increase less sharply than before the crisis
4% Decrease or flat

Questions Asked 161

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Top & Highly Represented Companies: Insurance & Brokerage Companies

AIG Alliant Allianz ALLIED WORLD Allstate AMERICAN FAMILY INSURANCE Anthem
 Aon Arch Insurance ARGO GROUP AXA CHUBB CNA EPIC EVEREX
 Gallagher GREAT AMERICAN HUB Liberty Mutual LOCKTON MARSH MARSH & MCLENNAN AGENCY Nationwide QBE
 RSG STARR Swiss Re THE HARTFORD TOKIO MARINE INSURANCE GROUP USI TRAVELERS Willis Towers Watson ZURICH

BUSINESS INSURANCE TEAM

ADVERTISING

KEITH KENNER
PUBLISHER

312-833-4099
kkenner@businessinsurance.com

RON KOLGRAF
MAJOR ACCOUNTS DIRECTOR, EASTERN US & INTERNATIONAL

508-243-2690
rkolgraf@businessinsurance.com

SUSAN STILWILL
HEAD OF SALES, EVENTS & REPRINT SALES MANAGER

312-636-7222
sstilwill@businessinsurance.com

BRIAN MCGANN
MARKETING & AUDIENCE DEVELOPMENT

917-678-7082
bmcgann@businessinsurance.com

EDITORIAL

GAVIN SOUTER
EDITOR
gsouter@businessinsurance.com

CLAIRE WILKINSON
DEPUTY EDITOR
cwilkinson@businessinsurance.com

LOUISE ESOLA
ASSISTANT EDITOR
lesola@businessinsurance.com

JUDY GREENWALD
SENIOR REPORTER
jgreenwald@businessinsurance.com

MATTHEW LERNER
REPORTER
mlerner@businessinsurance.com

JOHN OBRECHT
NEWS EDITOR
jobrecht@businessinsurance.com

BRIAN GAYNOR
COPY EDITOR
bgaynor@businessinsurance.com

ANDY TOH
DIRECTOR OF RESEARCH,
PLANNING AND INSIGHTS
atoh@businessinsurance.com

LEADERSHIP

STEVE ACUNTO
PRESIDENT
sa@businessinsurance.com

STEPHEN ACUNTO, JR.
CHIEF OPERATING OFFICER
stephen@businessinsurance.com