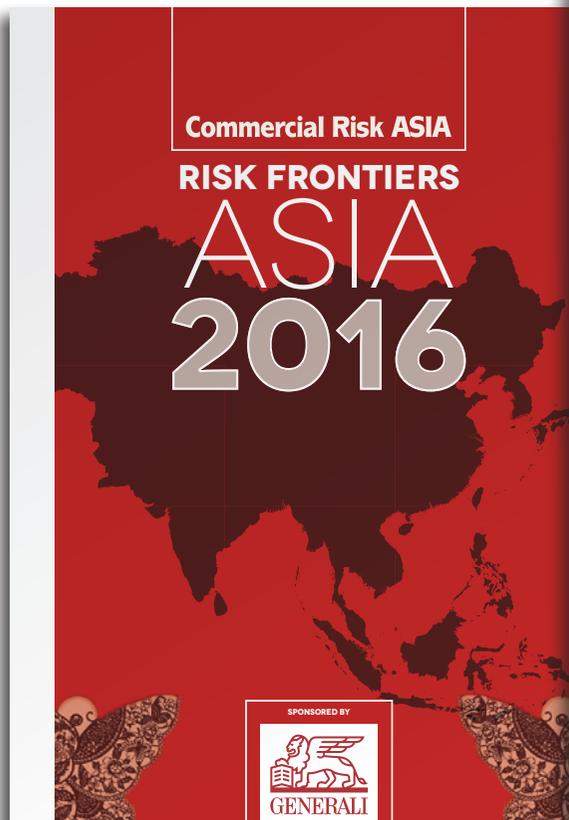


# Commercial Risk **Asia** <sup>CR</sup>

Insurance & Risk Management News

## PRINT, DIGITAL & EVENT MEDIA PACK 2017

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



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## 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

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

Close association with the leading Pan Asia risk management association Parima

Print and Digital newspaper, weekly digital newsletters and roundtables

Unrestricted free access to our content for risk and insurance managers



#### MARKET LEADING AUDIENCE

- 2,500+ circulation for the newspaper
- 3,000 circulation for the weekly electronic newsletters
- 50% audience of corporate risk and insurance managers
- 30% audience of brokers
- 85% audience based within Asia

#### AUDIENCE PROFILE

Commercial Risk Asia is considered essential reading for corporate risk and insurance managers and their risk transfer partners with an interest in the Asia-Pacific region.

##### Audience

##### Company Type

- 50% Corporates
- 30% Brokers
- 18% [Re]insurers
- 2% Other

##### Regions

- 85% Asia
- 10% Europe
- 2% USA
- 2% Africa
- 1% Middle East

#### TOP 10 CORPORATE INDUSTRIES

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

# Newspaper

Commercial Risk Asia launched as a digital newspaper in 2015 with the aim of becoming the voice of the Asia-Pacific risk and insurance management community. Since launch we have evolved to offer our readers and advertisers additional platforms however the newspaper remains an integral and highly valued medium to connect advertisers with our audience. We publish 4 issues in the year to a circulation of over 2,500. Each edition also benefits from additional print distribution associated with important industry events such as the Parima Conferences.

## PUBLISHING SCHEDULE AND EDITORIAL CALENDAR 2017

ISSUE	Q1	Q2	Q3	Q4
Publishing Date	10th March	9th June	8th September	10th November
Industry Conference	Parima	Parima	lumi	Parima
Regional Focus	Hong Kong	China	Japan	Singapore
Feature	Cyber	Emerging Risks	Marine	Cyber
Feature	Lloyd's	Innovation	Technology	Property
Feature	Specialty Risks	Supply Chain	Parametric Risks	Specialty Risks

## NEWSPAPER ADVERTISING RATES

FREQUENCY:	1X	2X	4X
Front Page Strip	£2200	£2050	£1900
Page	£2500	£2350	£2100
Junior Page	£2200	£2050	£1900
1/2 Page	£1700	£1350	£1200

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

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## NEWSPAPER TECHNICAL SPECIFICATIONS

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

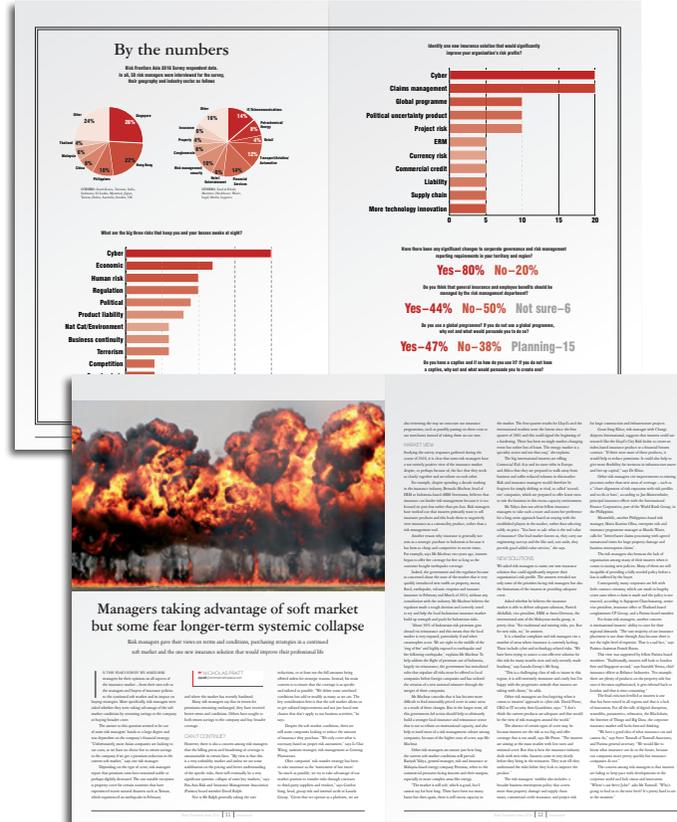
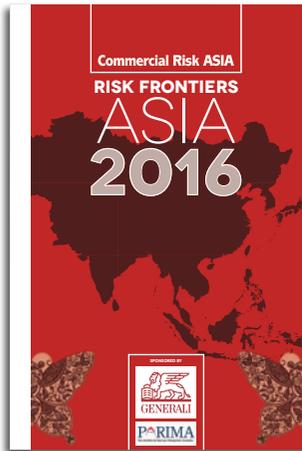
# Asia Risk Frontiers Survey

Our annual Risk Frontiers Survey was launched in 2016 and quickly developed into a pivotal benchmarking project trusted by risk and insurance managers and their risk transfer partners across the Asia Pacific borders.

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

Soundbites from the Survey are released through the pages of Commercial Risk Asia and online throughout the year with the full findings published in a single report published in November at the main Parima Conference.

Further information regarding sponsorship options is available on request.



# Sponsored Reports

Commercial Risk Asia 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 and our 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 Asia 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 Billboards, HPUs, MPUs, Leaderboards and Custom ads.

New for 2017 the Commercial Risk Asia 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** ✓

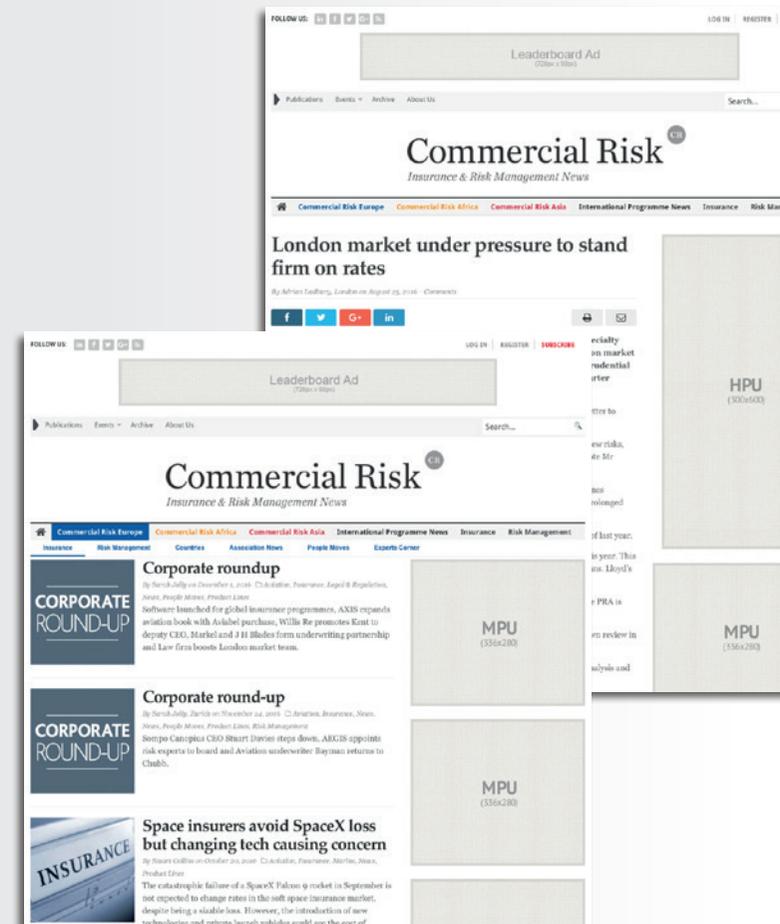
**DoubleClick traffic management** ✓



### WEBSITE ADVERTISING RATES

<b>A</b>	<b>Billboard</b>	£3200
<b>B</b>	<b>Leaderboard</b>	£3000
<b>C</b>	<b>HPU</b>	£2000
<b>D</b>	<b>MPU</b>	£2000
<b>E</b>	<b>Custom 1</b>	£800
<b>F</b>	<b>Bottom leaderboard</b>	£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.



## Weekly Email Newsletter

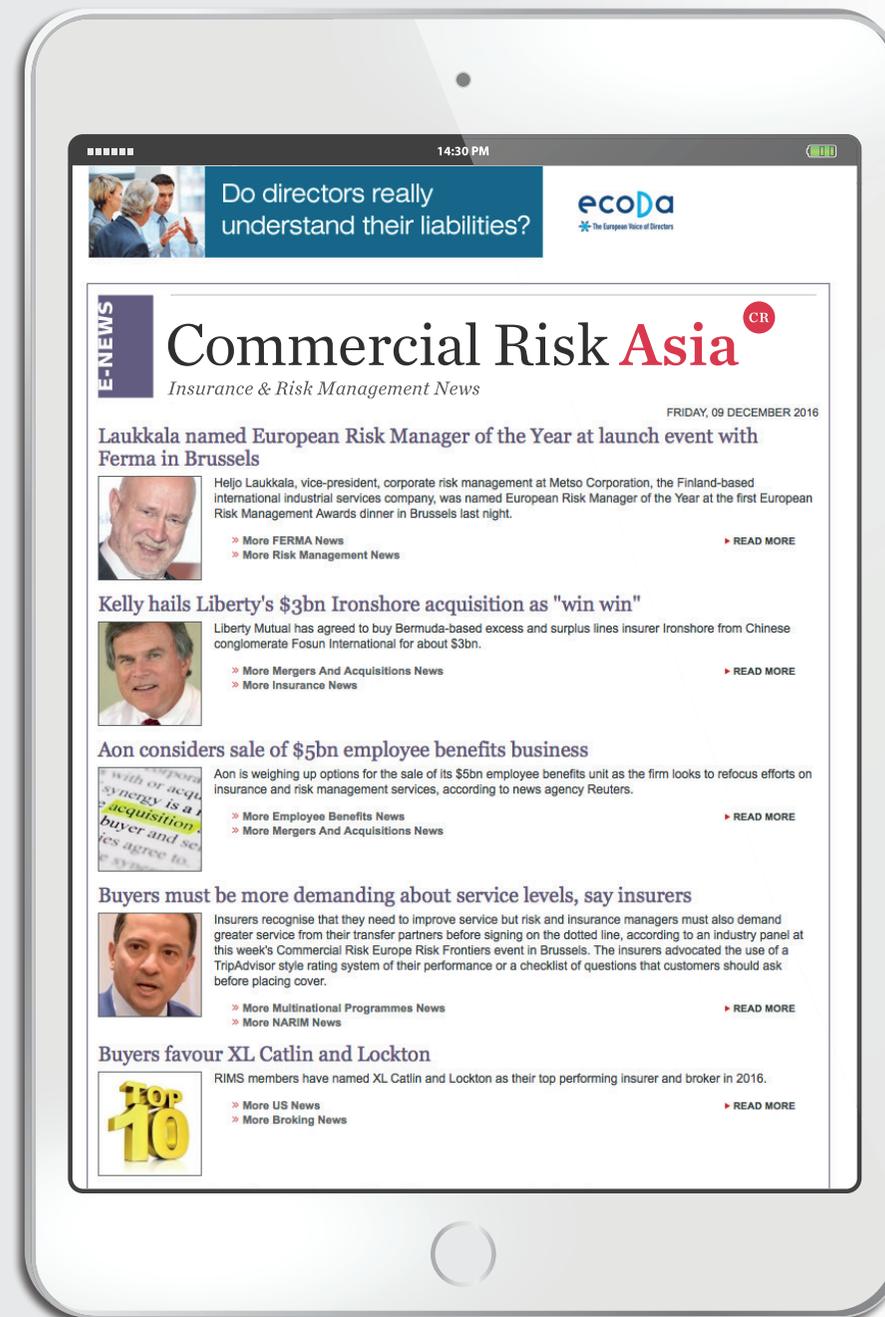
The Commercial Risk Asia weekly digital newsletter is new for 2017 and will be published 48 weeks in the year. Launched to meet the information needs of risk and insurance managers and brokers, the easy to read format will provide regular news and analysis direct to our audiences' inboxes and is sure to strike a chord with the insurance community across the Asia-Pacific region. Each edition of the weekly digital newsletter will be distributed to over 3,000 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 Asia-Pacific 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 Asia and our commercial partners.

Following the roundtable, a report of the discussion will be produced by Commercial Risk Asia and published and distributed to the full 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:

March	Cyber
June	Parametric Risk
July	Captives
November	Supply Chain

*Partnership information and associated fees are available on request.*



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