

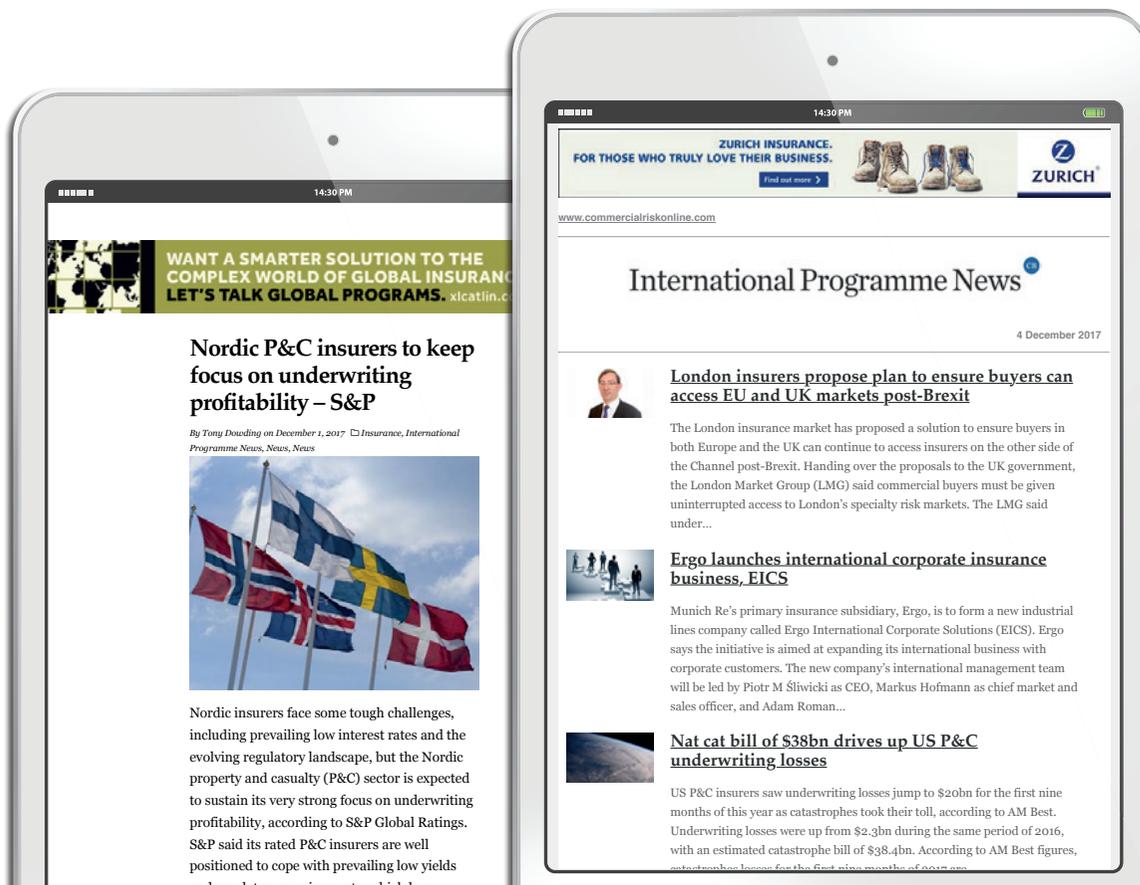
# International Programme News

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## PRINT, DIGITAL & EVENT MEDIA PACK 2018

The leading print, digital and events information service focussed on global programmes.

# CR



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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 risk management associations around the world

Print and digital magazine, online, weekly digital newsletters and roundtables

Unrestricted free access to our content for risk and insurance managers



#### MARKET LEADING AUDIENCE

- 6,000 circulation for the weekly electronic newsletters
- 80% audience of corporate risk and insurance managers and brokers
- Global audience

#### AUDIENCE PROFILE

International Programme News is considered essential reading for corporate risk and insurance managers and their risk transfer partners.

##### Audience

##### Company Type

**60%** Corporates  
**20%** Brokers  
**18%** [Re]insurers  
**2%** Other

##### Regions

**50%** Europe  
**20%** USA  
**13%** Africa  
**12%** Asia  
**5%** Middle East

#### TOP 10 CORPORATE INDUSTRIES

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

## Online

International Programme News was launched in 2012 as an online information service for risk and insurance managers around the world managing global programmes. It provides essential information that can assist firms to effectively manage their international risk and insurance management programmes on subjects such as economic and political developments, tax and regulation. Since launch we have evolved to offer our readers and advertisers additional platforms however the online service remains an integral and highly valued medium to connect advertisers with our audience.

Populated by news and analysis on a daily basis, the new look International Programme News 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 Googles DoubleClick programme. The new platform provides a range of high impact advertising positions including Billboard, HPUs, MPUs, Leaderboards and Custom ads.

The International Programme News platform also provides opportunities for selective native advertising [advertorial].

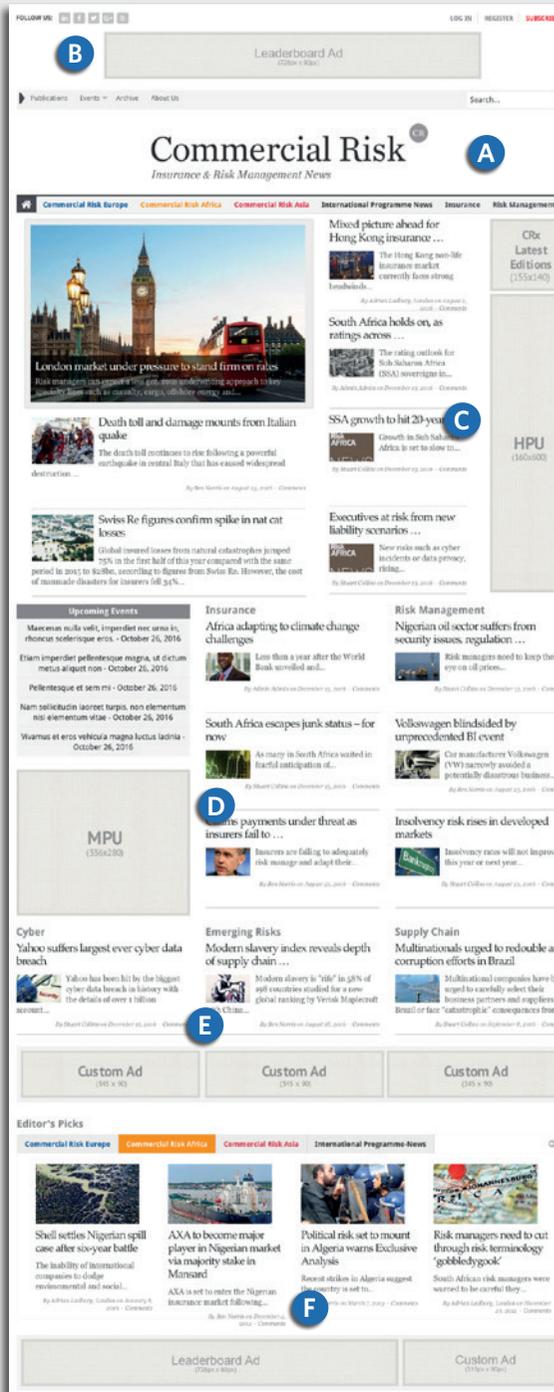
**New modern look with responsive design** ✓

**High impact advertising positions** ✓

**Native advertising options** ✓

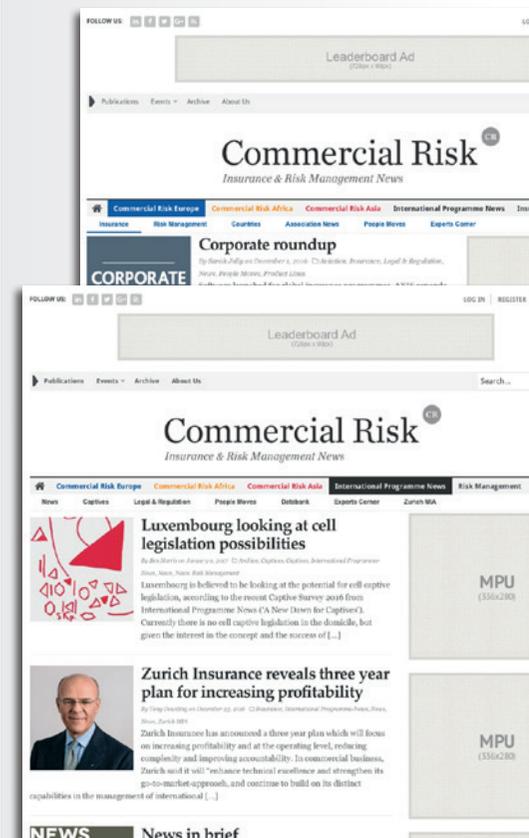
**Geo and word tagging function** ✓

**DoubleClick traffic management** ✓



WEBSITE ADVERTISING RATES		
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.



## Weekly Email Newsletter

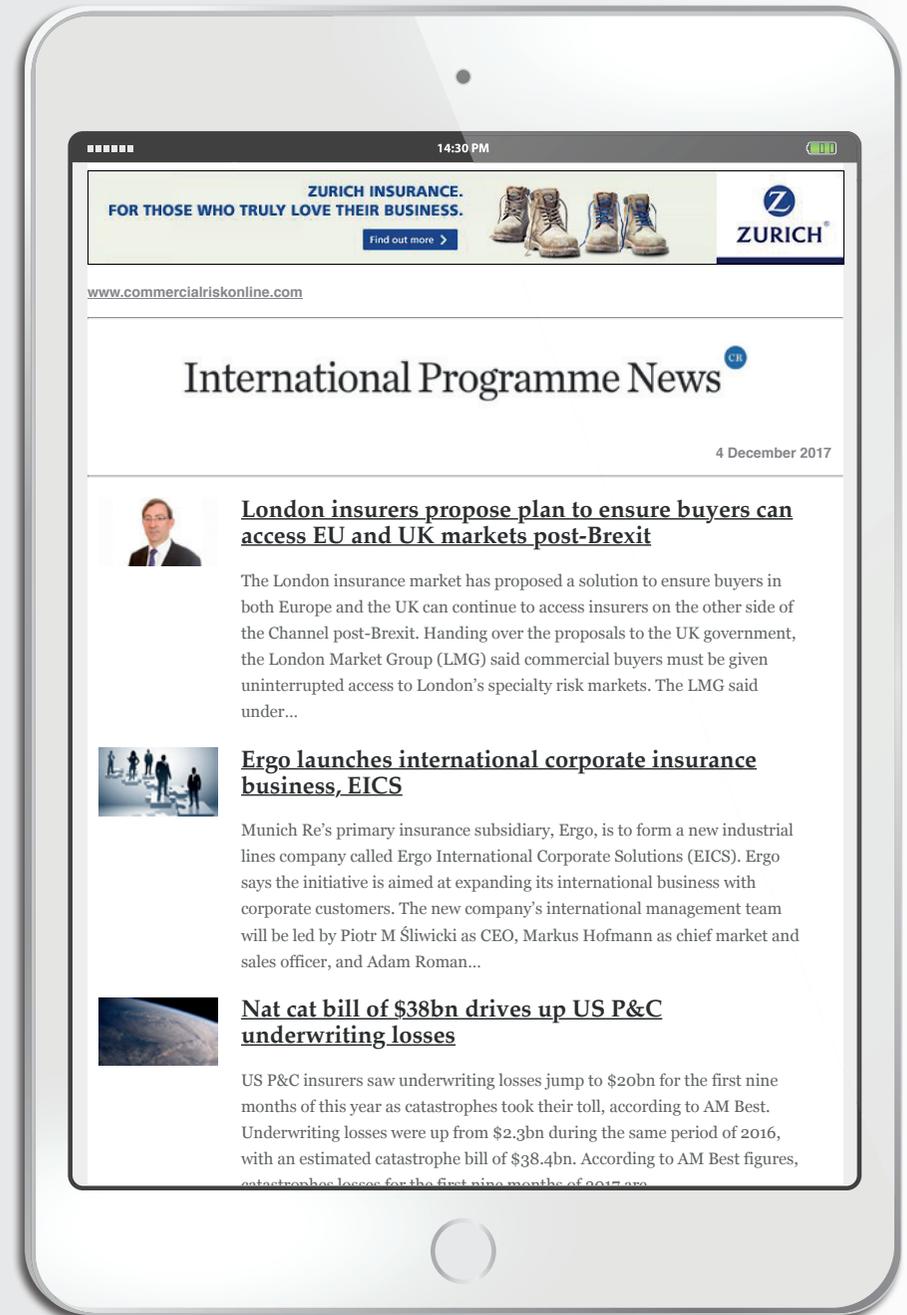
The International Programme News weekly email newsletter is published 48 weeks in each year. Its improved and easy to read format with news and analysis content has really struck a chord with the global risk and insurance management community. It is now distributed to over 6,000 risk management and insurance executives across the globe.

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	£1750	£1575	£1487.50	£1312.50
Leaderboard bottom	£1250	£1125	£1062.50	£937.50
MPU	£1250	£1125	£1062.50	£937.50
Custom ad	£500	£450	£425	£375

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

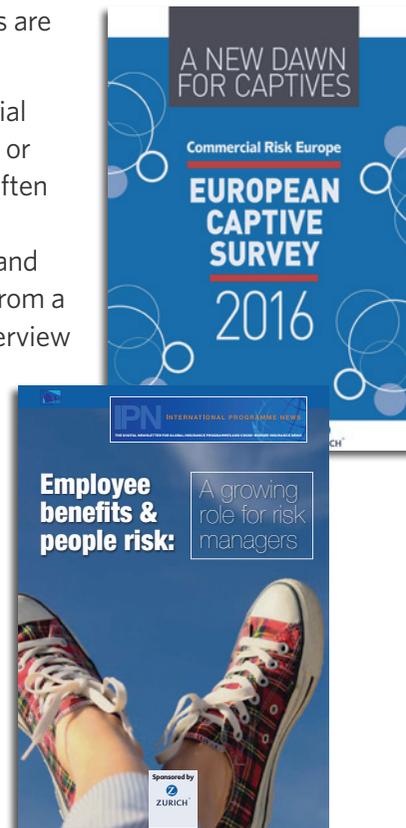


## Special Reports

The International Programme News 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 impacting sponsorship branding and advertising.

For a list of the planned Special Reports for 2018 please contact us.



## Sponsored Reports

International Programme News 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 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.



## Executive Roundtables

Our global programme focussed executive roundtables enable firms to facilitate discussion, provide a platform for the sharing of intellectual capital and to market their brand and experts. The executive roundtables will typically involve 8-10 senior executives, carefully assembled through collaboration between International Programme News and our commercial partners.

Following the roundtable meeting, a report of the discussion will be produced by International Programme News and published on the website. Our commercial partners are also able to post the report on their own digital platforms.

### Executive Roundtables scheduled for 2018:

March	Captives
June	Employee Benefits
September	Supply Chain

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



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