

# GlobalRiskManager

MULTINATIONAL & SPECIALTY **INSURANCE** PERSPECTIVES

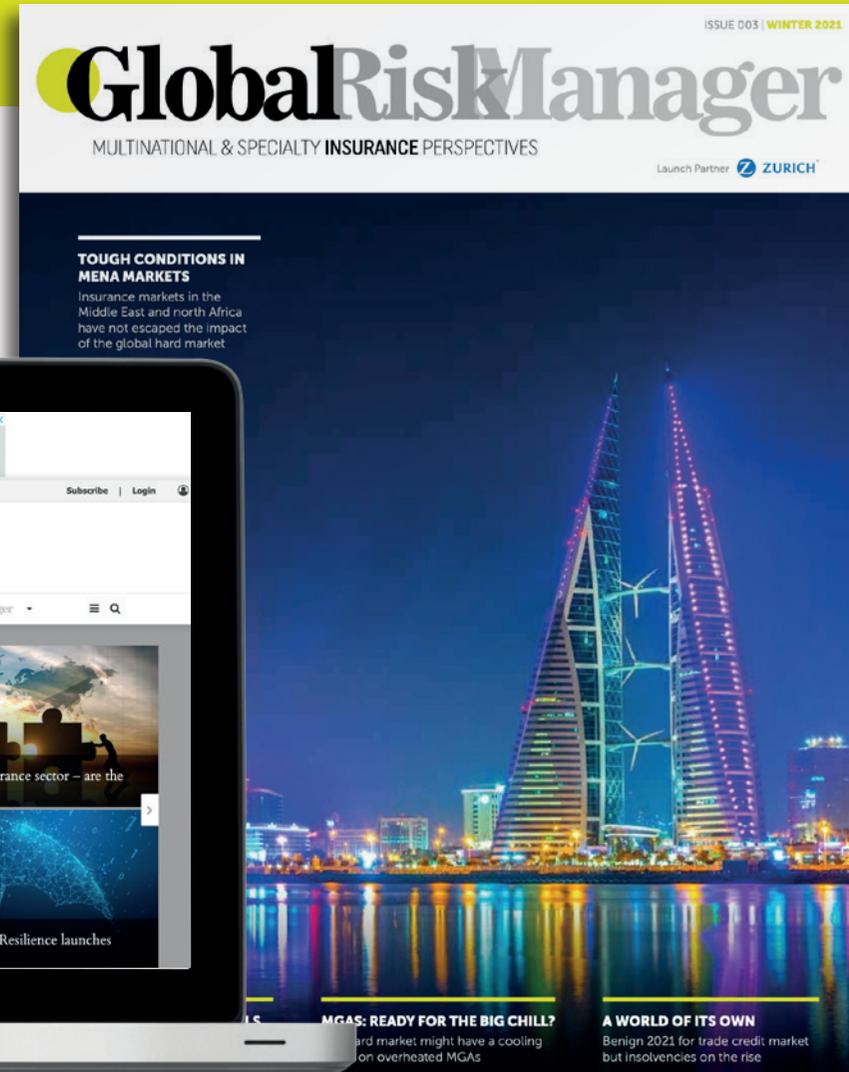
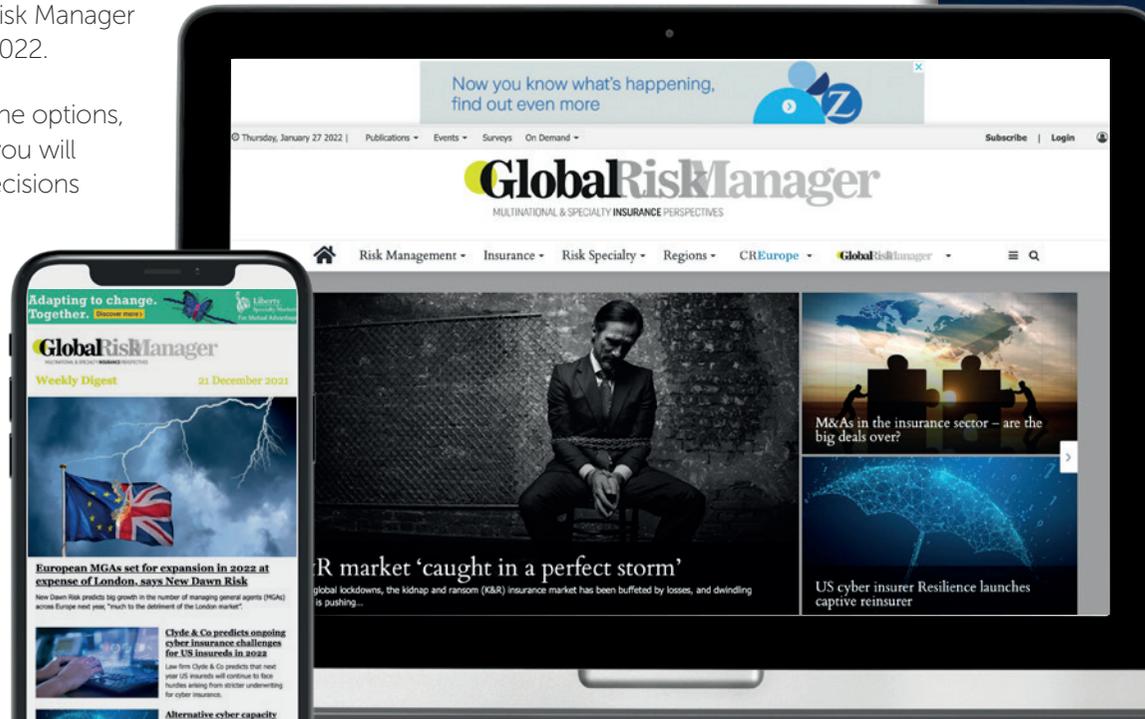
[www.commercialriskonline.com/global-risk-manager](http://www.commercialriskonline.com/global-risk-manager)

## DIGITAL & EVENT MEDIA PACK 2022

Global Risk Manager (GRM) is the first truly global multimedia channel dedicated to the information needs of risk and insurance managers working for multinational companies across the globe.

Welcome to the Global Risk Manager media buyers' guide for 2022.

In this pack you will find the options, prices and comparisons you will need to make the best decisions on how to approach our hard to reach audience. Curated from the world's top insurance buyers, insurers and brokers involved in the international insurance programme and specialty markets.



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Global Risk Manager focuses on the ultimate insurance buyer, who according to recent independent reader research, values comment, analysis and opinion above all else.

**26,000+**  
unique users  
for the weekly &  
breaking news  
bulletins

## Key information

- Launched in July 2021
- Audience of 26,000+
- All qualified risk and insurance professionals
- Unrestricted and free to access content for relevant professionals
- Weekly Digest
- Breaking news bulletins
- Podcasts, webinars and events

The first truly global media channel dedicated to the information needs of risk and insurance managers who work for multinational companies worldwide

Part of a family of international publications produced by the most experienced team in the industry

Essential reading for multinational corporate risk and insurance managers

Relied upon for accurate in-depth analysis, comment, opinion and proprietary content

Close association with the leading national risk management associations around the world

Digital magazine, online, weekly & breaking news digital bulletins, podcasts, videos, webinars, roundtables and conferences

Unrestricted free access to all content for risk and insurance managers, brokers and MGAs

An unsurpassed and truly global audience

While the content is primarily directed at risk and insurance managers it is also the only genuinely international information source for the service provider market operating throughout the chain, be they brokers, MGAs or insurers. GRM is a trusted, independent and global platform that shares expertise, insight, product and service developments.



## Our audience

Unlike many other insurance media titles Global Risk Manager focuses on the ultimate insurance buyer.

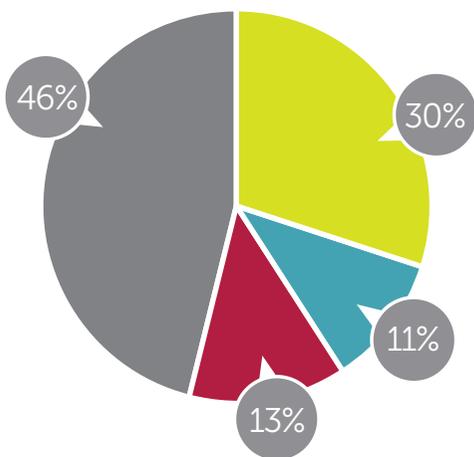
According to independent reader research they value comment, analysis and opinion above all else, which is what Global Risk Manager presents.

### Key audience facts

**GLOBAL AUDIENCE OF OVER 26,000**

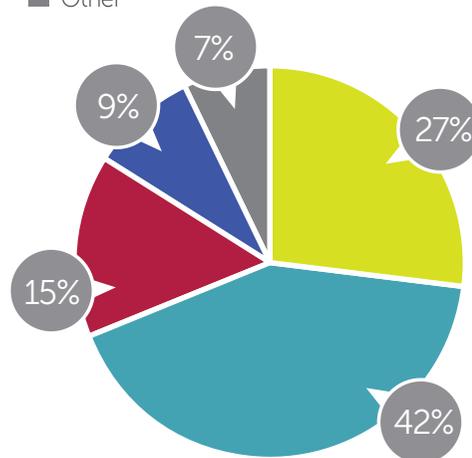
#### SECTOR

- Corporate Risk Managers (insurance buyers)
- Brokers & MGAs
- Insurers
- Other



#### GEOGRAPHY

- North America
- Europe and UK
- Asia
- Africa and Middle East
- Other



Based on seven months' traffic May-November 2021

### The typical risk and insurance manager reader will:

work for a large enterprise or multinational that employs 500+ people and has an annual turnover of more than USD\$500 million.

### They will have one of the following job titles/functions:

- \_\_\_\_\_ Risk Manager
- \_\_\_\_\_ Chief Risk Officer
- \_\_\_\_\_ Group Risk Manager
- \_\_\_\_\_ Group Risk Officer
- \_\_\_\_\_ Corporate Insurance Manager
- \_\_\_\_\_ Head of Corporate Insurance
- \_\_\_\_\_ Head of Risk Management
- \_\_\_\_\_ Vice President, Risk Management
- \_\_\_\_\_ Risk and Insurance Manager
- \_\_\_\_\_ Head of Risk and Compliance
- \_\_\_\_\_ Corporate Risk Manager
- \_\_\_\_\_ Risk Director
- \_\_\_\_\_ CFO

**Weekly Bulletin distribution is 26,000+**

### MARKET LEADING GLOBAL AUDIENCE

Carefully curated audience from within the Beacon International Group stable of media platforms to create a circulation of unique users.

## Online

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

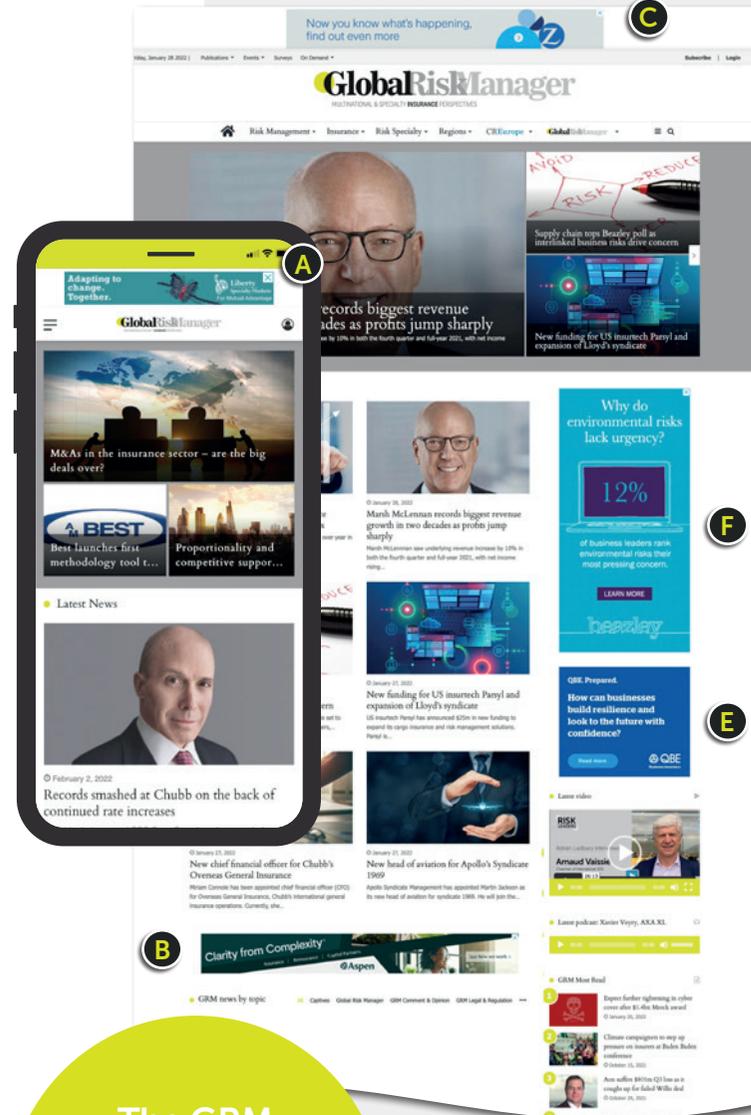
The site is responsive in design ensuring that it is compatible for all devices and advertisements are served through Google's DoubleClick programme.

The platform provides a range of high impact advertising positions including Billboard, HPUs, MPUs and Leaderboards.

The GRM 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 ✓

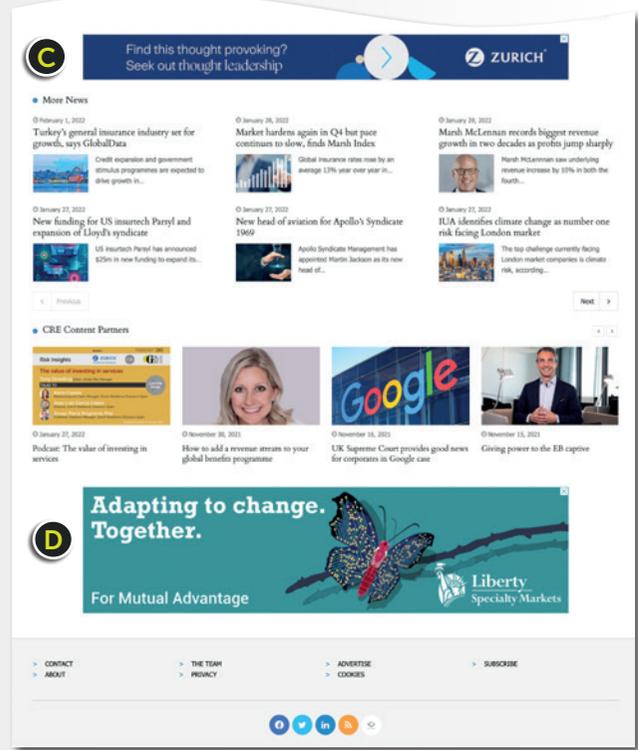
The GRM platform provides an excellent online channel for advertisers



### WEBSITE ADVERTISING RATES

<b>A</b>	<b>Top Leaderboard</b>	320x50	£5,000
<b>B</b>	<b>Leaderboard</b>	728x90	£5,000
<b>C</b>	<b>Super Leaderboard</b>	970x90	£5,400
<b>D</b>	<b>Billboard</b>	970x250	£4,500
<b>E</b>	<b>MPU</b>	300x250	£3,500
<b>F</b>	<b>Double MPU</b>	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.



# Email marketing campaigns

The Global Risk Manager weekly digest is published 50 weeks in each year.

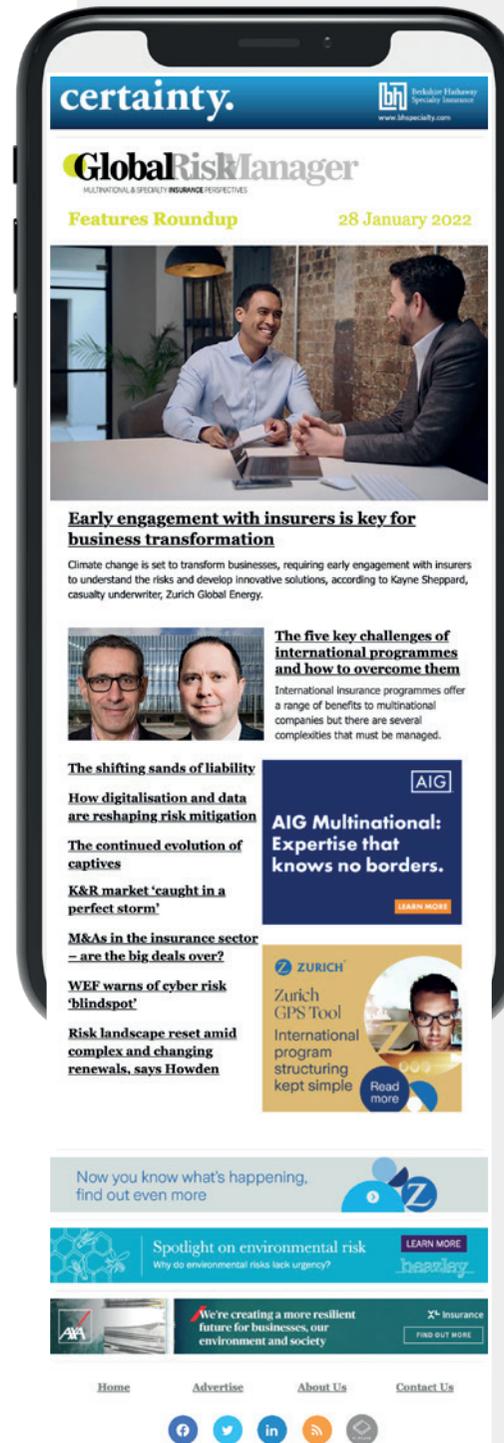
The most effective way of staying front of mind with your target audience is to present your brand campaign at a consistent level.

Our weekly email newsletters are the best way to start. Your advert will be seen by those who really matter.

## Weekly newsletter engagement

- Average newsletter open rate of 17.5%

GRM weekly digest newsletter	50 editions per year
<b>Average deliveries</b>	<b>21.5K</b>
Leaderboard CTR	1.4%
Bottom Leaderboard CTR	1.1%
MPU	2.1%
Average CTR	1.5%



# Newsletter engagement

Our weekly newsletters are a key source of information for our readers. Since our launch in July 2021 we have been growing our engagement and audience. This will continue beyond 2022.

## Weekly newsletter engagement

- Average open rate of 17.5%
- Average CTR of 2.6% (Over double the average)
- Breaking news alerts average open rate 27.4%
- 26,000+ email recipients and growing

# Major GRM events 2022



GRM events are hybrid events. Not only do we offer the traditional face to face angle but all of our events are designed to offer a wider engaged audience across digital channels.

### The GRM events list for 2022

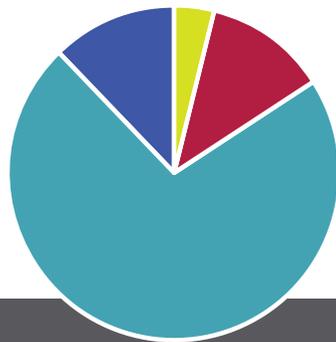
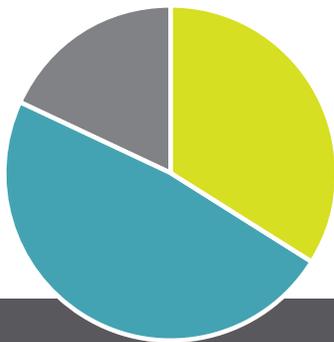
GRM events	Month	Location
Construction Risk Europe	18-19 May	London
Global Programmes	15-16 June	London
Supply Chain Risk	September	London
Benelux Annual conference	November	Brussels - TBC
CRE Awards	December	London - TBC

Companies from the insurance market are invited to come forward and discuss strategic partnership and speaking opportunities for the above conferences. Sponsor partner packages range from £7,500 to £15,000 depending on the level of involvement and the number of speakers.

LEVEL	
C-Suite, Top Level	34%
Manager/Senior Manager	48%
Other	18%

GEOGRAPHY	
Africa	4%
Asia	12%
Europe	72%
Americas	12%

JOB FUNCTION	
Broker	25%
Risk Manager	18%
Insurer	46%
Other	11%



# Global Programmes

## Implementation & Operation

14-16 SEPTEMBER 2021



### Global Programmes 2021

- Over 1,500 registrations across all sessions
- Over 800 senior delegates attended the event live
- 50% of the delegates were risk managers & brokers
- 62 countries represented
- Major coverage across our media and social platforms
- 1,500 unique live streams of the event
- Featured in the GRM Journal reaching over 26,000+ people
- Email coverage received an open rate in excess of 28%



## GRM events

**Getting involved in our events is the easiest way to maximise your impact and ensure you get the face to face or high level contact you need.**

We work with you to generate the greatest buzz possible around your event and drive that towards your target audience. Our audience is committed to our brand and you will also receive the attendees list for your own marketing purposes.

All content created can be used outside of our site for your own purposes.

### What you can to expect to receive from sponsoring a GRM event

Pre Event	Total
Email	2+
Social Media posts throughout	3+
During Event	
Live stream (if applicable)	1
Recorded stream / download	1
News alerts from event	1+
Post Event	
Feature in magazine (if applicable)	1+
Post event email	1
Feature in weekly Newsletter	1
<b>Prices start from</b>	<b>c £7,500</b>

## Major industry events 2022

### Our coverage of industry events:

- Pre event email newsletter coverage
- Major interviews and features
- Daily event email alerts & breaking news

### 2022 Events

Industry Events 2022	Month
AMRAE	February
RIMS	April
Airmic	June
GVNW	September
Monte Carlo	September
Baden Baden	October
FERMA	October
Parima	November

## Content led campaigns

**Bespoke content led campaigns deliver you the best opportunity to create thought leadership and position your company and executives as the leaders in their field.**

By working alongside our award winning journalists and creative team we will build you a campaign that delivers.

There are many ways you can do this, such as video casts, lead generation campaigns and by getting involved with our major events.

Your content can be delivered to our audience of 23,000 readers or specifically to Brokers, Insurers or Insurance Buyers depending on the needs of your campaign.

### Campaign options

Content options	Prices starting from
Webinar involvement	£7,500
Roundtable involvement	£5,000
Video Content	£5,500
Special Report	£10,000
Featured opinion piece	£5,000
Lead generation campaign	Ask for details

All of our third party content is delivered in front of any pay wall / subscriber log in to ensure you receive the maximum audience.



## Webinars & roundtables

Global Risk Manager will produce a range of webinars throughout 2022 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 Global Risk Manager Webinar Programme includes:

- **Supply chain risk**
- **Climate risk**
- **Global broker survey**
- **Global risk manager survey**

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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**

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To watch the video recordings of our past webinars please go to:

[www.commercialriskonline.com/on-demand/webinars](http://www.commercialriskonline.com/on-demand/webinars)

## Podcasts & video

Global Risk Manager will host a series of online interviews with leading risk managers and representatives from the insurance sector.

The podcast discussions planned will cover cyber, supply chain, claims and construction, each a topic of pressing concern for the market.

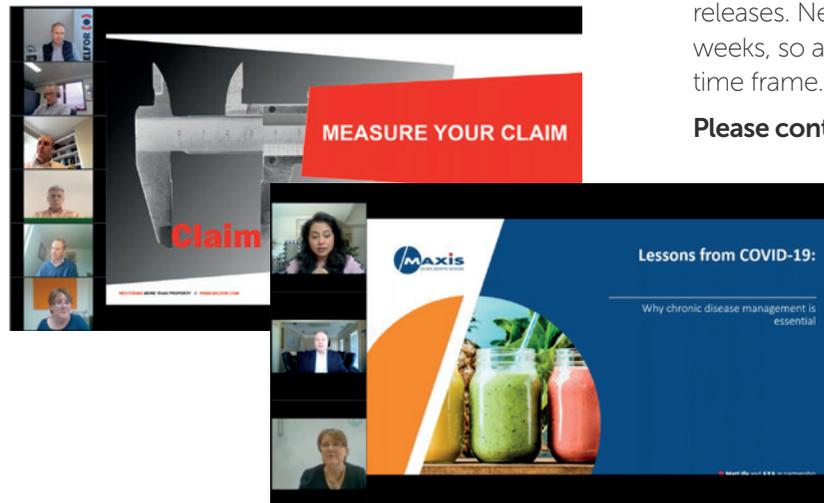
Each interview is carried out virtually, recorded, edited and produced as a 30-minute podcast.

## Single-sponsor a six-title GRM editorial video series

The GRM editorial team will interview top industry thought leaders: risk managers, brokers, insurers, lawyers and economists in 5-10 minute videos that are published on the GRM website.

The sponsor company gets a 15-second 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 GRM email subscribers to new video releases. New videos are typically released every two weeks, so a six-title video series runs over a three-month time frame.

**Please contact us for full details and pricing.**



# Lead generation campaigns

Our lead generation campaigns are designed to bring your company and content to the audience you seek, and help drive that attention into action. We match our understanding of content lead campaigns to your objectives, fully compliant with all data protection laws in order to give you the best quality leads for your company or products.

**Client** – Large risk intelligence company

**Reason** – Generate leads for a new campaign

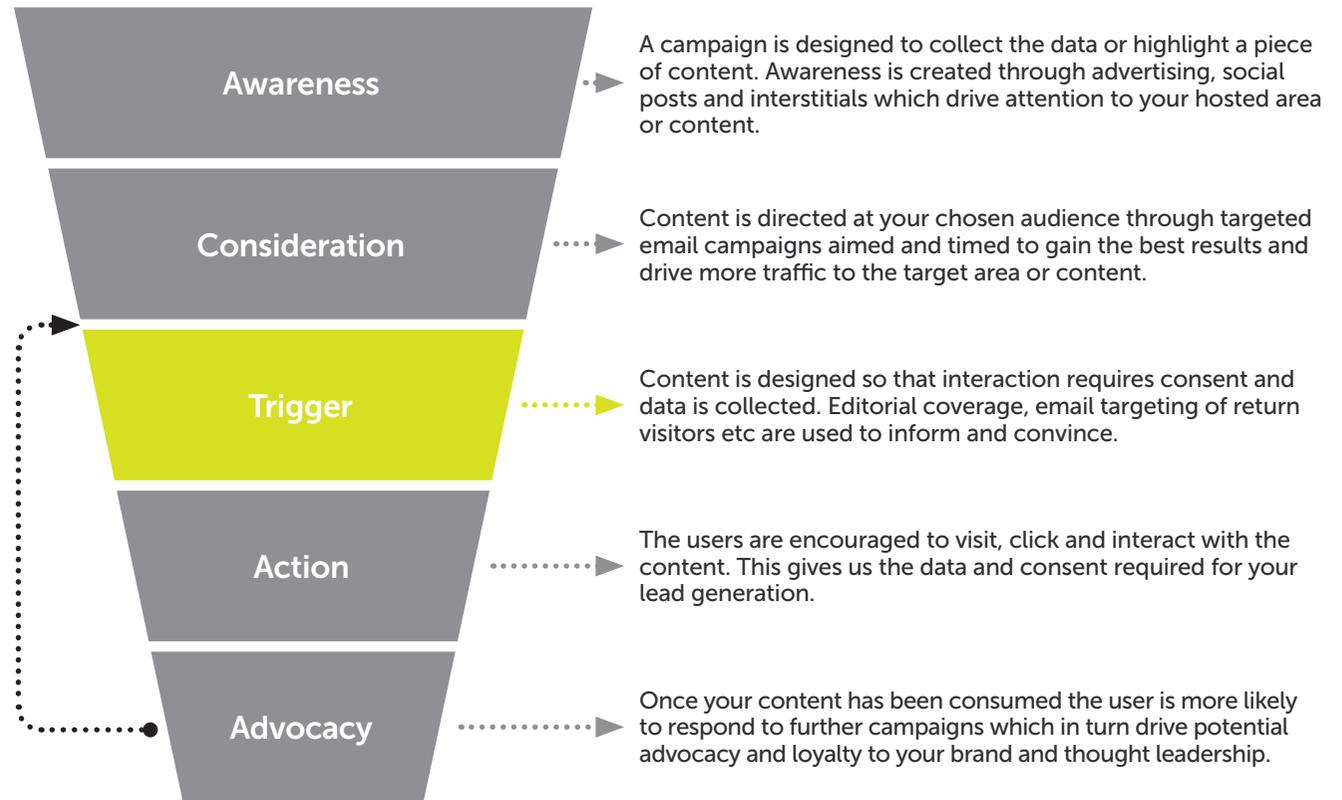
**Goal** – To gain market awareness and discover valuable contacts who are already engaged with their products

**Brief** –

- Identify and target valid users
- Increase awareness amongst key user groups
- Drive user traffic to complete forms and allow targeting
- Show clear ROI
- Only a short lead time to generate the leads

**Achieved** – Produced a series of adverts that formed an integrated email and content campaign, informing and interesting potential leads as to the nature of the business and its benefits.

**Our success** – We supplied 145 qualified leads over the month of the campaign



**LEAD GENERATION BESPOKE CAMPAIGNS ARE CREATED AND PRICED ACCORDINGLY**

## New for 2022

GRM is constantly evolving and building upon our already strong global footprint.

2022 will be no different and we are building new content solutions based upon the desires of our readers.

If you wish to be involved across any of these exciting new launches or topics then please get in touch for more details.

Unlike other publications' coverage, we present a unique focus from the point of view of the insurance buyer rather than the supplier.

### Our focus for 2022

- Supply chain risk
- Climate risk
- Global broker survey
- Global risk manager survey



# The GRM quarterly Journal

The first publication dedicated to the information needs of risk and insurance managers who work for multinational companies around the globe.

Global Risk Manager's regular journals are focused on the core information needs of the individuals and teams responsible for the purchase of insurance and other risk financing tools to help protect the corporate balance sheet.

This is not a publication for the risk manager or chief risk officer in the wider sense. For this reason, the publication is focused on three key areas:

- **International insurance programmes**  
Why do you need them, how do they work, how are they best structured, what risks could and should be included and how do you ensure they are compliant from a regulatory and fiscal perspective?
- **Captives**  
Why are captives perfect for the multinational risk manager, what benefits do they bring to support the international programme, how are they best structured, what risks could and should be included, where should they be located and what needs to be done to comply with regulatory and fiscal requirements?
- **Specialty insurance and alternative risk transfer/financing (ART)**  
What specialty cover is needed to add to the standard programme to ensure the organisation is fully covered? What capacity is on offer and from which markets. How best to access those specialty hubs and capacity. What innovative new products and services are on offer from the specialty insurance and reinsurance markets and what potential capacity can be offered by the capital markets?

Edited and led by Tony Dowding, a specialist journalist in the risk and insurance market for over 30 years, and a member of the Commercial Risk team since launch back in 2010.

Tony is supported by a highly experienced team of writers and editors including: Commercial Risk Head of Content Adrian Ladbury, Garry Booth, Stuart Collins, Ben Norris, Rodrigo Amaral (Madrid/Paris).

Each journal issue will have a regional focus to help our global readership understand what capacity is available and how to comply with the rules and regulations in this ever-changing environment and market.

An unsurpassed and truly global 23,000+ audience

## JOURNAL ADVERTISING RATES

Full page	£5,460
Half page	£3,150
Quarter page	£2,200

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



## 2022 editorial schedule for the GRM Journal

### Spring edition

Publishing on 6 April

**Regional focus:** Americas

**Special report:** Terrorism insurance market

**Special report:** Life Sciences sector

**Special report:** Claims

**Regional report:** US commercial property report (nat cats etc)

**Regional report:** North American captives: Onshore or offshore?

**Regional report:** Madrid or Miami for the Latin American specialty market

**Regional report:** Latin American market update

**Regional report:** International programmes for North American companies

### Summer edition

Publishing on 6 July

**Regional focus:** Europe

**Special report:** Employee Benefits

**Special report:** Cyber

**Special report:** Financial Services sector

**Regional report:** Lloyd's and London Market

**Regional report:** Nat cats – Europe's flood risk

**Regional report:** Hard market strategies

**Regional report:** Global programmes for European companies

**Regional report:** Europe's captive sector

### Autumn edition

Publishing on 7 September

**Regional focus:** Asia

**Special report:** Environmental

**Special report:** Political risk

**Special report:** Infrastructure and construction sector

**Special report:** Insurtech

**Regional report:** Asia nat cats

**Regional report:** China

**Regional report:** Asian insurance market for global programmes

**Regional report:** Asia captive insurance report

### Winter edition

Publishing on 16 November

**Renewal focus**

**Renewals:** What to expect for 2023?

**Renewals:** US renewals

**Renewals:** Reinsurance renewal outlook

**Special report:** D&O

**Special report:** RMIS/Digitalisation

**Special report:** Trade credit

**Special report:** Food and beverage sector

**Special report:** Technology, telecommunications and media sector

# GRM quarterly journal advertising specs

## 1 FULL-PAGE ADVERT

**Dimensions:** 215.9mm (w) x 279.4mm (h)  
plus 3mm bleed on all edges

**Technical specifications:**

All advertisements should be submitted as digital files. PDF is the preferred format for submitting files. You must provide press-quality PDF files.

**Image Specifications:**

All image files should be set to a minimum 266 dpi (300 dpi recommended). All color image files must be CMYK (no RGB or spot colors accepted)

**Font Specifications:**

For PDF files, all fonts must be embedded.



## 2 HALF-PAGE ADVERT

**Dimensions:** 215.9mm (w) x 139.7mm (h)  
plus 3mm bleed on all edges

**Technical specifications:**

All advertisements should be submitted as digital files. PDF is the preferred format for submitting files. You must provide press-quality PDF files.

**Image Specifications:**

All image files should be set to a minimum 266 dpi (300 dpi recommended). All color image files must be CMYK (no RGB or spot colors accepted)

**Font Specifications:**

For PDF files, all fonts must be embedded.



## HOW TO SUPPLY YOUR ADVERTISING

Please email to:

**cmorrish@commercialriskonline.com**  
and copy in your sales contact

Technical queries:

**cmorrish@commercialriskonline.com**

Booking queries:

call or email your sales contact

## Tell your story – third-party thought leadership content

**Global Risk Manager's 2022 focus on global insurance programmes and specialty insurance issues for multinationals is significant for companies looking to share thought leadership with our audiences.**

Global Risk Manager recognises that firms put a big emphasis on thought leadership. For that reason we are making the platform 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 is displayed as a 'run of section' piece meaning that they will slot into a standard article section.

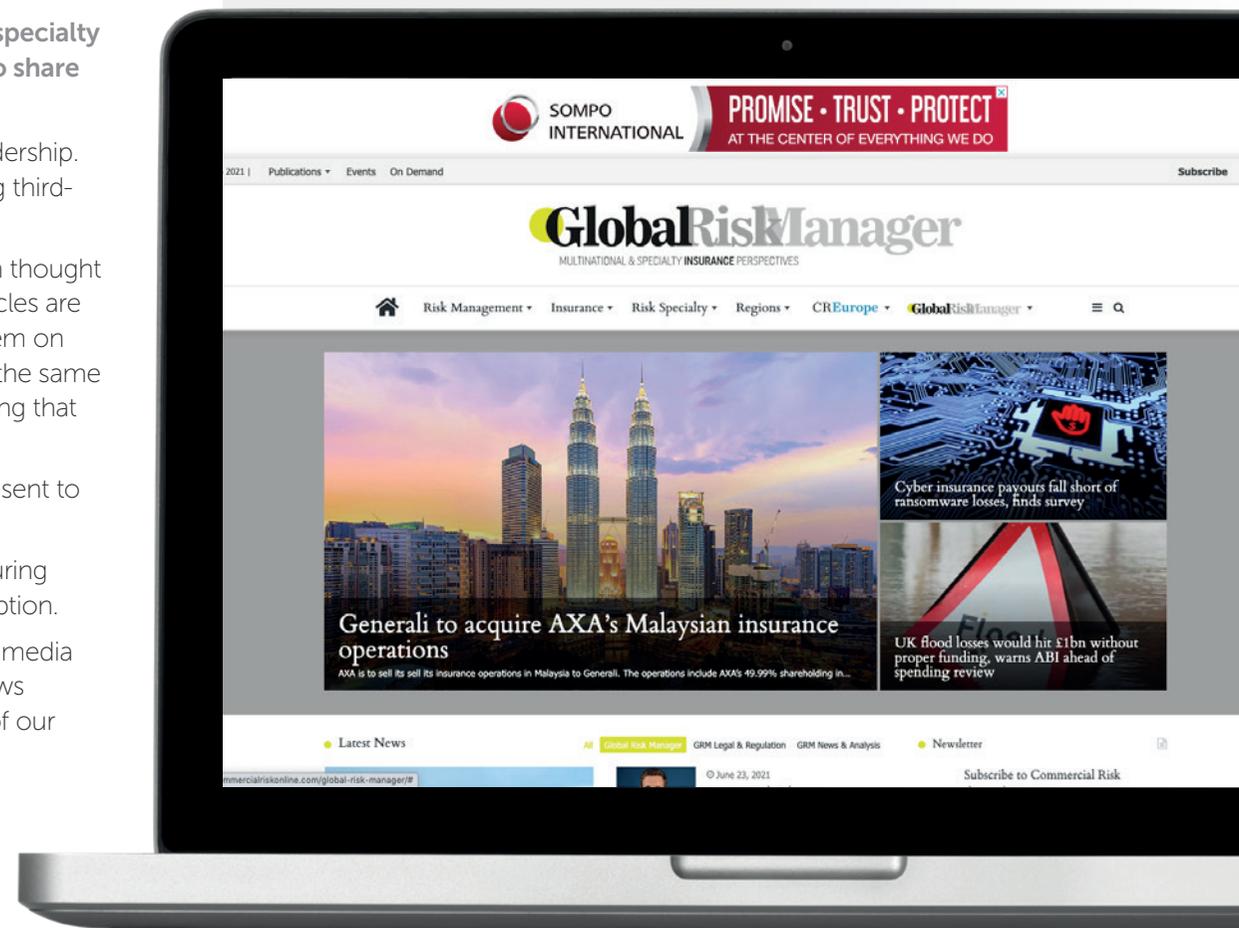
Selected articles will also be chosen to appear in the Weekly Bulletins that are sent to over 23,000 subscribers.

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 third-party editorial content is 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 Asia Insurance Review.

*\* Price information on application*



## Editorial team

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**Tony Dowding**, *Editor, GRM*

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**Rodrigo Amaral**, *Senior Journalist*

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**Garry Booth**, *News Editor*

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**Liz Booth**, *Senior Editor, Commercial Risk*

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**Stuart Collins**, *Senior Journalist*

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**Adrian Ladbury**, *Head of Content*

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**Ben Norris**, *Deputy Editor, Commercial Risk*

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## Who we are

Commercial Risk is owned by Rubicon Media Ltd, a specialist publishing and events company that provides essential information to corporate risk and insurance managers, insurance brokers, MGAs, insurance carriers and the industry's various service sectors, via our Commercial Risk platform.

Rubicon Media Ltd is a member of Beacon International Group, Ltd, publishers of Business Insurance, Commercial Risk, Asia Insurance Review, Middle East Insurance Review, WorkCompCentral and Insurance Advocate.

### **Our mission statement**

We provide the latest risk and insurance market insight, bringing intelligence to decision makers in the international risk and insurance community. We are dedicated to bringing our readers clear, timely and to-the-point information on developments that really matter to them. We deliver business-critical news and analysis in the formats most suited to the needs of our audience.

### **Our brands**

Commercial Risk is renowned for producing trusted and independent coverage on all matters related to insurance risk management to our international audiences primarily based in Europe, the US, Asia and Africa.

Commercial Risk Europe (CRE) is considered essential reading with content published in English and local European languages for risk and insurance managers working for large, multinational and upper middle market companies with an interest in Europe, and also their risk transfer partners.

Global Risk Manager (GRM) is the first truly global multimedia channel dedicated to the information needs of risk and insurance managers working for multinational companies across the globe and their risk transfer partners.

Global Risk Manager provides clear perspectives on the challenges they face and the multinational and specialty products and services available that will enable them to effectively manage their global programmes.

### **To contact the editorial department please email:**

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**Tony Dowding**, *Editor, GRM*      [tdowding@commercialriskonline.com](mailto:tdowding@commercialriskonline.com)

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**Adrian Ladbury**, *Head of Content*      [aladbury@commercialriskonline.com](mailto:aladbury@commercialriskonline.com)

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### **For all advertising & non-editorial enquiries please contact:**

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**Hugo Foster**      [hfooster@commercialriskonline.com](mailto:hfooster@commercialriskonline.com)      +44 (0)7894 718 724

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**Stewart Brown**      [sbrown@commercialriskonline.com](mailto:sbrown@commercialriskonline.com)      +44 (0)7780 998 440

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