

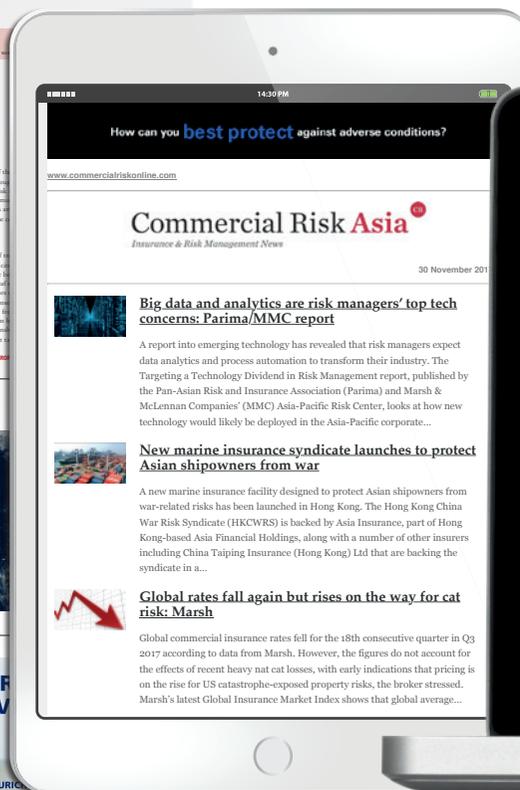
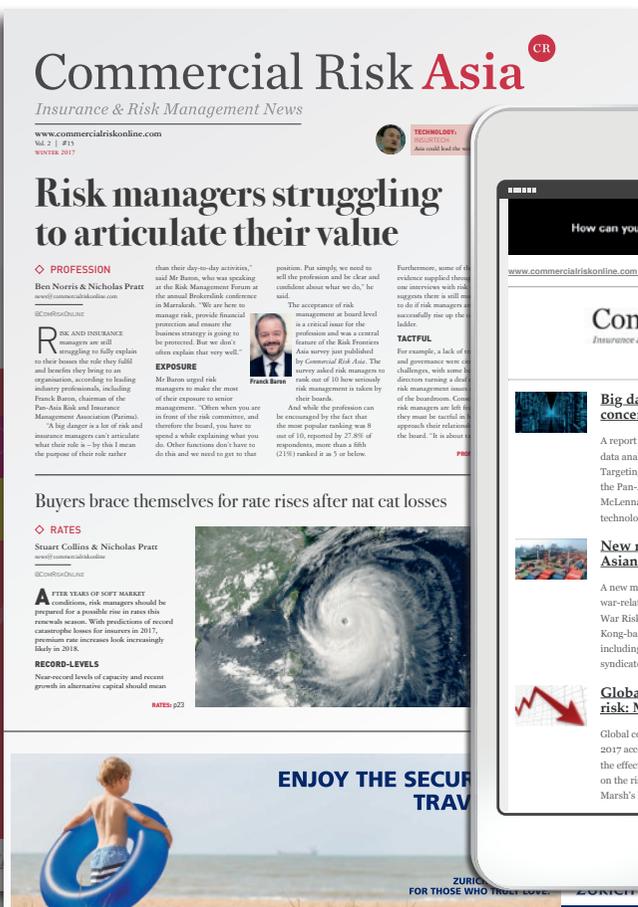
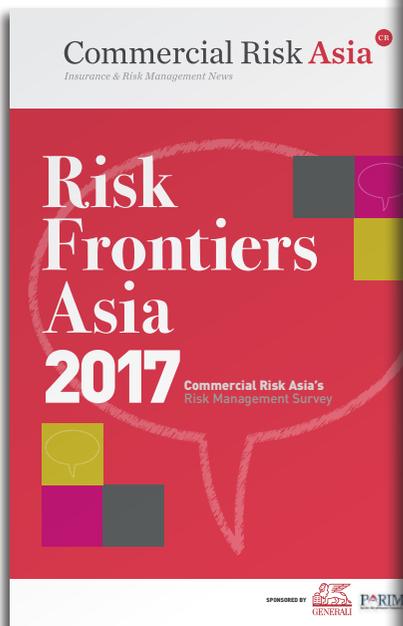
# Commercial Risk Asia <sup>CR</sup>

Insurance & Risk Management News

## PRINT, DIGITAL & EVENT MEDIA PACK 2018

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

# 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 Pan Asia risk management association Parima

Electronic newsletters, website, executive roundtables, surveys and PARIMA Show Daily

Unrestricted free access to our content for risk and insurance managers



#### MARKET LEADING AUDIENCE

- 2,500+ circulation for the PARIMA Show Daily
- 4,000 circulation for the 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

# PARIMA Show Dailies

Commercial Risk Asia launched 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 our print editions timed to coincide with the key PARIMA Conferences remain an integral and highly valued medium to connect advertisers with audiences. In 2018 we will publish 2 PARIMA Show Daily editions for delegates attending the conferences and our wider audience for a combined circulation of over 2,500.

## PUBLISHING SCHEDULE AND EDITORIAL CALENDAR 2018

PUBLISHING DATE	MAY	OCTOBER
Regional Focus	Bangkok	Tokyo
Feature	Cyber	Terrorism
Feature	Marine	Construction
Feature	Technology	Captives

## NEWSPAPER ADVERTISING RATES

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

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

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**Commercial Risk Asia**  
Insurance & Risk Management News  
www.commercialriskonline.com  
Vol 2 | #15  
MAY 2017

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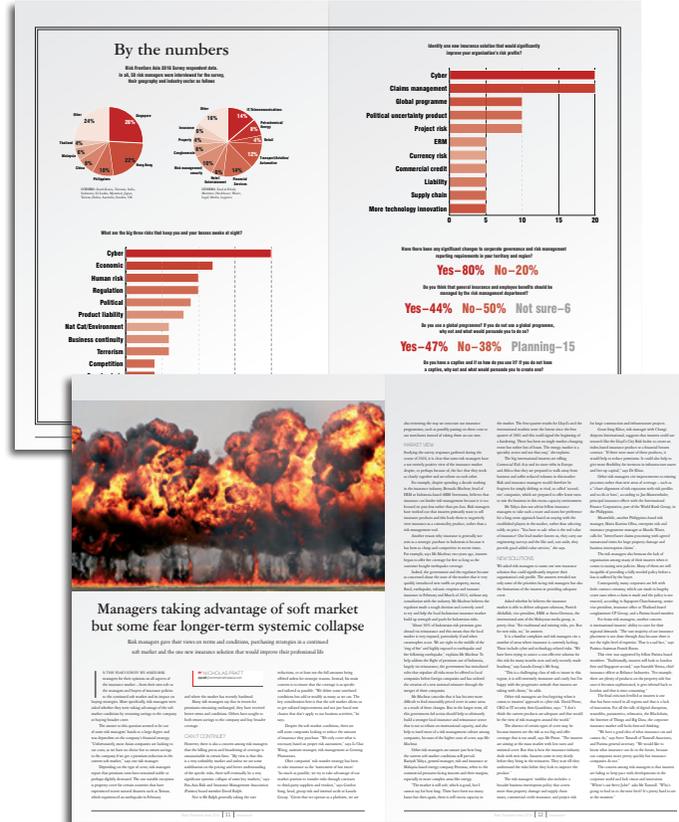
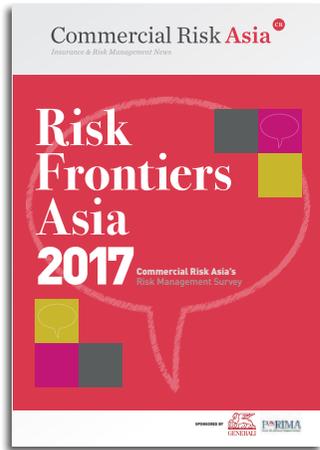
# Asia Risk Frontiers Survey

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 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

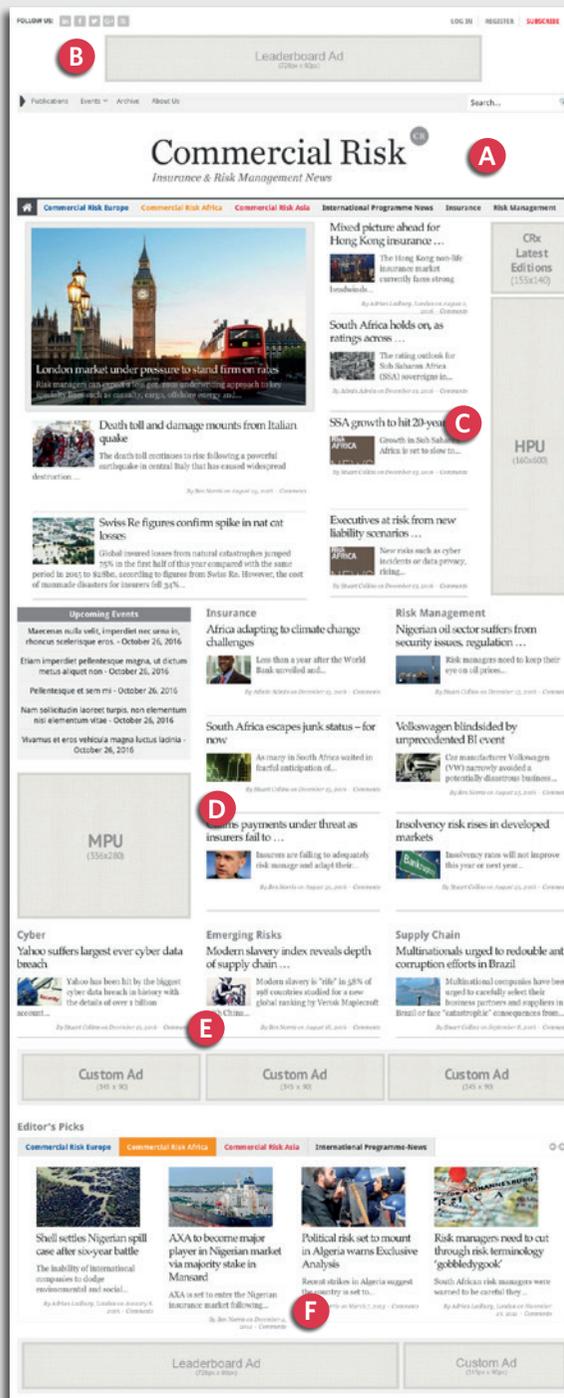
Populated by news and analysis on a daily basis, the new look Commercial Risk Asia platform provides an excellent online channel for advertisers.

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 Billboard, HPUs, MPUs, Leaderboards and Custom ads.

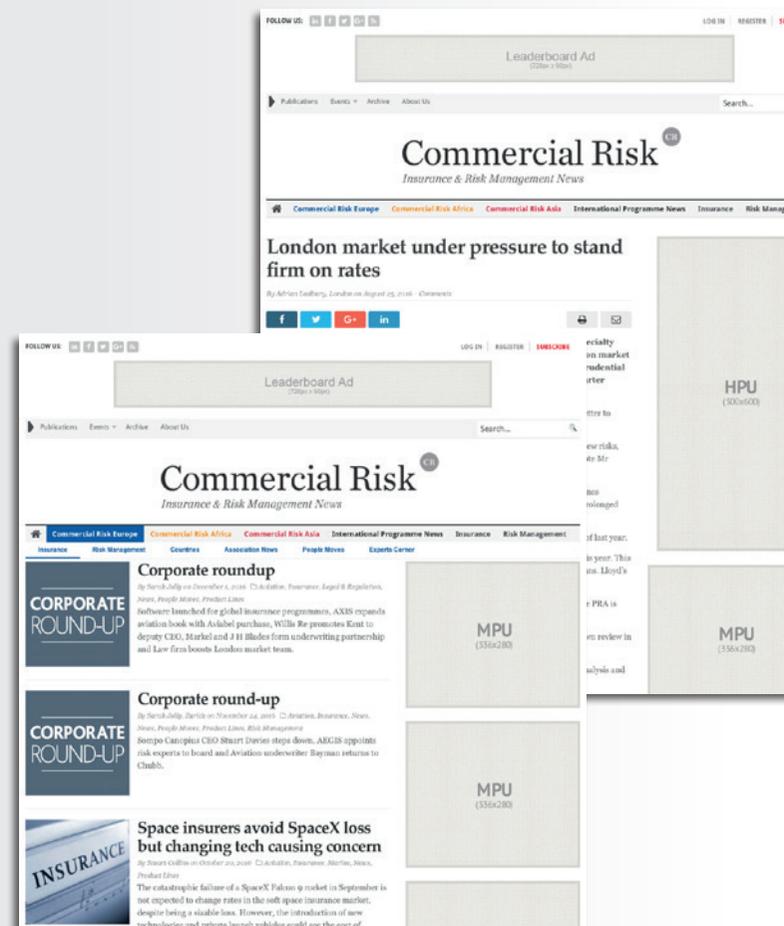
The Commercial Risk Asia platform also provides opportunities for selective native advertising [advertorial].

- 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

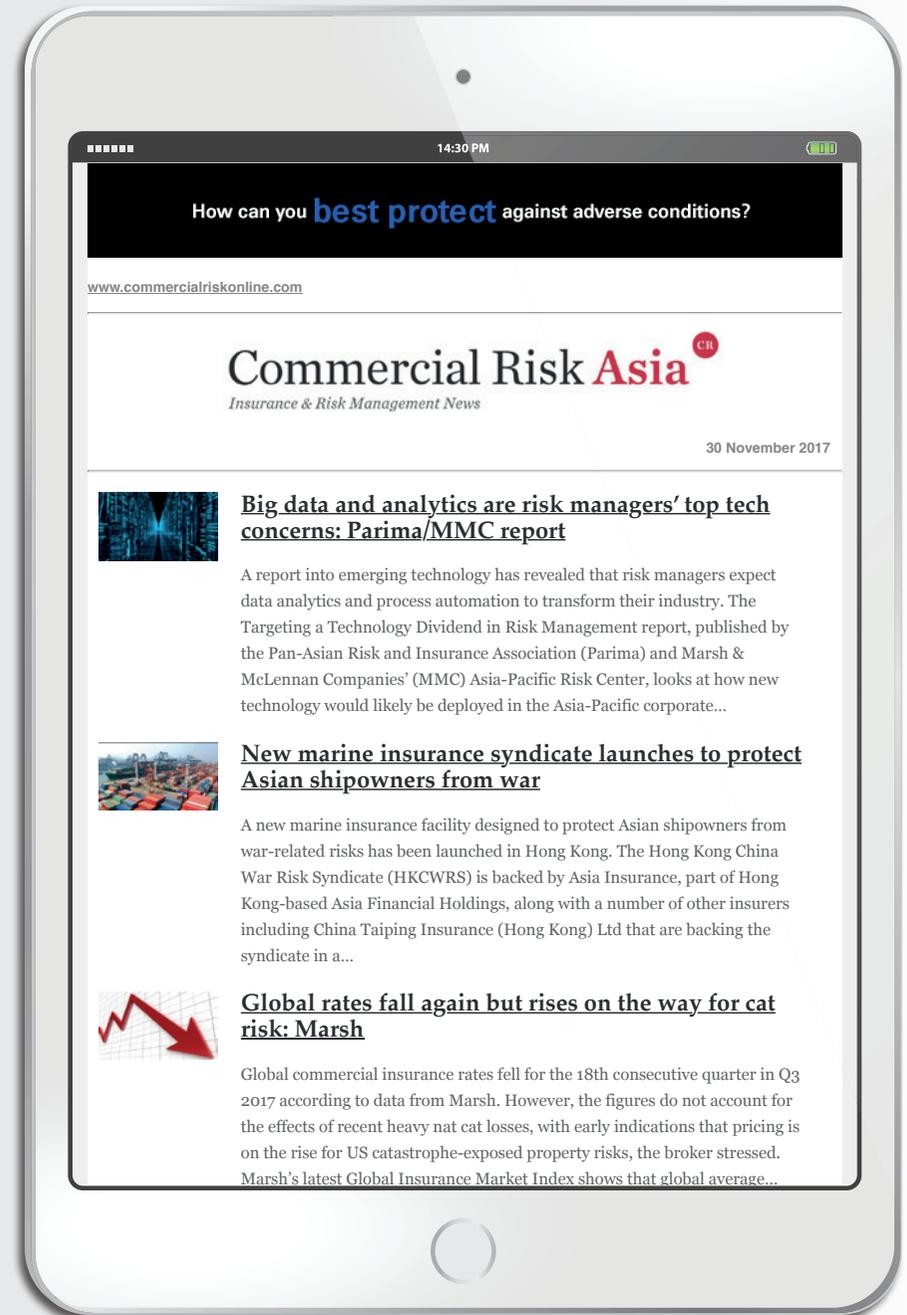
The Commercial Risk Asia electronic newsletter is published fortnightly [24 weeks in the year]. Launched to meet the information needs of risk and insurance managers and brokers, the easy to read format provides regular news and analysis direct to our audiences' inboxes and is highly valued by the risk and insurance community across the Asia-Pacific region. Each edition of the newsletter is distributed to over 4,000 professionals.

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

### EMAIL NEWSLETTER ADVERTISING RATES

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

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 2018:

March	Cyber
June	Parametric Risk
July	Captives
November	Supply Chain

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



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