

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

Insurance & Risk Management News

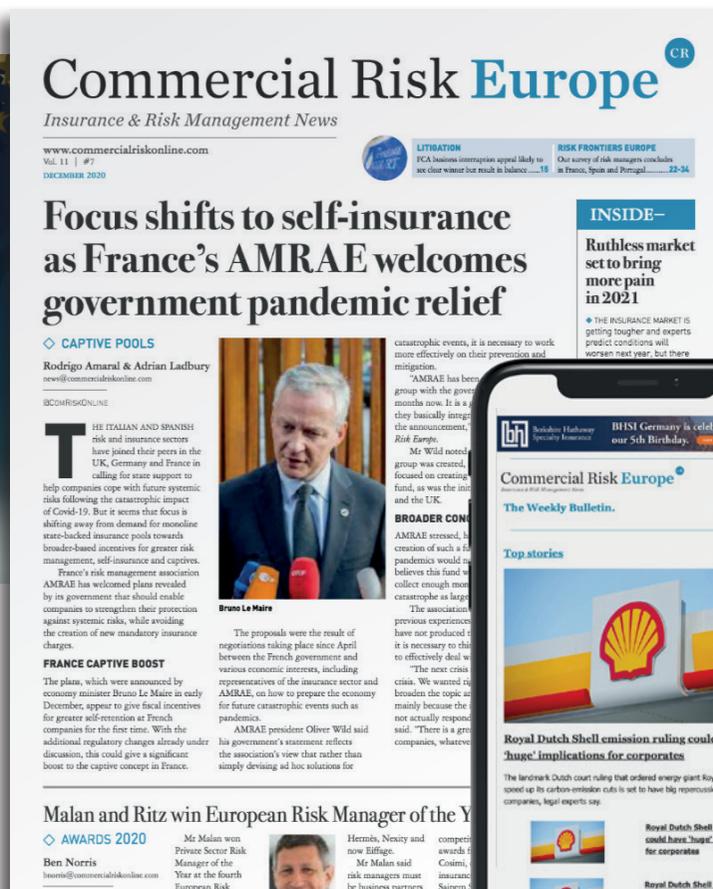
## PRINT, DIGITAL & EVENT MEDIA PACK 2021

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

# CR



Commercial Risk Europe is considered essential reading for corporate risk and insurance managers working for large, multinational and upper middle market companies with an interest in Europe, and also their risk transfer partners. Published in a daily newsletter, breaking news alerts and a bi-monthly PDF newspaper, Commercial Risk Europe delivers top quality news, features, reports and industry analysis in a format that suits you, at a time that suits you.



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## Key Information

### Essential reading for corporate risk and insurance managers:

Part of the Beacon International Group family of international risk and insurance publications

Focused on corporate risk and insurance managers' information needs

Audience reach expanded to include large multinationals and the middle and upper middle corporate markets

Relied upon for accurate and exclusive news, in-depth analysis and proprietary content produced by a highly experienced team

Events co-hosted with Ferma and other leading national member associations

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

Unrestricted free access to our content for risk and insurance managers



### MARKET LEADING AUDIENCE

#### 3,500 print circulation for the bi-monthly newspaper

- **90%** audience of corporate risk and insurance managers
- **80%** audience based in Europe

#### 10,000 subscribers for the daily newsletter & PDF edition of bi-monthly

- **50%** audience of corporate risk and insurance managers, **25%** audience brokers & MGAs
- **70%** audience based in Europe

#### 13,119 average unique monthly visitors to the website [www.commercialriskonline.com](http://www.commercialriskonline.com)

- **53,250** Average monthly page views
- **55%** audience of corporate risk and insurance managers, **25%** audience brokers & MGAs
- **45%** audience based in Europe  
**25%** audience based in North America  
**15%** audience based in Africa  
**11%** in Asia and **4%** ROW

## Newspaper

Commercial Risk Europe was originally launched in 2010 as a newspaper with the aim of becoming the voice of the European risk and insurance management community for professionals at the largest multinational companies. 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 have also expanded our audience reach to include the increasingly important middle and upper middle corporate market.

We publish six [6] issues in a year to a combined circulation of over 8,000. Most editions also receive additional distribution through industry events resulting in a further 8,000+ print copies produced annually, subject to prevailing geographic pandemic restrictions.

### NEWSPAPER ADVERTISING RATES

Front Page Strip	£5100
Full Page	£5460
Half Page	£2835

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

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2021 issue dates & ad copy deadlines:

**FEB/MARCH ISSUE**

Publishing date – 24 Feb  
Ad copy deadline – 20 Feb

**APRIL/MAY ISSUE**

Publishing date – 15 April  
Ad copy deadline – 11 April

**JUNE/JULY ISSUE**

Publishing date – 16 June  
Ad copy deadline – 12 June

**SEPTEMBER ISSUE**

Publishing date – 7 Sept  
Ad copy deadline – 3 Sept

**OCTOBER ISSUE**

Publishing date – 6 Oct  
Ad copy deadline – 2 Oct

**NOV/DEC ISSUE**

Publishing date – 8 Dec  
Ad copy deadline – 4 Dec

ASSOCIATION CONFERENCE	MONTH	DESCRIPTION	SHOW DAILY PRINT RUN
AMRAE	February	The annual meeting for French insurance buyers	2000
Airmic	October	The annual meeting for UK insurance buyers	750
GvnW	September	The annual meeting for German insurance buyers	TBC due to Covid-19
Ferma Forum	October	The biennial meeting for European risk & insurance managers	1,200

Advertising and sponsorship rates are available on request.

## Conference Digital Show Dailies & Print

(Restrictions allowing)

Commercial Risk Europe is widely respected by key industry associations and is in the privileged position of providing attendees at selected annual industry events with unique conference Show Daily newspapers and electronic e-dailies.

The print dailies are typically 16+ page editions produced live at the conference, dedicated to providing attendees with up-to-the-minute and summarised news, plus analysis about the conference meeting.

For firms looking to enhance their profile with specific association conference delegates, these show dailies provide a highly complementary advertising and sponsorship platform.

**The e-dailies are emailed** out on the morning of each full day of the conference with a daily circulation of over 8,000. Just as with the print show dailies these are available for all visitors to download at [www.commercialriskonline.com](http://www.commercialriskonline.com).

This unique programme of content will enable firms to increase their visibility to conference attendees in addition to non-attendees [via access to [www.commercialriskonline.com](http://www.commercialriskonline.com)] with a number of bespoke marketing options including: Full page thought leadership article of approx. 750 words plus images for one or two editions of the newspapers and also included in one or two editions of the e-dailies.

Subject to availability. Please contact us for pricing.

**Need help with your thought leadership content? CRE work with a network of highly skilled and knowledgeable freelance journalists who could help you to produce 'publication ready' thought leadership content. Please ask for details.**

### NEWSPAPER AND CONFERENCE SHOW DAILIES 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

## European Risk Frontiers Survey

Our annual Risk Frontiers Survey was launched in 2010 and has developed into a pivotal benchmarking project with a dedicated publication and event series [see page 10] trusted by risk and insurance managers and their risk transfer partners across the European borders.

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

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

Further information regarding sponsorship options is available on request.



## Special Reports

The Commercial Risk Europe 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 2021 please contact us.



## Sponsored Reports

Commercial Risk Europe 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

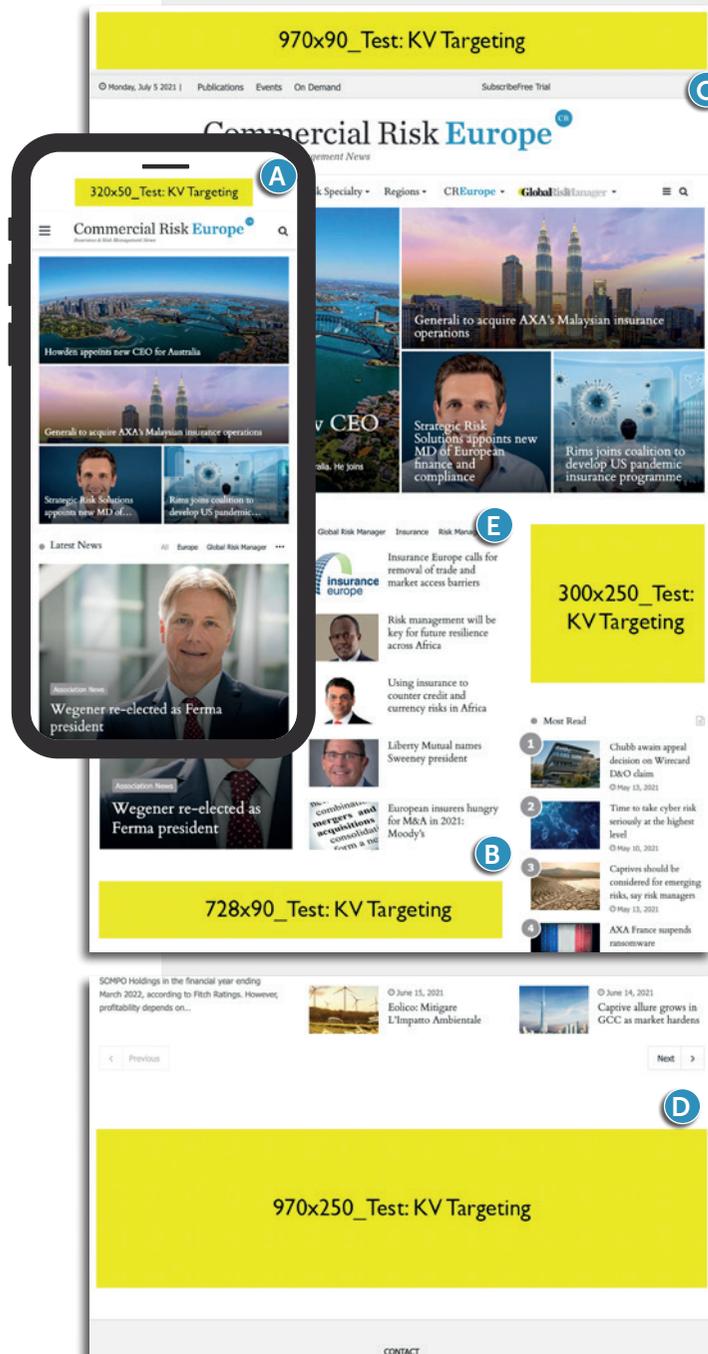
Populated by news and analysis on a daily basis, the Commercial Risk Europe platform provides an excellent online channel for advertisers.

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.

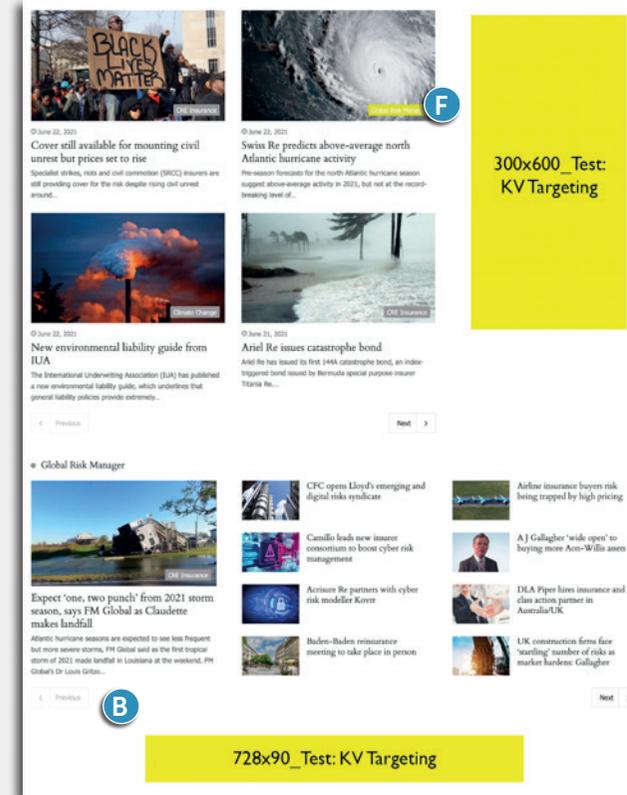
The Commercial Risk Europe platform also provides opportunities for selective native advertising [advertorial], enabling firms to publish thought leadership content.

- Responsive design ✓
- High impact advertising positions ✓
- Native advertising options ✓
- Geo and word tagging function ✓
- DoubleClick traffic management ✓



WEBSITE ADVERTISING RATES		
A Mobile Banner	320x50	£5,000
B Leaderboard	728x90	£5,000
C Super Leaderboard	970x90	£5,400
D Billboard	970x250	£5,400
E MPU	300x250	£3,500
F Double MPU	300x600	£3,500

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.



# CRE Daily Newsletter

The Commercial Risk Europe weekly email newsletter is published five days a week. Its improved and easy to read format with news and analysis content has really struck a chord with the insurance community in Europe. From a starting point of 200 readers the newsletter is now distributed to over 10,000 risk management and insurance executives across Europe and further afield.

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

Sent every week to over 10,000 individual recipients, with an industry leading 27.3% unique open rate.

## EMAIL NEWSLETTER ADVERTISING RATES

	1 week	12 weeks	24 weeks	48 weeks
1 - Leaderboard	£1750	£1575	£1488	£1313
2 - MPU	£1250	£1125	£1063	£938
3 - Leaderboard bottom	£1250	£1125	£1063	£938

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

## NEWSLETTER ADVERTISING SPECIFICATIONS

### CRE Visual Specs information

<https://commercialrisk.online/CR-visual-online-ad-specs>

### CRE Mechanical Specs information

<https://commercialrisk.online/CR-mechanical-online-ad-specs>

## AUDIENCE BREAKDOWN:

**50%** corporates (90% of those corporates are risk and insurance managers & related disciplines/ influencers)

**24%** brokers

**20%** insurers/reinsurers

**6%** other

# Commercial Risk

Insurance & Risk Management News

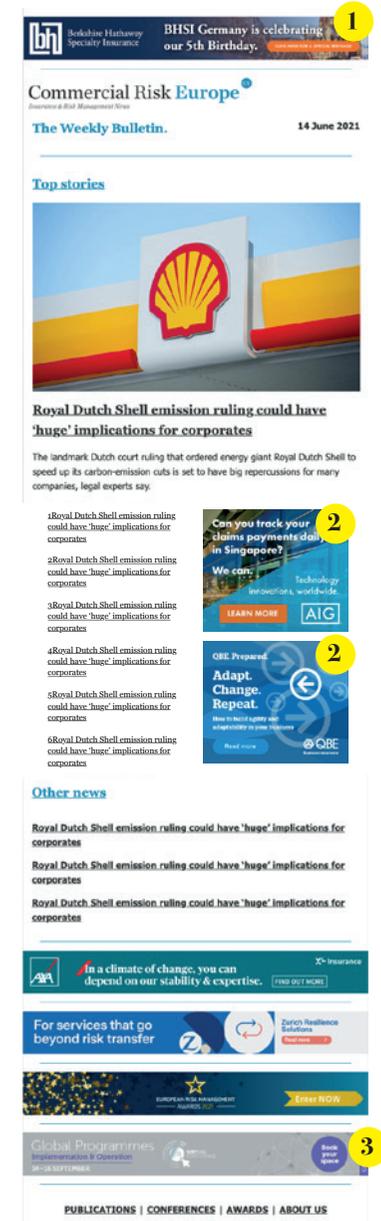
## Newsletter advertising specifications v2.0

**1 LEADERBOARD**  
Dimensions: 728px x 90px  
File types accepted: JPG, PNG, GIF  
Target URL: Please provide your target URL and any third-party tracking tags along with the creative  
Hosting: Your advert will be uploaded to CRO's secure CMS  
Animation: All important messaging/branding/calls to action should sit on slide 1 of the creative, due to some email clients not displaying beyond slide 1

**2 MPU**  
Dimensions: 300px x 250px  
File types accepted: JPG, PNG, GIF  
Target URL: Please provide your target URL and any third-party tracking tags along with the creative  
Hosting: Your advert will be uploaded to CRO's secure CMS  
Animation: All important messaging/branding/calls to action should sit on slide 1 of the creative, due to some email clients not displaying beyond slide 1

**3 LEADERBOARD**  
Dimensions: 728px x 90px  
File types accepted: JPG, PNG, GIF  
Target URL: Please provide your target URL and any third-party tracking tags along with the creative  
Hosting: Your advert will be uploaded to CRO's secure CMS  
Animation: All important messaging/branding/calls to action should sit on slide 1 of the creative, due to some email clients not displaying beyond slide 1

How to supply your advertising  
Please email to [cmorrish@commercialriskonline.com](mailto:cmorrish@commercialriskonline.com) and copy in your sales contact  
Technical queries: [cmorrish@commercialriskonline.com](mailto:cmorrish@commercialriskonline.com)  
Booking queries: call or email your sales contact



## 3rd Party Thought Leadership Content

Commercial Risk Europe's 2021 focus on the key region of Europe for multinational and upper middle market corporates is significant for companies looking to share thought leadership with our audiences.

Commercial Risk Europe recognises that firms put a big emphasis on thought leadership. For that reason we are making, for the first time, the Commercial Risk Europe platform in both print and online formats available as an outlet to publishing third-party content.

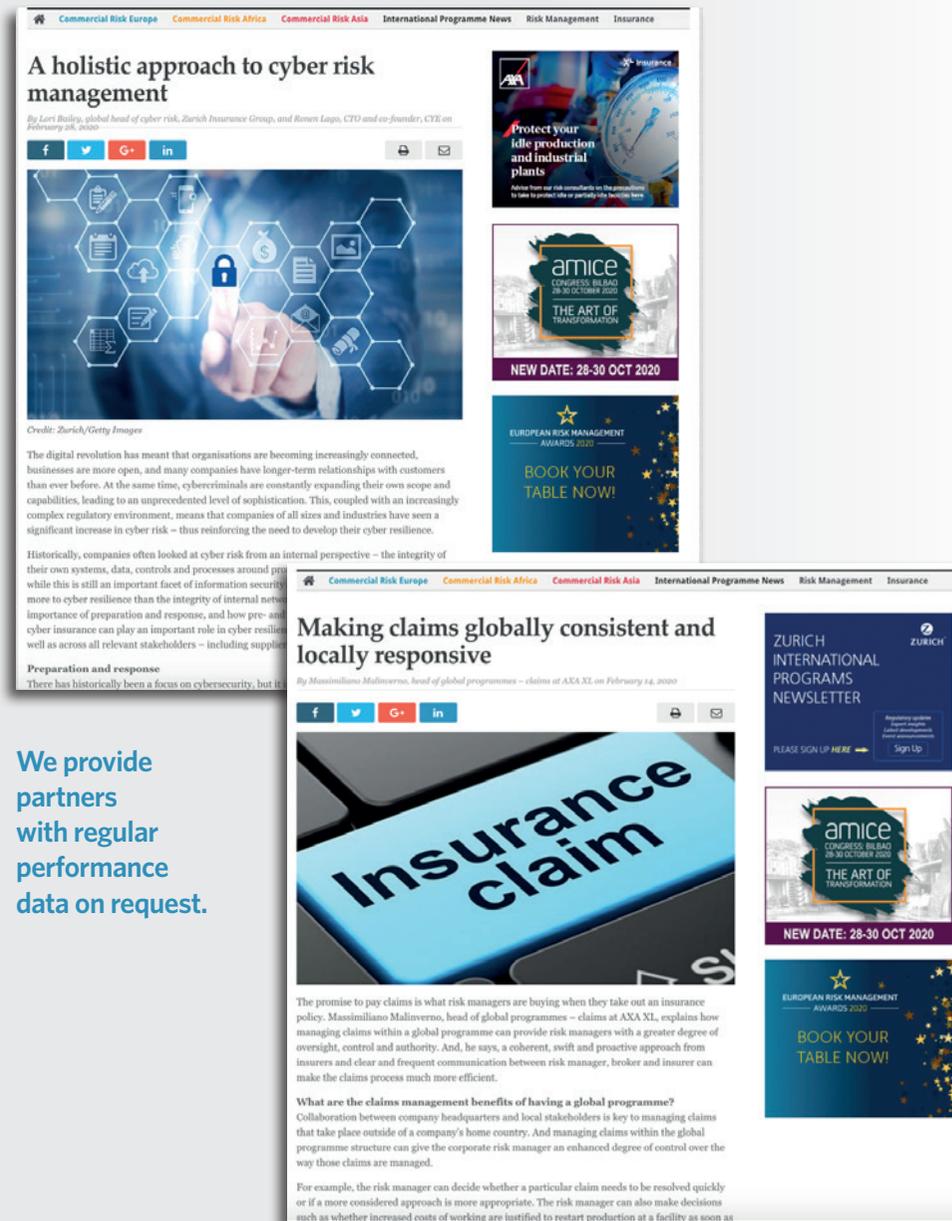
Through content licences we are enabling a select number of firms to publish thought content that will sit alongside our own editorial features and news stories. Articles are written by the firm and supplied in word format to us and we then publish them on the platform. Images/data graphs can also be included. Articles will appear in the same manner as our own content and will be displayed as a 'run of section' piece meaning that they will slot into a standard article section.

Selected articles will also be chosen to appear in the weekly newsletters which are sent to over 10,000 subscribers.

All third party content is published in front of our online subscription wall ensuring maximum ease for readers to access the content in full and without a subscription. This also enables firms to promote their thought leadership content via social media channels and encourage their audiences to view their content in a trusted news outlet. The articles will also remain on our website indefinitely and form part of our content archive.

Importantly, this 3rd party editorial content will be marketed to, and accessible to, a significantly wider audience through the Beacon International Group's stable of risk management and insurance media platforms including Business Insurance and Asian Insurance Review.

\* Price on application



We provide partners with regular performance data on request.

Click here for examples of 3rd party content running on Commercial Risk [www.commercialriskonline.com/ipn-experts-corner](http://www.commercialriskonline.com/ipn-experts-corner)

## Webinars in 2021

Commercial Risk will produce a range of webinars throughout 2021 covering themes closely aligned to our product and event strategy.

Webinars can address a very wide range of topics and are agreed on a case-by-case basis with the sponsor partner.

The Commercial Risk Webinar Programme includes:

- **Climate Change**
- **Diversity & Inclusion**
- **Claims Management**
- **Future of the Workforce**
- **Construction Risk**
- **Supply Chain Risk**
- **Directors & Officers**
- **Captives**

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Average webinar registrations – **410**

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Average attendees for live webinar – **205**

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Average total number of countries represented – **50**

The cost for sponsoring a webinar is £5,500. This includes a lot of pre and post webinar marketing to CRE's global audiences.

To watch the video recordings of our completed webinars please go to: <https://www.commercialriskonline.com/webinars/#past>

## Podcasts & Video

Commercial Risk will host a series of online interviews with leading risk managers and representatives of the insurance sector to help guide our risk manager readers through the pandemic crisis and help prepare for what is sadly likely to be a recurring event in future.

The podcast discussions planned will cover cyber, supply chain, claims, construction and pandemic insurance, each a topic of pressing concern for the market following the start of the pandemic. Each interview will be carried out virtually, recorded, edited and produced as a 30-minute podcast.

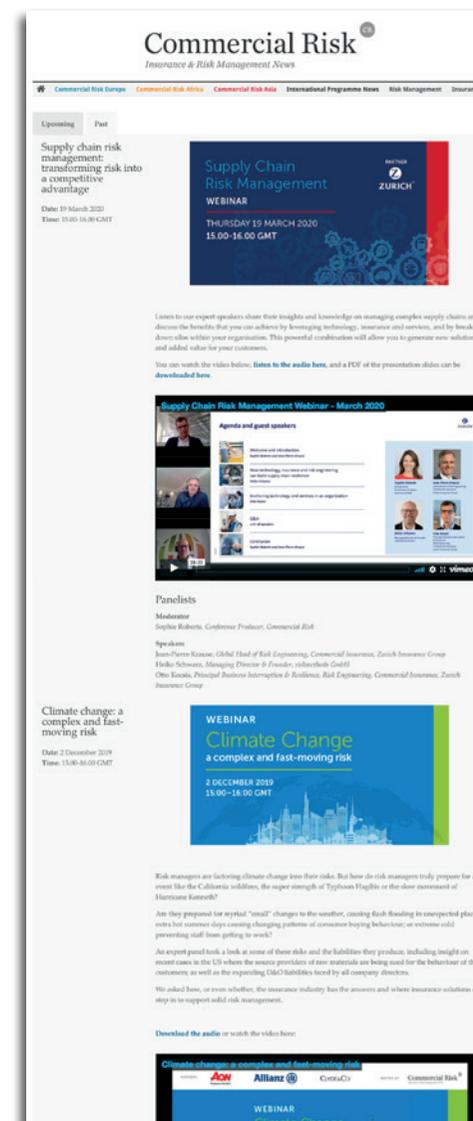
The edited transcript of the podcast will also be shared with our global readership.

### Single-sponsor a 6-title CRE editorial video series

The CRE editorial team will interview top industry thought leaders: risk managers, brokers, insurers, lawyers, economists in 5-10 minute videos that will be published on the Commercial Risk Europe channel on [www.commercialriskonline.com](http://www.commercialriskonline.com)

The sponsor company gets a 15-second uninterrupted pre-roll video that runs before all video content, as well as a "sponsored by" logo with each video release. The sponsor's logo also accompanies each promotional email that alerts CRE email subscribers to new video releases. New videos are typically released every two weeks, so a 6-title video series runs over a 3-month time frame.

*Please contact us for full details and pricing.*



## Executive Live & Virtual Roundtables

Our European 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 Europe and our commercial partners.

Following the roundtable, a report of the discussion will be produced by Commercial Risk Europe 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 – topics scheduled for 2021:

Captives

Claims Management

Cyber

Supply chain

Emerging Risks

Global Programmes

Climate Change

Technology & AI

Employee benefits

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

## European Risk Frontiers Events

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

Each event provides insight and information on topical market issues through a combination of presentations, panel discussions and extended networking breaks focused on relationship building and networking.

The events 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. It also enables firms to meet and communicate with existing and prospective clients in a relaxed social environment.



### European Risk Frontiers Seminar 2021 schedule:

Spain

Belgium

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

## High Level Virtual Conferences

Our conference programme provides high level content from a range of market leading experts on topical issues.

These are 1 - 3 day virtual (for the time being) events that combine education, thought leadership and excellent interaction between risk and insurance managers and the risk transfer markets that support them. Commercial Risk Europe are developing a range of annual conferences that are recognised for addressing market changing events through high calibre technical content. The conferences deliver a range of sessions through a combination of keynote addresses, presentations, case studies and panel discussions from a range of risk, insurance, academic and regulatory executives.

The conferences enable commercial partners to position themselves as a leading voice around key market issues. They also provide opportunities for speaking roles and high visibility branding.

**GLOBAL PERSPECTIVE**

**EXPERT INSIGHTS**

**IN-DEPTH WORKSHOPS**

**HIGH VALUE NETWORKING**

### Conferences scheduled for 2021

**April 27 - 29**  
**Claims Management**

**May 10 - 12**  
**Captives conference**

**Sept 14 - 16**  
**Global Programmes**

**Nov 2 - 4**  
**Employee benefits conference**

**Nov 18**  
**CRE & Belrim annual conference**

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

**Average number of attendees per live event in 2020 was 290**

**On average the attendees are:**

**30%** senior corporate risk & insurance managers

**30%** brokers

**30%** insurers/reinsurers

**5%** legal

**5%** regulatory & associations





## EUROPEAN RISK MANAGEMENT AWARDS 2021

# CRE & FERMA's 6th Annual European Risk Management Awards

The European Risk Management Awards are a unique collaboration between FERMA and Commercial Risk Europe. With the ultimate aim of recognising and raising the profile of the important role of risk managers within corporations and providing an unrivalled community building event these awards represent over 4,700 risk managers across Europe, and many thousands of insurers, brokers, advisers, lawyers, accountants who provide vital services and support to the risk management and risk transfer markets.

The presentation ceremony will take place in December 2021 and, at this stage, it is anticipated that it will be delivered as a hybrid event.

Like the 2020 event, the 2021 awards ceremony will form the conclusion of the 'Awards Week' providing a packed programme of interactive content prior to the presentation.

For reference please refer to this year's awards website:

<https://europeanriskmanagementawards.com/European21/en/page/home>

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



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