

Insurance Times	Content Marketing	Lead Generation	Data Analytics	Research & Market Intelligence	Our Audience	Award Winning Content	Events	Testimonials	Our Team	Advertising Rates	Advertising Spec
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# The Leading Brand in UKGI Media

In recognising the evolving media landscape and the ever-changing role of the modern marketer, our ultimate goal is to drive ROI for your business.

By utilising latest audience management technologies, Insurance Times has been long established as the biggest and most respected media and news provider in UKGI. We have developed an in-depth knowledge and understanding of our audience behaviour and can provide our clients with targeted opportunities that will maximise their ROI.





# Content Marketing Hub

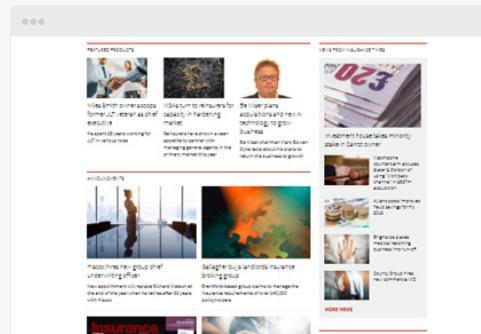
The new look Insurance Times Content Marketing Hub is the number-one tool for creating a clear distinction between you and your competitors, and we can help to establish your business as a thought leader.

Acting as a portal and directory tool for brokers, the Content Marketing Hub works with some of the most respected industry experts to create powerful content pieces that generate leads and create long-term visibility and respect for your brand.

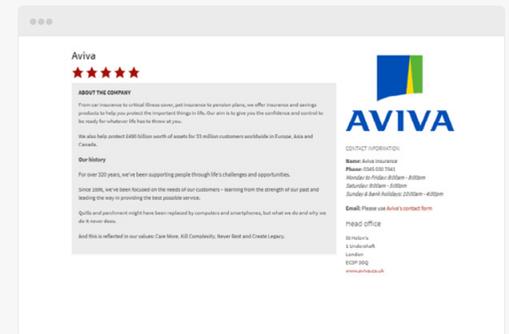
Whether you choose our end-to-end Content Marketing Programme, or ask us to create a tailored multi-channel Demand Generation Package, we'll help you achieve your marketing goals by delivering outstanding engagement and ROI. At Insurance Times we pride ourselves on producing unbiased and independent news, information and analysis. Editorial integrity is at the heart of our award-winning content.



Five star rating content



Homepage for marketers



Link from news stories to insurer home page



# Lead Generation

Insurance Times provides access to over 84,000 monthly unique website visitors; 1,500 monthly print subscribers; our various e-newsletters go directly to over 16,000 insurance professionals; and our social media offers superb engagement. Taking your digital brand to the next stage, we can attract and retain your audience via a host of qualified lead generation platforms such as:

- Targeted Web Advertising
- Video Promotion
- E-newsletter Sponsorship
- Webinar Partnerships
- Recruitment

**The stats:**

Across the first nine months of 2020, the Insurance Times website, newsletter, mobile and social platforms have generated:

**9.1m**  
impressions

**23,000**  
unique clicks

**1.81%**  
click-through rate



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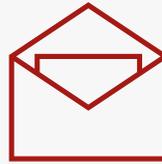
# Data Analytics

Every aspect of your online lead generation programme is continually measured, analysed and fine-tuned against a key set of KPIs.



## Targeted Website Advertising

- Unique visitors
- Click-through rate
- Most popular pages
- Geographical response
- Time spent on site
- Subscribers/growth rate



## Email Marketing

- Delivery rate
- Bounce rate
- Click-through rate
- Subscribers/growth rate
- Unsubscribes



## Social Media Marketing

- Unique visitors
- Individual post views
- Subscribers
- Call-to-action performance
- Engagement



## Webinar & Video Marketing

- Number of views
- Time spent viewing
- Regional viewing data
- Comparison data
- Audience reach – opted in data access



# Five Star Rating System

## Star ratings, created for brokers, by brokers

The Insurance Times Five Star Rating Reports are the first at-a-glance guide to insurer, MGA and software platform experience, created for brokers, by brokers. We offer 4 key research projects through the course of the year:

- Five Star MGA Survey
- Five Star Commercial Lines Report
- Five Star Personal Lines Report
- Five Star E-Trading Report

The ratings distil the findings of the well-established Broker Service Survey into an indispensable aid to help brokers select the right insurer for their clients. These ratings provide a practical tool for brokers to assess their insurer, MGA and software platform partners based on the experience of their peers, helping brokers to justify their recommendations to clients and offer a better service to their customers.

The Insurance Times Five Star Reports also help insurers to benchmark their performance against the leading providers in the market, and stand out from the crowd as an exceptional broker partner based on honest reviews by genuine brokers across UKGI.

## FIVE STAR RATING REPORT



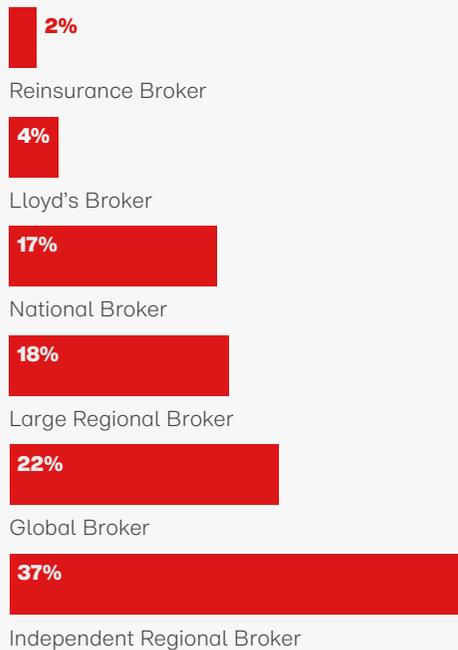
## 2021/22 publishing schedule

- |  |   |
|--|---|
| <p><b>January 2021</b><br/>Insurance Times<br/>Digital Broker Report 2021</p>                          | <p><b>September 2021</b><br/>Insurance Times<br/>Five Star Rating Report<br/>MGA Market 2021/22</p> |
| <p><b>February 2021</b><br/>Insurance Times<br/>Five Star Rating Report<br/>Personal Lines 2021/22</p> | <p><b>October 2021</b><br/>Insurance Times<br/>Top 50 Brokers 2021</p>                              |
| <p><b>March 2021</b><br/>Insurance Times<br/>Five Star Rating Report<br/>Commercial Lines 2021/22</p>  | <p><b>November 2021</b><br/>Insurance Times<br/>Top 50 Insurers 2021</p>                            |
| <p><b>May 2021</b><br/>Insurance Times<br/>Five Star Rating Report<br/>Etrading 2021/22</p>            |   |



# Our Audience

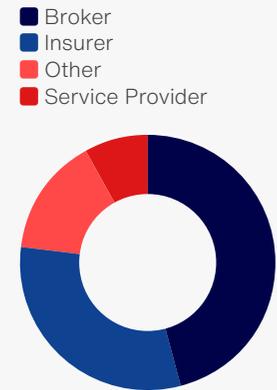
## Job Role



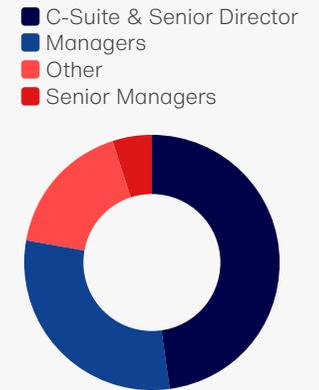
## Job Titles

- Chief Executive Officer
- Chief Technology Officer
- Head of Underwriting
- Claims Director / Head of Claims
- Fraud Director / Head of Fraud
- Head of Business Line

## Business Sectors



## Seniority Split



## Twitter

37,000+

## LinkedIn

83,900+

## Newsletter Subscribers

16,000+

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# Award winning content

Insurance Times is the go-to trade title for brokers – with cross over relevance for insurers, MGAs, insurtechs and legal professionals – with 10 analysis-focused monthly print editions a year as well as a strong online presence, centred around our editorially driven website [insurancetimes.co.uk](http://insurancetimes.co.uk).

Our independent, best-in-class editorial coverage considers every facet of the UK general insurance market, providing up-to-date breaking news, profile interviews with key industry leaders and timely analysis features that grapple with topical market issues and debates – whether readers want to catch up on London Market happenings, delve into current claims trends or be kept abreast of technology innovations or fraud risks.

Insurance Times's varied and considered content enables brokers to keep their fingers on the pulse of the general insurance industry in the UK.

Being at the forefront of the insurance trade press further enables us to play a central role in educating and celebrating our industry. Insurance Times hosts numerous roundtable and conference events, such as Fraud Charter, BrokerFest and the Broker CEO Forum, as well as three annual awards events: The Claims Excellence Awards, The Tech & Innovation Awards and the flagship Insurance Times Awards. These accolades have become fiercely contested and hold real weight amongst sector peers and colleagues.



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# Events

## Insurance 2025

**Insurance2025**  
An exclusive one-day event designed to help the insurance industry gain a better understanding of their future environment, innovative technology and all the latest trends in the industry.

## Broker CEO Forum

**Broker CEO Forum**  
An invite-only discussion and networking event for the top broker leaders in UKGI.

## BrokerFest

**BrokerFest**  
A must-attend one-day event designed to give brokers the latest market updates and help them prepare for the biggest challenges posed by rapid societal and technological changes.

## FRAID CHARTER

**Fraud Charter**  
Invite-only discussion lunches that focus on collaboration within the industry to help fight fraud, address key issues and encourage industry-led initiatives.

## InsuranceTimes WEBINAR

**Webinars**  
Our monthly webinars, hosted by a member of the Insurance Times editorial team joined by a panel of leading industry experts, look to the future and explore a range of 'of the moment' topics affecting the UK general insurance industry.

## claims EXCELLENCE awards

**Claims Excellence Awards**  
These awards are designed to recognise and reward excellence across claims – the companies, teams and individuals who have direct contact with customers in their hour of need.

## tech & innovation awards

**Tech & Innovation Awards**  
These awards celebrate the very finest in UKGI technology and innovation - the outstanding initiatives, individuals and teams who are embracing emerging opportunities and leading the charge for a better customer experience in a rapidly changing space.

## Insurance Times awards

**Insurance Times Awards**  
Our flagship awards celebrate excellence across the breadth of UK general insurance recognising outstanding achievement and honouring the best of the best.

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# Testimonials

“When we’re looking for exposure through print or online media, it’s not just about reach – it’s about relationships. We’re always impressed by the responsiveness of the team at Insurance Times, and how they take great pains to find out exactly what we need, and develop a plan that works. We have a long-term relationship with Insurance Times; they continue to be a publication that takes a genuine interest in our campaigns and proactively recommends optimum approaches for their readers’ benefit. It’s exceptionally helpful to get the up-front support and overview of their editorial year, and we’ve had great results so far.”

**Matt Looker** | Broker Marketing Manager | [Ageas](#)

“I can wholeheartedly recommend working with Insurance Times. Our dedicated account manager will always go above and beyond to give us complete sight of the opportunities available at a reasonable price. The commercial and editorial team also take a considered approach and give full time to projects to ensure that they are clear about what we are hoping to achieve and that it is a success. In short, it’s a very good team and a relationship that I really value.”

**Rowena Stanyer** | Head of Group Communications | [Markerstudy](#)

“Having been an avid reader of Insurance Times for many years now, I became more closely involved with the magazine nearly 10 years ago when I was invited to join the IT Fraud Charter group. As a claimant lawyer it was a huge progression to be invited and was instrumental in me being able to do what I could to break down barriers and push collaboration in the industry. The team may have changed a bit over the years, but they remain a joy to deal with and I love working with them. Insurance Times remain at the cutting edge of debate within the insurance and claims sector with timely breaking news, interesting features and a host of excellent events on a variety of topical issues.”

**Donna Scully** | Director | [Carpenters Group](#)

“We’ve developed a great long-term relationship with the team at Insurance Times. Our dedicated account manager is incredibly responsive and we share a number of key values, he keeps us well-informed of the opportunities available to our business. IT are superbly professional to deal with and they really get the industry in which we both operate – and that is key to a successful relationship and business outcome”

**Peter Gregory** | Director of SSP Broker Business | [SSP](#)

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# Our Team

## Editorial

### **Saxon East**

Content Director  
020 7618 3079  
[saxon.east@insurancetimes.co.uk](mailto:saxon.east@insurancetimes.co.uk)

### **Yannick Guerry**

Editor  
020 7618 3089  
[yannick.guerry@insurancetimes.co.uk](mailto:yannick.guerry@insurancetimes.co.uk)

### **Katie Scott**

Associate Editor  
020 7618 3081  
[katie.scott@insurancetimes.co.uk](mailto:katie.scott@insurancetimes.co.uk)

### **Graeme Osborn**

Acting Managing Editor  
020 7618 3497  
[graeme.osborn@nqsm.com](mailto:graeme.osborn@nqsm.com)

### **Matt Scott**

Insight Editor  
07540 783687  
[matt.scott@insurancetimes.co.uk](mailto:matt.scott@insurancetimes.co.uk)

### **Clare Ruel**

Reporter  
020 7618 3093  
[clare.ruel@insurancetimes.co.uk](mailto:clare.ruel@insurancetimes.co.uk)

## Research

### **Savan Shah**

Head of Research  
020 7618 3078  
[savan.shah@insurancetimes.co.uk](mailto:savan.shah@insurancetimes.co.uk)

## Subscriptions

### **Hayley Charlick**

Head of Paid Content/Subscriptions  
020 7618 3498  
[hayley.charlick@insurancetimes.co.uk](mailto:hayley.charlick@insurancetimes.co.uk)

### **Gilvandro Pedro Neto**

Subscriptions Sales Executive  
020 7618 3448  
[gilvandro.Neto@insurancetimes.co.uk](mailto:gilvandro.Neto@insurancetimes.co.uk)

## Events

### **Mandy O'Connor**

Head of Events  
020 7618 3470  
[mandy.oconnor@insurancetimes.co.uk](mailto:mandy.oconnor@insurancetimes.co.uk)

## Sponsorship, Advertising & Lead Generation

### **Richard Turner**

Head of Sales  
020 7618 3408  
[richard.turner@insurancetimes.co.uk](mailto:richard.turner@insurancetimes.co.uk)

### **Jack Thomson**

Commercial Manager  
020 7618 3433  
[jack.thomson@insurancetimes.co.uk](mailto:jack.thomson@insurancetimes.co.uk)

### **Leah Keating**

Events & Recruitment Sales  
020 7618 3434  
[leah.keating@insurancetimes.co.uk](mailto:leah.keating@insurancetimes.co.uk)

## Publishing

### **Alex McLachlan**

Product Director  
020 7618 3077  
[alex.mclachlan@nqsm.com](mailto:alex.mclachlan@nqsm.com)

### **Tim Potter**

Managing Director  
020 7618 3074  
[tim.potter@insurancetimes.co.uk](mailto:tim.potter@insurancetimes.co.uk)

Insurance Times  
120 Leman Street  
London E1 8EU  
Tel:+44 (0)20 7618 3456

Email us:

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[Customer Services](#)

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# Advertising Rates

## Digital

<b>Billboard (CPM)</b> £80
<b>Double MPU (CPM)</b> £60
<b>MPU (CPM)</b> £50
<b>Canvas</b> £4,995
<b>Homepage Takeover</b> £6,995
<b>Overlay</b> £3,495
<b>Email Sponsorship – Daily News</b> £5,995
<b>Email Sponsorship – High Five</b> £4,495
<b>Email Sponsorship – The Briefing</b> £4,495
<b>Email Sponsorship – The Week Ahead</b> £4,495

<b>Email Alert – Story of the Day</b> £4,495
<b>Email Alert – Cyber</b> £4,495
<b>Email Alert – Corporate Insight</b> £4,495
<b>Section/Site Takeover</b> £4,995
<b>Sponsored Report</b> £9,995
<b>Webinar – Audio &amp; Visual</b> £29,995
<b>Webinar – Audio &amp; Slide</b> £14,995

## Print

<b>Main Issue - Quarter Page</b> £1,995
<b>Main Issue - Half Page</b> £3,495
<b>Main Issue - Full Page</b> £5,995
<b>Main Issue - Double Page Spread</b> £10,995
<b>Main Issue - Coverwrap</b> £19,995
<b>Main Issue Inserts - Single sheet A4</b> £2,995
<b>Main Issue Expert View</b> £2,995
<b>Full Page Expert View</b> £4,495
<b>Sponsored Report (Print)</b> £9,995

## Recruitment

<b>Main Issue Recruitment Full Page</b> £2,000
<b>Main Issue Recruitment Half Page</b> £1,100
<b>Standard Listing</b> £100
<b>Featured Listing</b> £250
<b>Job of the Week</b> £150
<b>Monthly MPU</b> £350
<b>Monthly Banner</b> £3,000
<b>Monthly Premium Job</b> £575
<b>Monthly Top Job</b> £485
<b>1 Month Site Takeover</b> Please enquire



# Advertising Spec

## Display

### Double page spread

**Type:** 277mm deep x 400mm wide  
**Gutter:** Allow 22mm  
**Trim:** 297mm deep x 420mm wide  
**Bleed:** 303mm deep x 426mm wide

### Full page

**Type:** 277mm deep x 184mm wide  
**Trim:** 297mm deep x 210mm wide  
**Bleed:** 303mm deep x 216mm wide

### Half double page spread

**Type:** 125mm deep x 396mm wide  
**Gutter:** Allow 22mm  
**Trim:** 136mm deep x 420mm wide  
**Bleed:** 139mm deep x 426mm wide (bottom & sides)

### Half page horizontal

125mm deep x 187mm wide

### Half page vertical

**Type:** 269mm deep x 87mm wide  
**Trim:** 297mm deep x 103mm wide  
**Bleed:** 303mm deep x 109mm wide (top, bottom & outside (right) edge)

### Quarter page

125mm deep x 92mm wide

## Recruitment Display

### Double page spread

253mm deep x 396mm wide

### Full page

253mm deep x 187mm wide

### Half double page spread

125mm deep x 396mm wide

### Half page horizontal

125mm deep x 187mm wide

### Half page vertical

253mm deep x 92mm wide

### Quarter page

125mm deep x 92mm wide

## Cover Wrap

### Front page

**Type:** 210mm deep x 190mm wide  
**Trim:** 230mm deep x 210mm wide  
**Bleed:** 233mm deep x 216mm wide (bottom and sides)

### Pages 2, 3, 4

**Type:** 277mm deep x 184mm wide  
**Trim:** 297mm deep x 210mm wide  
**Bleed:** 303mm deep x 216mm wide

## Digital

### Billboard - (Desktop)

970 x 250px

### Super Leaderboard - 970 x 90 (Desktop)

970 x 90px

### Leaderboard - (Desktop & tablet)

728 x 90px

### Full Banner - (Tablet)

468 x 60px

### Mobile Banner - (Mobile)

320 x 50px

### Single MPU - (Desktop, tablet & mobile)

300 x 250px

### Double MPU - (Desktop & tablet)

300 x 600px

### Email Banner (top and bottom)

320 x 50 or 320 x 100px

### MPU (after first two headlines)

300 x 250px