

CR

Commercial Risk

Insurance & Risk Management News

PRINT, DIGITAL & EVENT MEDIA PACK 2024

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

CR

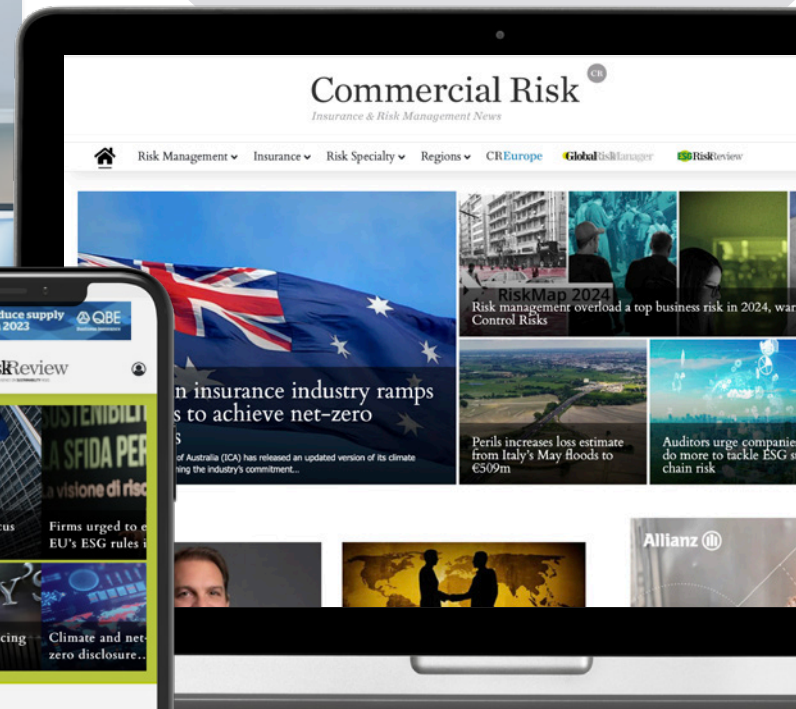
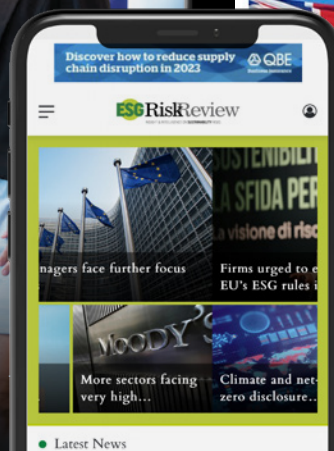
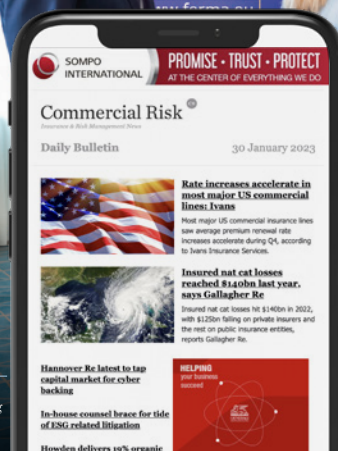
www.commercialriskonline.com

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.

Commercial Risk Europe (CRE) – essential reading for risk and insurance managers working for large, multinational and upper middle market companies.

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

ESG Risk Review – monthly news service covering Environmental, Social and Governance (ESG) issues that has been developed to reach a global audience.



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Key information

Essential reading for corporate risk and insurance managers

Focused on corporate risk and insurance managers' information needs

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

Events co-hosted with FERMA, PARIMA and other leading national risk manager associations

Digital and web-based publications, print editions and conference dailies, online hub, daily and weekly digital newsletters, breaking news alerts, seminars and awards

Unrestricted free access to our content for risk and insurance managers via the Commercial Risk online hub

Commercial Risk Daily Bulletin – daily digital news service providing global news to a global audience

Commercial Risk Europe Weekly Digest – weekly online news service providing European news and analysis to an international audience, primarily based in Europe

Global Risk Manager – weekly online news service providing global multinational and specialty news to corporate risk managers and their risk transfer partners

The Risk Review – monthly digital news, comment, interview and analysis service providing global content to a global audience

ESG Risk Review – monthly news service covering Environmental, Social and Governance (ESG) issues that has been developed to reach a global audience.



MARKET LEADING AUDIENCE – DIGITAL NEWSLETTERS

38% Corporate risk and insurance managers

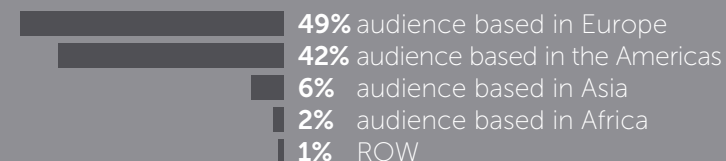
17% Brokers & MGAs

24% Insurers

14,000 recipients of the CR Daily Bulletin

18,500 recipients of the CRE Weekly Digest

www.commercialriskonline.com delivered 3,508,392 impressions over the course of 2023



In Q4 of 2023 Commercial Risk's stable of newsletters have been read by risk and insurance managers from the following companies:

21-Risk	Airport Assekuranz Vermittlung-Gmbh	Banner Health	Comcast NBCUniversal	Goldman Sachs	NatWest Group	Savills
7-Eleven	Alaska Air Group Inc	Barclays	Compass Group PLC	Goodyear	NBC Universal International Ltd	Sbarro
A T G Airports Ltd	Aldi UK	Barnes & Noble, Inc.	Conde Nast	GrECo International AG	Nedbank	Schneider Electric
A-Z Petroleum Products LTD	Amazon	BASF	Consol Energy Inc.	GSK	Netflix	Servisair UK Ltd
A1 Telekom Austria Group	Amenity Tree Care Ltd	Baycare Health System, Inc.	Consorzio Nazionale Servizi	HCA Healthcare	Network Rail	Shell International B.V.
American Automobile Association	American Airlines Group Inc.	Bayer AG	Continental AG	Heineken	NHS Supply Chain	Siemens
AB Volvo	American Bureau of Shipping	BBC	Costco Wholesale	Hertz	NI Water	Sodexo
Abbott Nutrition	American Electric Power	Bechtel	Credit Suisse	Hewlett-Packard	Nike	Standard Chartered Bank
ABC Bank Ltd	American Express	BETA Healthcare Group	Dangote Industries Limited	Hitachi Power Grids	Nissan	Stanford University
ABSA	American Red Cross	Bibby Distribution	Dell Technologies	Honda Motor Europe Limited	Nokia	Strategic Shipping Co Ltd
Acadia Healthcare	American Water	Bluewater Energy Services B.V.	Deloitte	Honeywell	NRG Energy	Sysco
ACCA	AMN Healthcare	BMW Group	Delta Air Lines	HSBC	Orange	Target
Accenture	Anderson Homes	BNP Paribas	Deutsche bank	Hyundai Motor Company	Oxford Properties Group	Tate & Lyle
Access Bank Plc	Apex Hotels	Boeing	DHL	IBM	Park n Fly	Telenet Group
Acciona	Apex Tool Group LLC	BP	Direct Line Group	IHG Hotels & Resorts	PepsiCo	Thames Tideway Tunnel
Acer Inc.	Apollo Offshore Engineering Ltd	British American Tobacco	Disney	IKEA	Petro Chemical Offshore	The AA
ACM Systems Ltd	Apple	British Red Cross	DTEK	Intel Corporation	Supplies Ltd	The Aerospace Corp
ACS Versicherungsvermittlungen Gmbh	Aramark	BT	Dubai Islamic Bank	International SOS	Pfizer	The Cheesecake Factory
Activision Blizzard Inc	Aramex	Bupa	E.ON	J.P. Morgan	Philip Morris International	The Coca-Cola Company
Adami Group	Arcadis	Burberry	EasyJet	Johnson & Johnson	Pirelli	TotalEnergies
Adams Bank & Trust	ArcelorMittal	Caesars Entertainment, Inc.	EBAY	Katoen Natie	Planet Hollywood International	Transport for London
ADCOOP	Arrow Electronics	Cambridge Ecology Ltd	Electrolux	Kenco	Pomerleau	Uber
adidas AG	ARUP Gmbh	Canadian Imperial Bank of Commerce	Ericsson	Kier Group	Port of Portland	Umicore
Adobe	Asian Development Bank	Canary Wharf Group plc	Etihad Rail	KPMG	Procter & Gamble	Unilever
Adolf Kuhlmann Gmbh & CO KG	Aston Martin Lagonda	Capital One	Etisalat	L'Oréal	Prudential Financial	United Nations
Adtraffic Gmbh	Atrium Health	Cargill	FedEx	Lenovo	Prysmian Group	Universal Studios Florida
Advance Auto Parts	Autofoamsystems Ltd	Cash Conversion Company	Fetzer Gmbh	Lenzing	PwC	UPS
Advanced Business Machines Ltd	Autohaus Gebruder Jung Gmbh	Casino Del Sol Resort	Fiat Chrysler Rimaco SA	Little General Store	Ralph Lauren	Valero Energy
Advocate Health Care	B A B-Technologie Gmbh	Caterpillar	Five Guys Enterprises, LLC	Lloyd's Banking Group	RBS	Vega Controls Ltd
AECOM	Babcock	Centrica	Ford Motor Company	Mace	Red Bull Gmbh	Visa
AEGIS	BAE Systems	Ceva Logistics	Ford Construction Company	Marathon Petroleum Corporation	Regeneron Pharmaceuticals, Inc.	Vodacom
Aeromexico	Baker Energy Ltd	Cheniere Energy, Inc.	Centrica	Marriott International	Remix Dry Mortar Ltd	Volvo Cars
Aeroports de Paris	Ballast Nedam	Cigna	FOX J J LTD	Mastercard	Renewable Energy Group	Walmart
AEW Capital Management	BAM Nuttall	Cisco	Freddie Mac	MGM Resorts International	Repsol	Webuild
Agro Merchants North America	Banca Bsi Italia	Citibank	Garmin International	Microsoft	Robert Bosch LLC	Wegmans
Air Liquide	Banco Santander	Clariant	Gate Petroleum Co	Mitsubishi Corp	Roche Diagnostics Corp	Wells Fargo
Air Products Gmbh	Bank Of America	Cleveland Police	Gategroup	Morganw Stanley	Rolls-Royce	Western Union
Air Worldwide	Bank of Namibia	Co-op Group Ltd	Gatwick Airport	Mott MacDonald	Royal BAM Group nv	Xerox
Airbus		Cognizant	General Electric Company	Murphy Oil Corporation	Sandals Resorts International	
		Collinson	Gilead Sciences	National Grid	Sapient	
			Gold Coast Transit	Nationwide	Saudi Electricity Company	

In 2023 CR was proud to work with the following brands



Key information

Essential reading for corporate risk and insurance managers and their risk transfer partners

European news and analysis to an international audience, primarily based in Europe

Audience reach expanded to include upper middle market as well as large national & multinational companies

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

Events co-hosted with AIRMIC (UK), AMRAE (France), BELRIM, GVNW (Germany), FERMA, PARIMA and many other leading national risk management associations

English and local language print, digital and web-based publications, online hub, daily and weekly digital newsletters, breaking news alerts, seminars, webinars, awards and special reports and surveys

Unrestricted free access to our content for risk and insurance managers

CRE Weekly Digest

- Weekly e-Newsletter providing European news and analysis to an international audience, primarily based in Europe
- 18,500 delivered every Thursday
- Leaderboard and MPU advertisements are available in high impact positions

Commercial Risk Europe Journal

- Special print & pdf editions, often also published in local language, timed to coincide with distribution at the major European risk manager gatherings, and handed out to all attending delegates
- pdf of the issue is also sent to our global subscriber base

Commercial Risk Europe online hub

- With easy navigation to regions and local language news content.

CRE'S MARKET LEADING AUDIENCE

5,000 print distribution for the special print editions of the journal

18,500 recipients of the CRE Weekly Digest

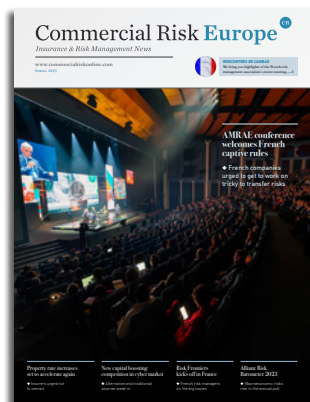


Commercial Risk Europe quarterly print & pdf journals

Q1 ISSUE AMRAE 2024 conference special edition (French market focus)

Held in Deauville from 7-9 February the AMRAE conference is one of the most well attended national risk management events in Europe. Commercial Risk Europe has been covering this conference since 2010 and for 2024 we will provide extensive coverage of the conference with a specialist team producing a dedicated French market-focused edition of the Commercial Risk Europe newspaper, in French, distributed to all 2,000+ delegates. This will be supported by show daily eNewsletters on the Wednesday, Thursday and Friday containing daily conference news and interviews with key industry leaders from the conference.

- print issue handed out to all 2,000+ attendees
- pdf of Q1 issue is also sent electronically to our global subscriber base.



Q2 ISSUE AIRMIC 2024 conference special edition (UK & Ireland market focus)

Commercial Risk Europe will once again provide extensive live coverage of the conference. A dedicated team will camp out in Edinburgh producing the Q2 print edition of Commercial Risk Europe for Monday 3 June, a dedicated print Conference Show Daily Newspaper for Wednesday 5 June, supported by three Show Daily eNewsletters on all three days of the conference containing daily conference news and interviews with key industry leaders from the conference.

- print issue handed out to all 2,000+ attendees
- pdf of Q2 & show daily issue is also sent electronically to our global subscriber base.



Q3 ISSUE GVNW 2024 conference special edition (German market focus)

GVNW will host its annual conference in Munich between 4-6 September, bringing together over 1,500 German risk and insurance professionals and leading insurers, brokers, loss prevention experts, captive managers and many more from the risk transfer and service sectors. Commercial Risk Europe will once again provide extensive live coverage of the conference with a dedicated team producing the Q3 print & pdf edition of Commercial Risk Europe for Thursday 5 September – handed out to all delegates and GVNW Show Daily Newsletters on Thursday & Friday of the conference containing daily conference news and interviews with key industry leaders from the conference.

- print issue handed out to all 1,500+ attendees
- pdf of Q3 issue is also sent electronically to our global subscriber base.



CRE quarterly journal advertising page options

Q4 ISSUE FERMA Forum 2024 conference special edition (European market focus)

The Federation of European Risk Management Associations [FERMA] will host the largest Pan-European meeting of 2024 in Madrid on 21 & 22 October, bringing together over 2,000 European risk and insurance professionals and leading insurers, brokers, loss prevention experts, captive managers and many more from the risk transfer and service sectors. The Commercial Risk team will provide extensive live coverage of the Forum with a dedicated team camped out in Madrid producing the Q4 print & PDF edition of Commercial Risk Europe for Monday 21 October a dedicated Forum Show Daily Newspaper for the second full day of the conference supported by three Show Daily eNewsletters on the Monday and Tuesday containing daily Forum news and interviews.

- print issue handed out to all 2,000+ attendees
- pdf of Q4 & show daily issue is also sent electronically to our global subscriber base.



Today, tomorrow, together.

Working with our clients to create sustainable success.

For Mutual Advantage

Find out more >

Liberty Specialty Markets
For Mutual Advantage

Airmic 'encouraged' by talks over new UK captive regime

Association wants new rules to sit outside Solvency II

BELFOR

AS IF THE DAMAGE NEVER HAPPENED

No. 1 in damage restoration worldwide

WE MAKE IT UNDONE

Allianz

From strategy to success

Commercial Risk Europe

Insurance & Risk Management News

Allianz

We are Ready
We are Allianz Commercial

commercial.allianz.com

Allianz Commercial is the Allianz center of expertise and global carrier for insuring mid-sized businesses, large enterprises and specialist risks. Powered by the people, financial strength, and network of the world's leading insurance brand, we help our customers prepare for what's ahead.

JOURNAL ADVERTISING PAGE OPTIONS

- A 4-page cover wrap
- B Full page
- C Half page horizontal
- D 3rd party partner content

Charles Taylor

One size does not fit all

Daphné Naudy, senior loss adjuster and director of development for continental Europe for Charles Taylor Adjusting, discusses achieving a tailored approach to claims for Europe's many markets.

CHARLES TAYLOR

Claims frequency and severity

The changing nature of claims frequency and severity also affects market dynamics. Natural catastrophes have already been a risk, but climate change is increasing the number and size of fires, floods and earthquakes throughout Europe. In recent years, countries such as Poland and Germany (and very recently Italy) have suffered serious flood losses, and the insurance market has found itself dealing with a huge volume of claims. If and when such events strike again or affect other countries, how will they be prepared?

This will affect most people and businesses, without them being in a good position to mitigate their impact or understand them. As the natural catastrophe risk escalates, it has never been more important for individuals and organisations to have a detailed, accurate and up-to-date risk assessment of their exposures, including replacement costs, analysis of specific local regional factors, identification of property structures, etc.

This level of pre-loss engagement will ensure the correct level of insurance in a given area's loss event. It will also enable the reinsurer to be compensated fairly and maintain the market's financial stability.

Technology solutions and regulatory compliance

Technology can help to pre- and post-loss claims management. For example, it has a huge role to play in natural disaster modelling. The use of AI in checking the ability of each broker and making them to be very accurate and prompt. But the use of such tools carries its own risks in relation to the processing and storage of data.

There are interesting risks to place for the insurer. Even so, each member state has been slow to even regulate to ensure compliance. Some member states have their own individual rules and so there is a complex patchwork of regulations and legislation to navigate for post-loss operations.

It also has an own risk significant variance across Europe. It is a growing line of business for them as different approaches and options in other countries versus countries. For example, in France, a number of companies have preferred not to reinsure their cover and instead put in place captive solutions to address their exposures. The development of captive solutions is clearly one of the latest trends in our insurance market.

Final word

Assessing, managing and settling claims in a post-Europe time is a complex task, and there are three issues that add to that complexity. First is the need to understand such local market's culture, industry practices and regulatory landscape. Second is the need to communicate in different languages. Third is the combination of multiple stakeholders operating across different jurisdictions.

This is where Charles Taylor has an established strength, backed by an acquisition of the continental network ISS (Insurance Engineering Services), which has been fully integrated into existing operations.

Charles Taylor has widespread expertise, with offices in France, Italy, the Netherlands, Belgium, Germany, Poland, Romania and Turkey.

This network has worked together for more than 23 years and during that time its country managers have retained the same, building up a strong relationship in their local markets and gaining extensive experience of handling post-loss claims.

Whether clients need a UK-led adjusting service or a more continental expertise across various markets, Charles Taylor is perfectly placed to respond.

Conference digital & print show dailies

European Risk Management conference show dailies

Commercial Risk Europe has been covering the AMRAE, AIRMIC, GVNW and FERMA annual conferences since 2010 and for 2024 we will provide extensive coverage of the conferences in both English and the local language.

With intense competition at these events for risk managers' attention, making an impact is more important than ever. Our conference digital & print daily news programme offers a unique opportunity for the industry's most innovative companies to stand out from the crowd and highlight their expertise.

Please contact us for pricing and technical specifications.



Conference Print Show Daily schedule 2024

ASSOCIATION CONFERENCE	MONTH	DESCRIPTION	SHOW DAILY PRINT RUN
AMRAE	February	The annual meeting for French insurance buyers	1,200
AIRMIC	June	The annual meeting for UK insurance buyers	1,200
GVNW	September	The annual meeting for German insurance buyers	1,200
FERMA Forum	October	The biennial meeting for European risk & insurance managers	2,000

Advertising and sponsorship rates are available on request.



For 2024 we will again also cover the annual risk management meetings for the followings national associations:

DARIM

SIRM

NARIM

BELRIM

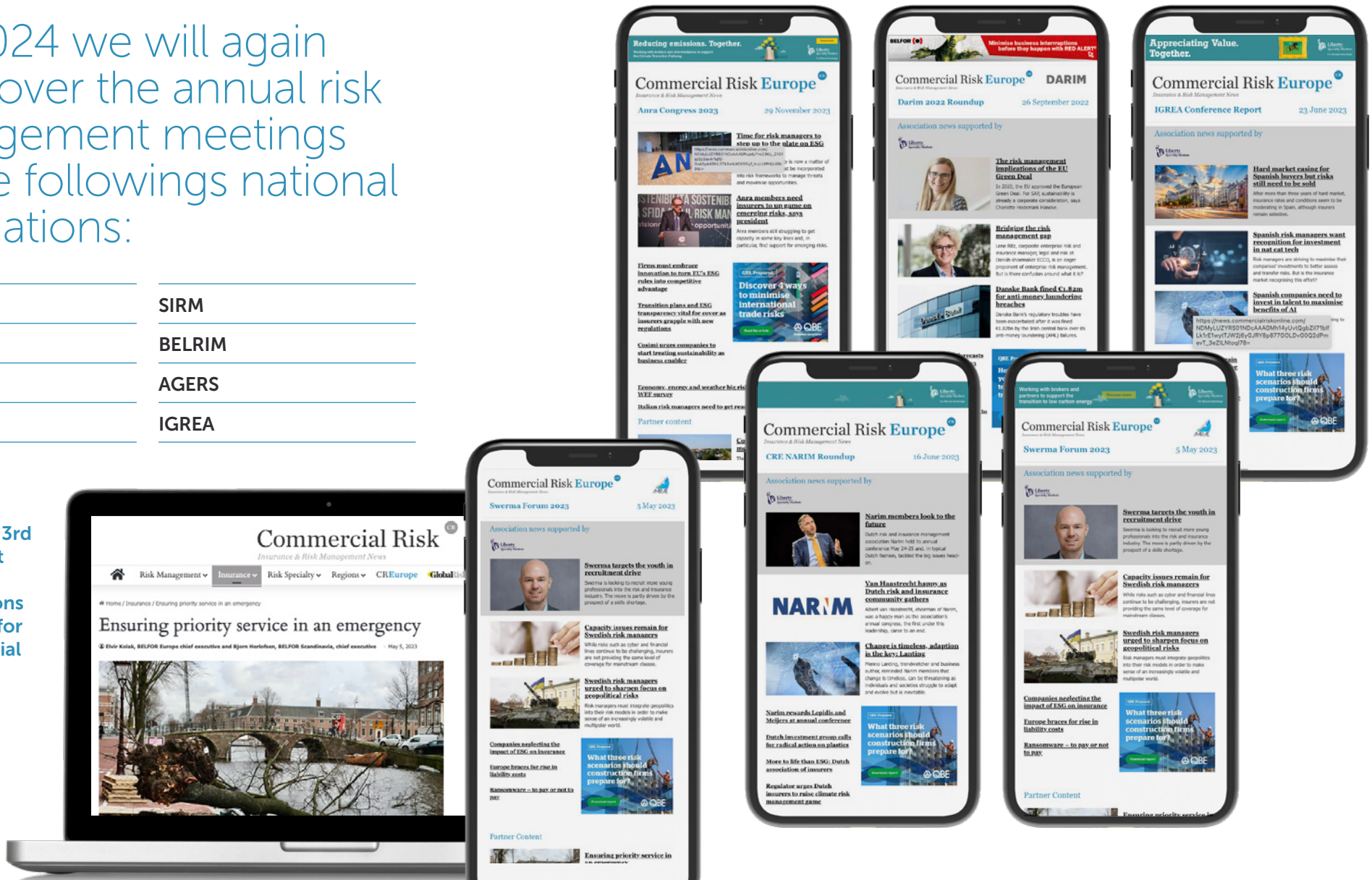
ANRA

AGERS

SWERMA

IGREA

Banner advertising & 3rd party thought leadership content options are available for all these special newsletters.



Key information

Launched in May 2023

31,500 subscribers globally

Monthly digital newsletter

Breaking news bulletins

Quarterly webinar series

Major new conference in London on 26 June 2024

Essential reading for multinational corporate risk and insurance managers

What does the ESG Risk Review do?

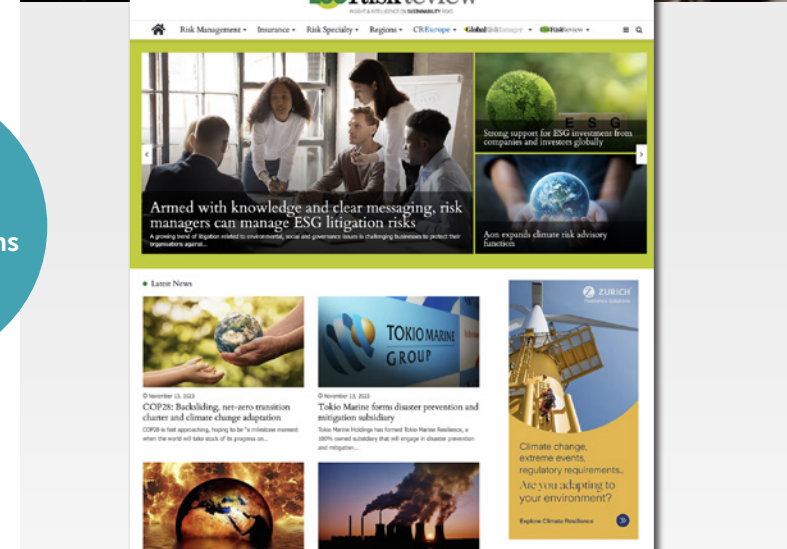
- Informs corporates about changing ESG rules that apply to them
- Advises corporates about responsible insurers – primarily with a focus on underwriting
- Helps corporates to prepare for obtaining / managing insurance renewals
- Focuses on the changing regulatory requirements that might impact a multinational organisation
- Examines how corporates should incorporate ESG requirements into their supply chain arrangements
- Looks at what corporates need to do to prepare for disclosure and data sharing between buyers and insurers, and how insurer digitalisation developments are improving the ability to facilitate / manage this
- Scrutinises the external pressures (from regulators, governments, and activists) that insurers are facing that might have a future impact on insurance coverage
- Surveys what insurers are doing to adapt to the changing risk transfer landscape – are there new entrants to this market, how are the traditional carriers supporting their clients through reporting, risk engineering and new resilience programmes?
- Debates what developments we can expect to see / are seeing in insurance capacity, price and terms
- Investigates the litigation issues that are occurring and in which areas are we seeing the growth in claims (D&O, Greenwashing).

Our unique and impartial market position, our international reach, and our ability to dissect and analyse developing market trends means that the ESG Risk Review is fast establishing itself as a valued knowledge source.

Banner advertising and thought leadership options available on request

As well as risk and insurance managers, the ESG Risk Review is a valuable read for people with roles in

- Compliance
- ESG
- Finance
- Strategic planning
- Sustainability
- Governance & reporting



Key information

- Launched in July 2021
- Audience of 30,000+
- All qualified risk and insurance professionals
- Weekly Digest e-Newsletter
- 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

Online, weekly & breaking news digital bulletins, podcasts, videos, webinars, roundtables and conferences

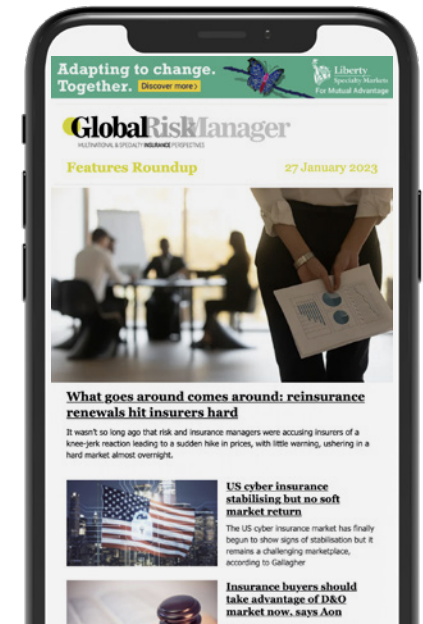
Unrestricted free access to all content for risk and insurance managers

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.

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

30,000+
audience
for weekly &
breaking news
bulletins



Online

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

Run of site

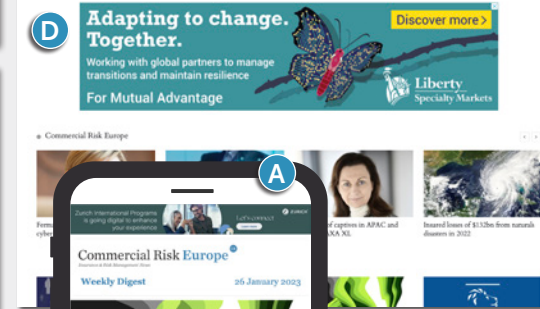
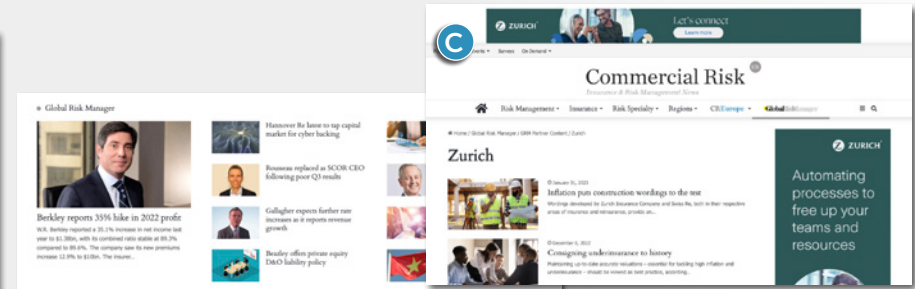
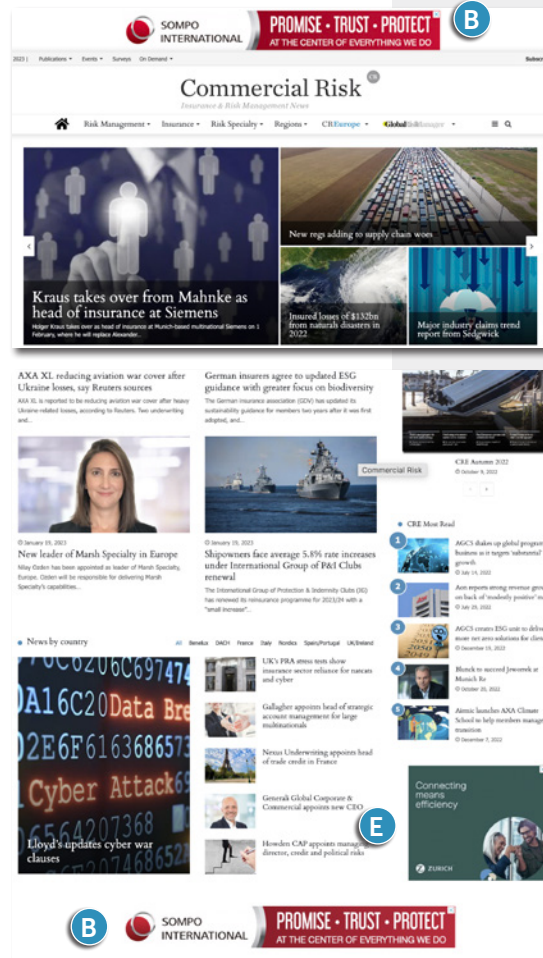
With a variety of ad sizes offered, run of site allows you to serve your brand's ads across desktop, tablet and mobile ad units on commercialriskonline.com. This is an ideal tactic for increasing brand awareness and reaching a broad audience. Ads can serve next to breaking news articles, in-depth coverage, infographics, opinion pieces and executive profiles. Run of site ads can be geotargeted, daypart targeted, and audience targeted.

First impression takeover

This is a high-impact takeover of all available website ad units for each unique users' first page view for a fix period (capped at 1 impression per user). This tactic is ideal for highlighting important messaging or promotional timing. For additional impact, we offer an interstitial ad that serves on top of the page content for 10 seconds. This ad size achieves our highest CTRs.

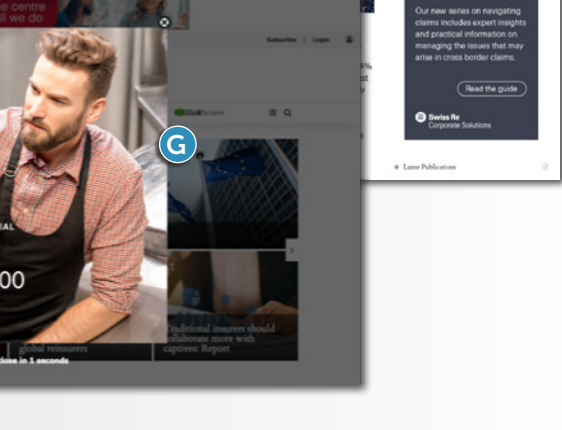
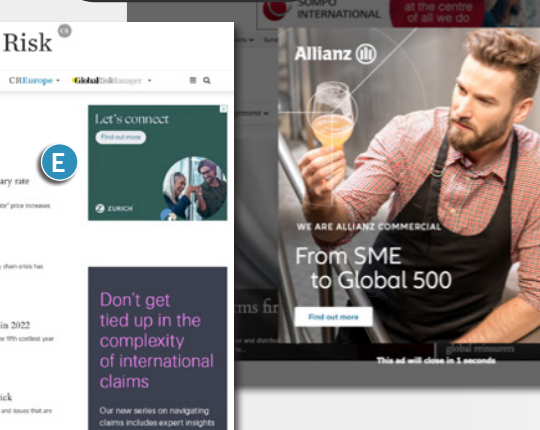
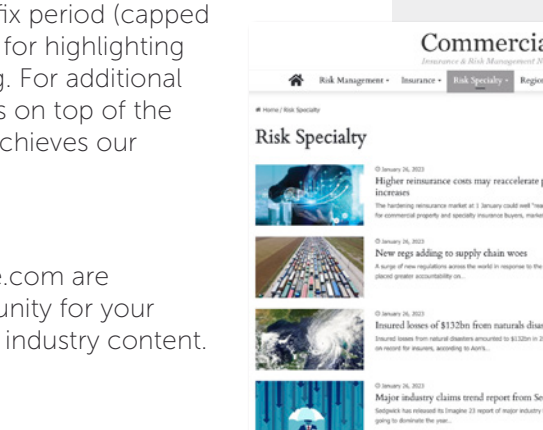
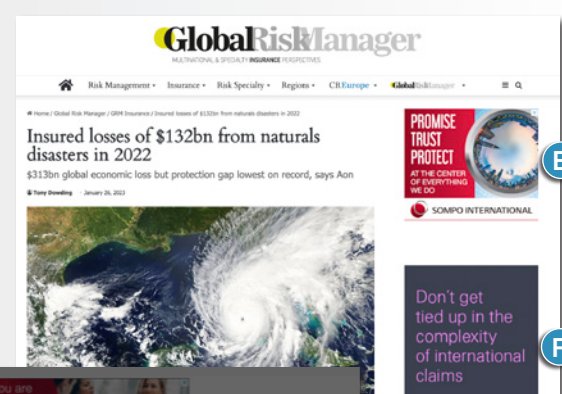
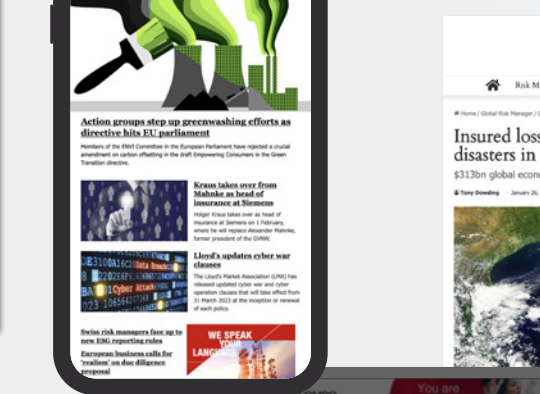
Targeting opportunities

All advertisements on commercialriskonline.com are contextually targeted, providing the opportunity for your brand to run adjacent to relevant insurance industry content.



WEBSITE ADVERTISING POSITIONS

A	Mobile Leaderboard	320x50
B	Leaderboard	728x90
C	Super Leaderboard	970x90
D	Billboard	970x250
E	MPU	300x250
F	Double MPU	300x600
G	Interstitial	640x640



Banner advertising on e-Newsletters

Audience breakdown

- 38% Corporates
- 17% Brokers and MGAs
- 24% Insurers
- 21% Others

CR Daily Bulletin

The Commercial Risk Daily Bulletin is a digital newsletter published five days a week. Its easy to read format with news and analysis content has been extended to reach a global audience.

Leaderboard and MPU advertisements are available in high impact positions.

14,000 delivered 5 days a week

CR The Risk Review

The Risk Review is a monthly digital roundup of the leading topics affecting risk managers and top news stories over the last month, curated by Editorial Director Adrian Ladbury.

31,000 delivered every month

CRE Weekly Digest

Weekly online news service providing European news and analysis to an international audience, primarily based in Europe.

18,500 delivered every week

GRM Weekly Digest

The first truly global newsletter dedicated to the information needs of risk and insurance managers who work for multinational companies worldwide – with special focus on international insurance programmes.

22,500 delivered each week

ESG Risk Review

Monthly news service covering Environmental, Social and Governance (ESG) issues that has been developed to reach a global audience.

31,500 delivered monthly

Delivered figures means confirmed deliveries, and excludes soft or hard bounces.



Commercial Risk ^{CR}

Insurance & Risk Management News

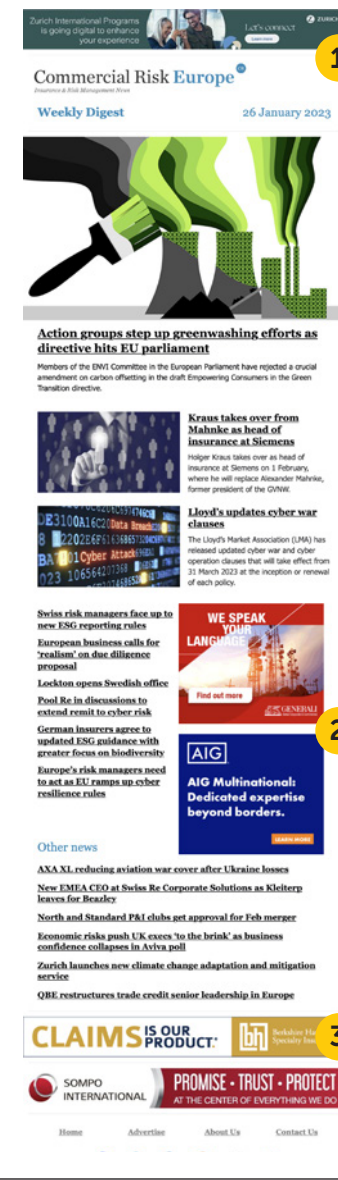
Newsletter advertising specifications

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 BOTTOM
 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

Advertising rates are available on request.



Risk Frontiers Europe 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 17] 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.



Custom sponsored reports

Commercial Risk 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.

Commercial Risk assigns a dedicated project manager to help your company with the content planning and creation, audience development, design and distribution. All elements of custom sponsored reports are designed to be measurable to demonstrate results on stated objectives. Sponsors can request the reports use their own brand design identity.

Custom sponsored report campaigns can include a custom microsite with a lead generation form and can utilise a variety of tactics such as targeted eblasts, banner ads, social posts, text ads and native advertisements to drive traffic to the sponsored content.



Further information regarding sponsorship options is available on request.

Third-party thought leadership content

Commercial Risk recognises that companies put a big emphasis on thought leadership. That is why the Commercial Risk platform is available as an outlet to publish third-party content.

Companies can publish 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, marked as 'partner 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 30,000+ 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 content will be accessible to a significant wider audience through the Beacon International Group's stable of risk management and insurance media platforms including Business Insurance and Asia Insurance Review.

* Price on application

Content options include:

- Webinar involvement
- Roundtable involvement
- Video content
- Special report
- Featured opinion piece
- Lead generation campaign

We provide partners with regular performance data on request.

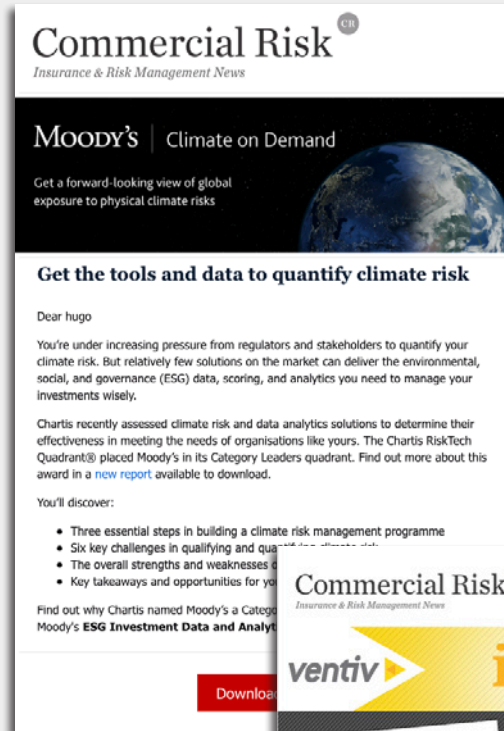
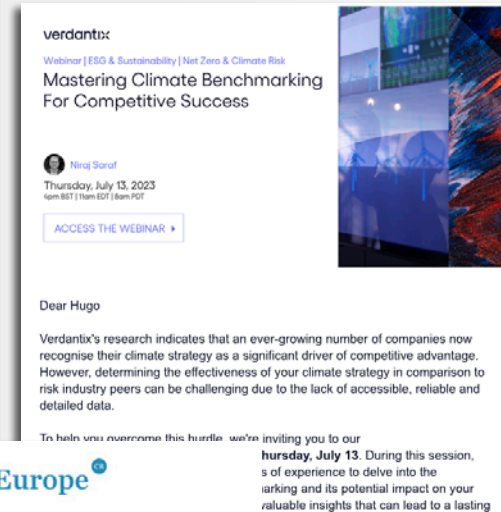
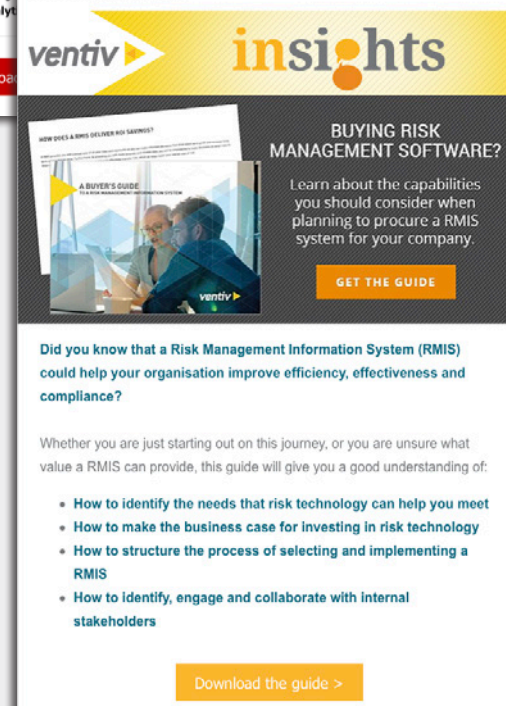
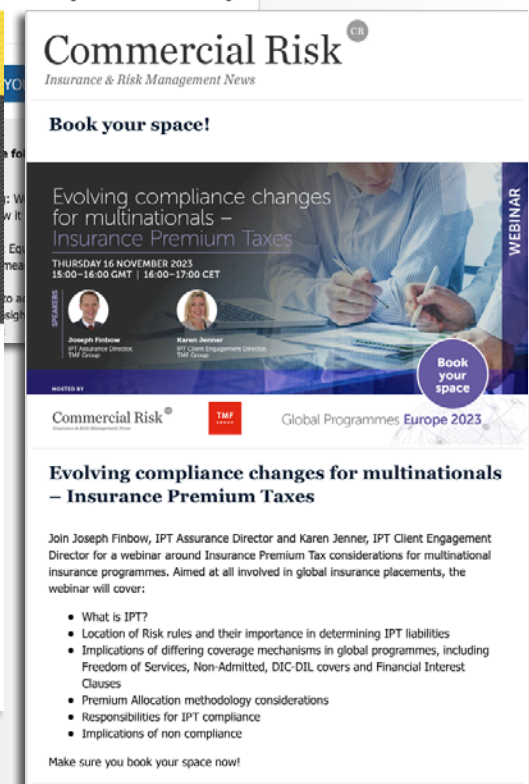
Click here for examples of third-party content running on Commercial Risk
www.commercialriskonline.com/global-risk-manager-cat/grm-analysis-and-opinion

Email list rental

Reach out to Commercial Risk's extensive database of risk management and insurance industry professionals and executives to promote your product, event or message.

Email can be used to:

- Drive traffic to a site
- Announce or launch a new product
- Educate readers
- Target a specific segment of buyers
- Draw attention to a time-sensitive offer

Webinars

Commercial Risk produces a range of webinars throughout the year 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 for 2024 will include some of the following topics:

- **Aviation & Aerospace**
- **Climate Change**
- **Energy**
- **Automotive**
- **Cyber**
- **Claims Management**

Average webinar registrations – **500**

Average attendees for live webinar – **250**

Average total number of countries represented – **60**

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

www.commercialriskonline.com/on-demand/webinars

Price on application. Price includes significant pre and post webinar marketing to CR's global audiences.

Video & audio

Sponsor a CR content-focused video or audio programme

The CRE editorial team will interview top industry thought leaders: risk managers, brokers, insurers, lawyers and economists in 10–20 minute videos or podcasts that will be published on 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.

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

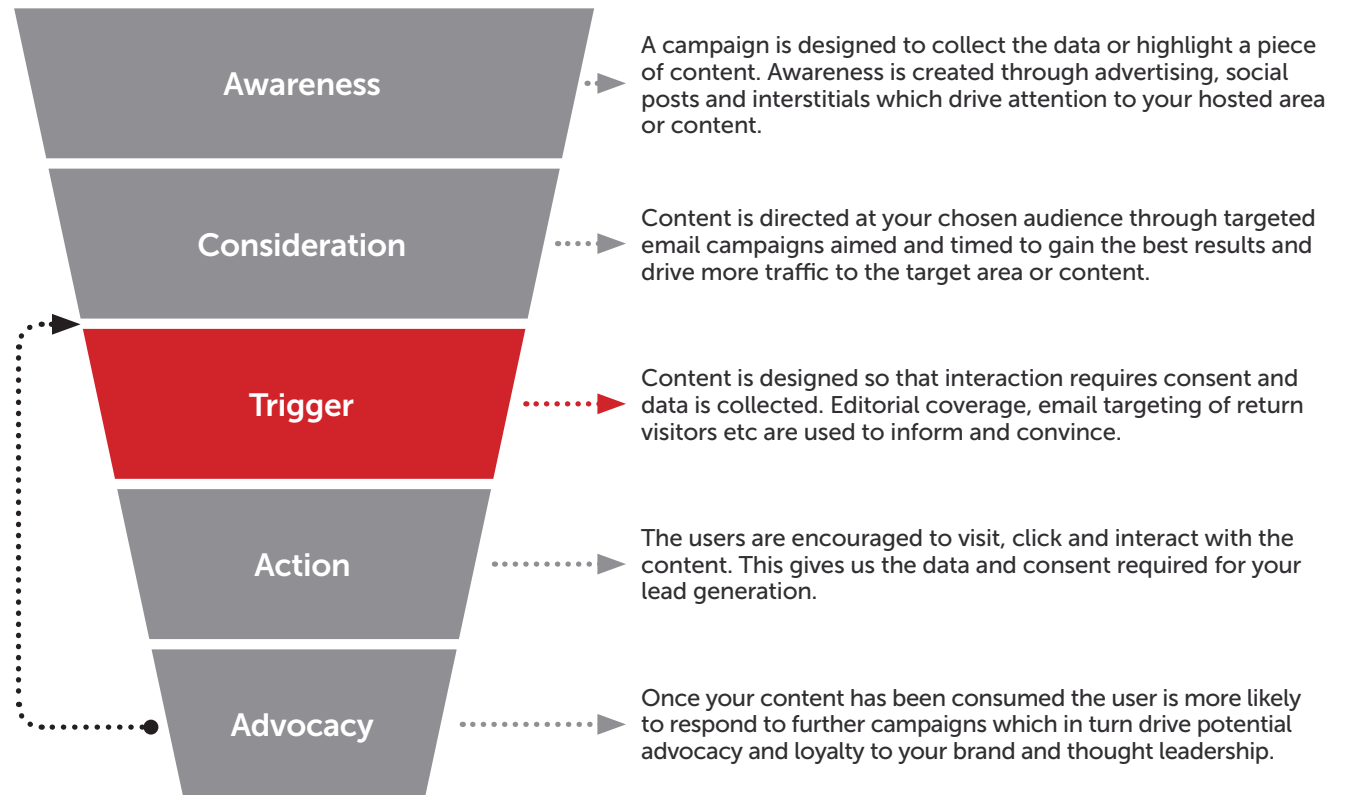
Goal – To gain market awareness and discover valuable contacts who are already engaged with their products

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

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 expertise. 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 and published and distributed to our full circulation and published on the website. Our commercial partners are also able to post the report on their own digital platforms.



Risk Frontiers Europe events

Commercial Risk's close and regular dialogue with European risk and insurance managers and their associations through our annual Risk Frontiers Europe survey [see page 12] enables us to design and deliver a series of community building Risk Frontiers events.

These events provide insight and information on topical market issues through a combination of presentations, panel discussions and extended networking breaks focused on relationship building and networking.

Commercial partners can position themselves as a leading voice around key market issues and in leading regions through speaking roles and high visibility branding. They also enable firms to meet and communicate with existing and prospective clients in a relaxed social environment.



Risk Frontiers Benelux 2024

The conference will be held in Q4 – date TBC

Partnership information and associated fees are available on request.

High level conferences

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

These are 1-2 day in-person or hybrid conferences that combine education, thought leadership and excellent interaction between risk and insurance managers and the risk transfer markets that support them. Commercial Risk has developed 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.

What you can expect to receive from sponsoring a CR event

Pre event

- Email campaign to potential delegates
- Social media posts throughout
- Registration website branding

During event

- Exhibitor booths
- Speaker slots
- Corporate branding

Post event

- Feature in magazine (if applicable)
- Post event email to attendees
- Feature in weekly e-Newsletter
- On demand conference website branding



Conferences scheduled for 2024

Construction Risk Europe
23 & 24 April, London

ESG Risk
26 June, London

Global Programmes Europe
18 September, London

Construction Risk Asia
October, Singapore

Global Programmes Asia
28 November, Singapore

Benelux Annual conference in association with Belrim
Q4, Belgium – Date & venue TBC

Average number of attendees per event: 250

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

CRE & FERMA's 8th 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 November 2024 in London.

Please contact us directly to find out about sponsoring an award category or booking your tables for the gala evening in November.

For more information on this year's categories and involvement, visit our awards website: www.europeanriskmanagementawards.com.

Sponsor partnership information and associated fees are available on request.

Packages include:

- Promoted as a category partner
- Logo placement on all European Risk Management Awards marketing collateral including category announcements
- Logo placement on event programme front cover and advertisement
- Logo placement on chosen category award trophy
- Presentation of chosen award category
- 2 x premium tables



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Editor, GRM & ESG Risk Review

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Senior Journalist

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Deputy Editor, Commercial Risk

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Senior Journalist

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.

ESG Risk Review is a dedicated information service covering Environmental, Social and Governance (ESG) issues. ESG Risk Review is a digital newsletter published monthly with news and analysis content that has been developed to reach a global audience. The service is free to access content for all risk and insurance managers and related ESG officials within corporates.

www.commercialriskonline.com

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