

Commercial Risk Africa^{CR}

Insurance & Risk Management News

PRINT, DIGITAL & EVENT MEDIA PACK 2017

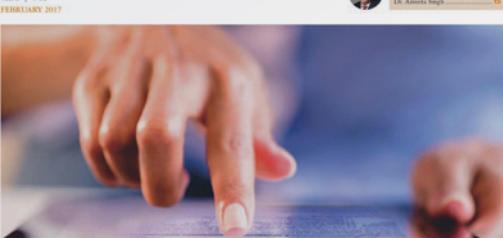
The leading print, digital and events information service for risk and insurance managers.



Commercial Risk Africa^{CR}

Insurance & Risk Management News

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THE GOOD DR.
In the hot seat this week at PwC
Dr. Amrita Singh 15

THE GOOD DR.
In the hot seat this week is PwC's
Dr. Amrita Singh 15

INSIDE—

Insurance Forum development project needs third deck
The Pan-African and Insurance Management Association has been invited to participate on the Insurance Development Forum (IDF) p4

Mini headline four

- CREDIT RATING AGENCY AM Best has said the Chinese risk and insurance market needs authorities to introduce its licensing system now for the mutual insurance sector. p4

Commercial Risk

Insurance & Risk Management News

Commercial Risk Europe Commercial Risk Africa Commercial Risk Asia International Programme News Insurance

 London market under pressure to stand firm on rates
Risk managers can expect a less generous underwriting approach to key specialty lines such as casualty, cargo, offshore energy and...

 Death toll and damage mounts from Italian quake
The death toll continues to rise following a powerful earthquake in central Italy that has caused widespread destruction....

Mixed picture ahead for Hong Kong insurance ...
The Hong Kong non-life insurance market currently faces strong headwinds...
By Adrian Luddaby, London on August 25, 2016 · Comments

Volkswagen blindsided by unprecedented BI event
 Car manufacturer Volkswagen (VW) narrowly avoided a potentially disastrous business...
By Ben Norris on August 25, 2016 · Comments

Insolvency risk rises in developed markets
 Insolvency rates will not improve this year or next year...

CONTACT: Hugo Foster
Stewart Brown

E: hfoster@commercialriskonline.com
E: sbrown@commercialriskonline.com

T: +44(0)203 858 0191
T: +44(0)203 858 0190

Key Information

Essential reading for corporate risk and insurance managers:

Part of a family of international publications produced by an experienced team

Focused on corporate risk and insurance managers' information needs specialising on the Sub Saharan Africa region

Relied upon for accurate and exclusive news, in-depth analysis and proprietary content

Events developed in partnership with Irmsa and other African risk management associations

Print and digital newspaper, online, weekly digital newsletters, seminars and awards

Unrestricted free access to our content for risk and insurance managers and their broker partners



MARKET LEADING AUDIENCE

- 12,500 circulation for the monthly editions of the newspaper
- 5,000+ additional circulation for conference delegates
- 12,500 for the weekly electronic newsletter
- 40% audience of corporate risk and insurance managers
- 80% audience in Africa

AUDIENCE PROFILE

Commercial Risk Africa is considered essential reading for corporate risk and insurance managers, their risk transfer partners and legislative and regulatory bodies with an interest in Sub Saharan Africa.

Audience

- | | |
|-------------------------------------|-----------------------|
| Company Type | Regions |
| 40% Corporates | 80% Africa |
| 40% Brokers | 20% Rest of the world |
| 10% Insurers/reinsurers | |
| 5% Government and regulatory bodies | |
| 5% Other | |

TOP 10 CORPORATE INDUSTRIES

- Energy
- Services
- Finance
- Manufacturing
- Food & Beverage
- Retail
- Telecoms
- Engineering
- Consulting

COUNTRIES

- | | |
|-------------|--------------|
| Algeria | Mozambique |
| Angola | Namibia |
| Botswana | Nigeria |
| Cameroon | Senegal |
| Egypt | South Africa |
| Ethiopia | Tanzania |
| Ghana | Tunisia |
| Ivory Coast | Uganda |
| Kenya | Zambia |
| Morocco | Zimbabwe |

Newspaper



PUBLISHING SCHEDULE AND EDITORIAL CALENDAR 2017

ISSUE	February	March/April	May/June	July/August	September	October/November	December/January
Publishing Date	February 16th	March 16th	May 18	July 13	September 14th	October 19th	December 14
Industry Conference			AIO Annual Assembly	IISA Sun City	OESAI	IRMSA	AIO Re
Sector focus	Agriculture	Oil & Gas	Aviation	Manufacturing	Mines & Minerals	Transport	Retail
Regional/Country Focus	Kenya	Southern Africa	Nigeria	South Africa	East Africa	West Africa	Central Africa + the islands
Feature	WEF Risk report	IRMSA risk report					

NEWSPAPER ADVERTISING RATES

FREQUENCY:	1X	3X	5X	7X
Front Page Strip	£3285	£2790	£2630	£2465
Page	£1925	£1650	£1485	£1375
Junior Page	£1445	£1227	£1080	£990
1/2 Page	£1100	£935	£770	£550
1/4 Page	£660	£550	£440	£312

Advertising rates are gross rates and subject to applicable VAT at the prevailing rate.

NEWSPAPER TECHNICAL SPECIFICATIONS

Front page strip:	Trim: 257mm x 45mm	Bleed: 263mm x 48mm
Full page:	Trim: 257mm x 364mm	Bleed: 263mm x 370mm
Junior page:	Trim: 167mm x 307mm	Bleed: 225mm x 330mm
Half page Horizontal:	Trim: 257mm x 182mm	Bleed: 263mm x 185mm
Half page Vertical:	Trim: 128mm x 364mm	Bleed: 134mm x 367mm

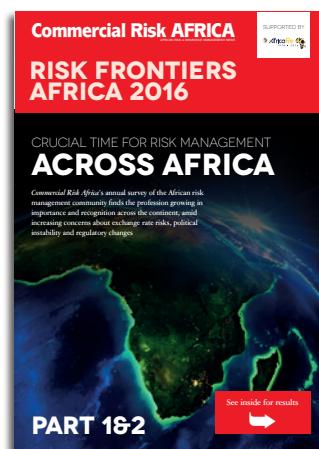
Risk Frontiers Africa Survey

Our annual Risk Frontiers Survey was launched in 2015 and has developed into a pivotal benchmarking project with a dedicated publication and event series [see page 9] trusted by risk and insurance managers and their risk transfer partners across the African borders.

The Survey is conducted through a range of one-on-one interviews, roundtable discussions and a poll among risk and insurance managers across Sub Saharan Africa concerning current topical issues in the workplace.

Soundbites from the Survey are released through the pages of Commercial Risk Africa and online throughout the year with the full findings published in a single report in September.

Further information regarding sponsorship options is available on request.

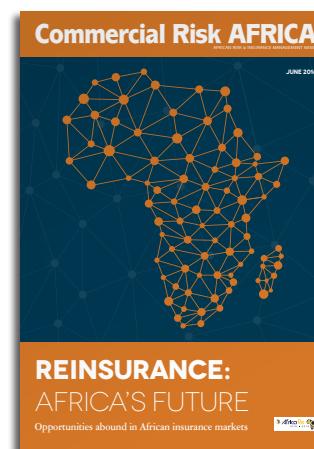


Special Reports

The Commercial Risk Africa Special Reports are produced in both print and digital [PDF] formats.

The Special Reports provide our experienced editorial team with the opportunity to work closely with one or a small group of sponsors to take an in-depth and often technical look at a key market theme. Each Special Report is published as a fully independent product and will typically contain data, analysis and interviews from a range of market participants and will include an interview with the sponsor. The sponsor is also able to work with the editorial team to help to guide the content around specific messaging combined with high impact sponsorship branding and advertising.

For a list of the planned Special Reports for 2017 please contact us.



Sponsored Reports

Commercial Risk Africa is pleased to offer a series of Sponsored Report opportunities. Sponsored Reports provide firms with a platform to publish their own thought leadership material, combined with independent content from our journalists under a co-edited process. These reports provide an excellent route to market for firms that are rich in intellectual capital looking for a trusted and relied upon media outlet with an information-hungry audience.



Online

Populated by news and analysis on a daily basis, the new look Commercial Risk Africa platform provides an excellent online channel for advertisers.

The site is responsive in design ensuring that it is compatible for all devices and advertisements are served through Google's DoubleClick programme. The new platform provides a range of high impact advertising positions including Billboard, HPUs, MPUs, Leaderboards and Custom ads.

New for 2017 the Commercial Risk Africa platform also provides opportunities for selective native advertising [advertorial].

New modern look with responsive design



High impact advertising positions



Native advertising options



Geo and word tagging function



DoubleClick traffic management



The screenshot displays the Commercial Risk Africa homepage with several advertising units highlighted:

- A Billboard**: Located at the top center above the main navigation bar.
- B Leaderboard Ad**: Located at the top center below the main navigation bar.
- C HPU**: Located on the right side of the page.
- D MPU**: Located in the middle left column.
- E Custom 1**: Located in the middle left column.
- F Bottom leaderboard**: Located at the bottom center.

WEBSITE ADVERTISING RATES

A Billboard	£3200
B Leaderboard	£3000
C HPU	£2000
D MPU	£2000
E Custom 1	£800
F Bottom leaderboard	£1250

Advertising rates are gross monthly rates and assume 100% occupancy per month. Pro-rata share of voice rates are available on request. All rates quoted are subject to applicable VAT at the prevailing rate.

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New for 2017!

Weekly Email Newsletter

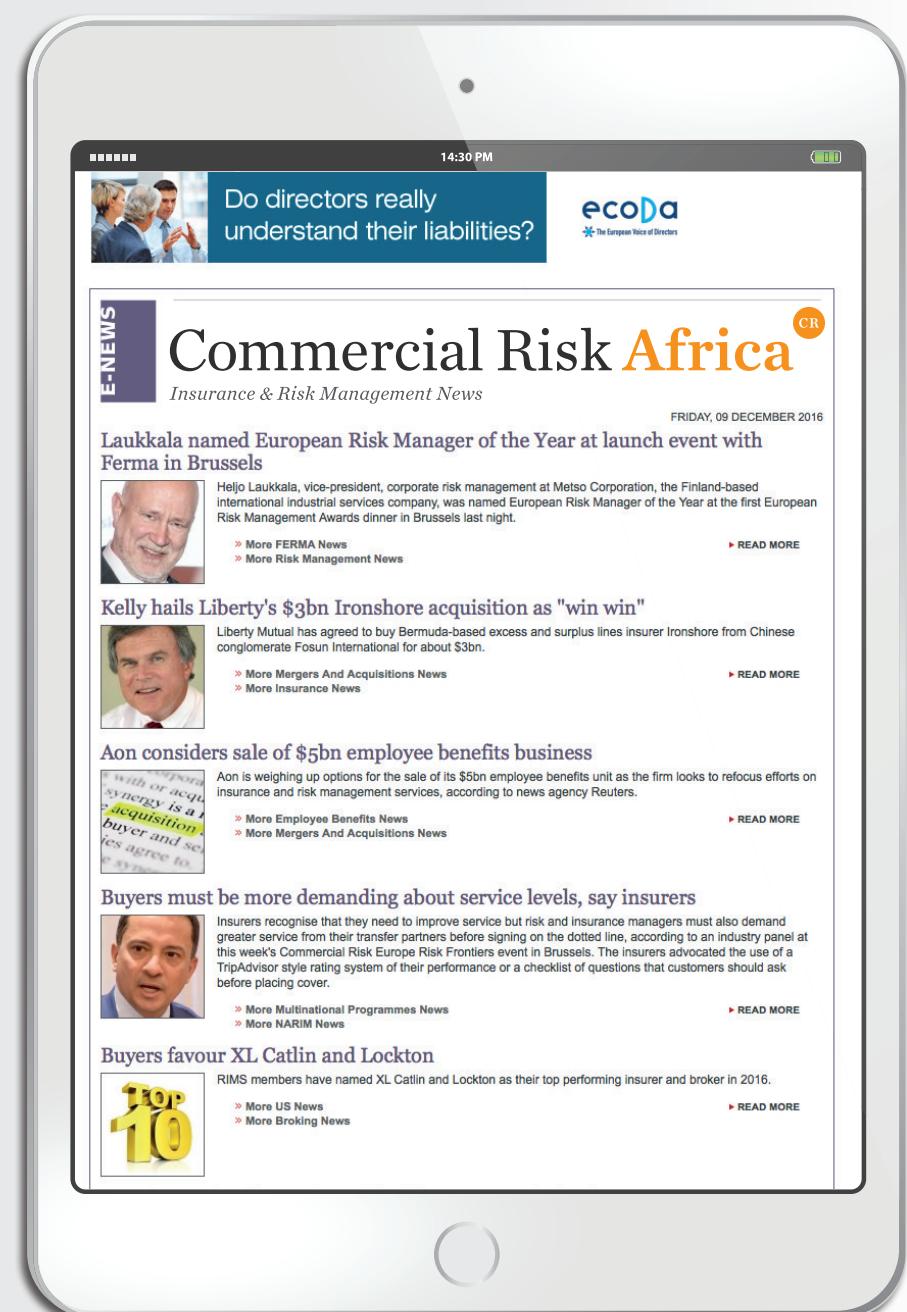
The Commercial Risk Africa weekly digital newsletter is new for 2017 and will be published 48 weeks in the year. Launched to meet the information needs of risk and insurance managers and brokers, the easy to read format will provide regular news and analysis direct to our audiences' inboxes and is sure to strike a chord with the insurance community across the African region. Each edition of the weekly digital newsletter will be distributed to over 12,500 professionals.

Leaderboard, MPU and Custom advertisement positions are available in high impact positions.

EMAIL NEWSLETTER ADVERTISING RATES

	1 week	12 weeks	24 weeks	48 weeks
Leaderboard	£875	£875	£743	£656
Leaderboard bottom	£625	£625	£531	£468
MPU	£625	£625	£531	£468
Custom ad	£250	£250	£212	£187

Advertising rates are gross rates and subject to applicable VAT at the prevailing rate.



Executive Roundtables

Our Africa focused executive roundtables enable firms to facilitate discussion, provide a platform for the sharing of intellectual capital and to market their brand and experts. Each roundtable will typically involve 8-10 senior executives, carefully assembled through collaboration between Commercial Risk Africa and our commercial partners. Following the roundtable, a report of the discussion will be produced by Commercial Risk Africa and published and distributed to the full print circulation and published on the website. Our commercial partners are also able to post the report on their own digital platforms.

Executive Roundtables scheduled for 2017:

April	Cyber
May	Supply chain
June	Parametric risk
October	Disruptive technology

Partnership information and associated fees are available on request.



Africa Risk Frontiers Seminars

Commercial Risk Africa's close and regular dialogue with African risk and insurance managers and their associations through our annual African Risk Frontier Survey [see page 5] enables us to design and deliver a series of community building Risk Frontiers events.

Each seminar provides insight and information on topical market issues through a combination of keynote addresses and a series of panel discussions from a range of risk, insurance and regulatory executives.

The seminars enable commercial partners to position themselves as a leading voice around key market issues and in leading regions through speaking roles and high visibility branding.

Each seminar also includes a Risk Frontiers report, published after the event, containing a summary of the key discussion points that is circulated to all Commercial Risk Africa readers.

Africa Risk Frontiers Seminars 2017 schedule:

April:

London & Africa

September:

Southern Africa

October:

East Africa & West Africa

Partnership information and associated fees are available on request.



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CONTACT:

Hugo Foster

E: hfoster@commercialriskonline.com

T: +44(0)203 858 0191

Stewart Brown

E: sbrown@commercialriskonline.com

T: +44(0)203 858 0190

VISIT: www.commercialriskonline.com