

Insurance Times	Our Audience	Events	In Focus	Research and supplements	Timetable	Broker Hub	Subscriptions	Our Team	Advertising Rates	Advertising Spec	Advertising Deadlines
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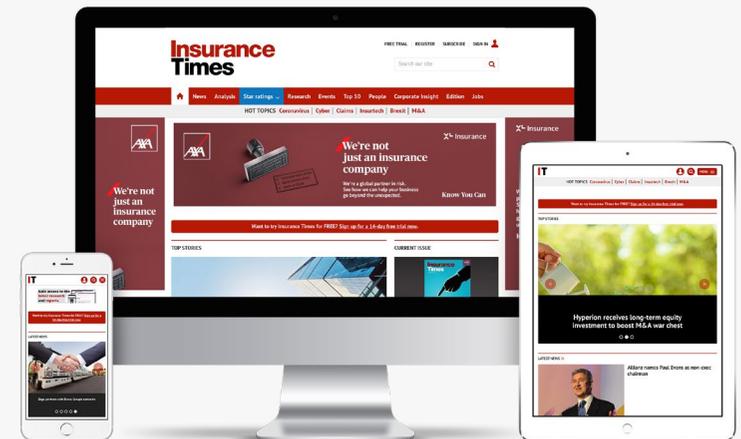
# The Leading Brand in UKGI Media

Insurance Times offers the most comprehensive marketing solutions in UKGI media, with deep reach into broker, insurer and MGA markets as well as industry suppliers. The brand offers:

- Data driven digital marketing campaigns to run alongside relevant content including:
  - Run of site and targeted advertising
  - Run of site and targeted content marketing
  - Ability for Five Star rated insurers to deliver content marketing through definitive independent reference hub for brokers in the newly launched Broker Hub
  - Regular webinars, chaired by Insurance Times, on topical issues
- Event sponsorship to reinforce positioning, demonstrate thought leadership and drive leads from specific markets including:
  - Conference sponsorship, taking part in plenary debates or addressing specific topics as part of a seminar stream
  - Award sponsorship, to strengthen name recognition, develop networking and position your business as being associated with key market segments
  - Summit sponsorship to build close relationships with key brokers



- Five Star ratings. Our unique service ratings calculated from the results of our well established Broker Service Survey enable insurers and MGAs to gain independent endorsement of outstanding performance. Companies performing less well can purchase a detailed data pack to analyse how to improve.
- Print advertising and content marketing in the monthly edition of Insurance Times and the comprehensive range of in-depth supplements. The In Focus section offers sponsors the opportunity to be closely associated with a key topic.



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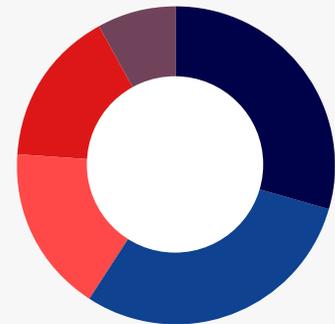
# Our Audience

Insurance Times provides access to over 70,000 monthly unique website visitors and 1,500 print subscribers. Our email newsletters go directly to more than 16,000 insurance professionals and our social media reach helps ensure strong engagement.

For more detailed data on monthly engagement with each audience segment, please contact the commercial team.

## Registered users

- Brokers
- Insurers/MGAs
- Consultants/business services
- Service providers
- Financial/reinsurers



(Based on 32,000 live registrations)

### Twitter

 37,000+

### LinkedIn

 109,000+

### Newsletter Subscribers

 16,000+



# Events

## May



### Claims Excellence Awards

These awards, returning in person for the first time in two years, 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.

## June



### BrokerFest

A must-attend one-day event designed to give brokers the latest market updates. As well as plenary sessions addressing key issues with high profile industry individuals, there will be specialist streams including: Cyber, Motor, High Net Worth and MGAs.

## June



### Insurance2025

An exclusive one-day event that is being combined for the first time with BrokerFest. Insurance2025 is designed to help the insurance industry gain a better understanding of the near term future, the latest trends and the innovative technology that is changing insurance.

## September



### Tech & Innovation Awards

These awards, returning to their usual autumn slot, celebrate the very finest in UKGI technology and innovation – the outstanding initiatives, individuals and teams who are embracing emerging opportunities.

## October



### Broker CEO Forum

An invite-only discussion and networking event for the top broker leaders in UKGI, including an overnight stay at an exclusive hotel.

## December



### Insurance Times Awards

Our flagship awards take place at the spectacular Grosvenor House Hotel on London's Park Lane, celebrating excellence across the breadth of UK general insurance, recognising outstanding achievements and honouring the best of the best.

## Quarterly



### Fraud Charter

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

## Monthly



### Webinars

Our regular 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 'of the moment' topics affecting the UK general insurance industry.

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# In Focus - H1

In Focus is a six-page report per edition that focuses on the big issues in UK general insurance, drawing on our research and event activities for inspiration and insight. In Focus sections will cover the following topics:

**January/February: High Net Worth Broking**

As competition from price comparison websites continues to put pressure on personal lines broking, serving the needs of the high net worth market is becoming even more important for firms' profitability. Innovation and quality of service are proving to be the keys to success and we will highlight who is winning.

**March: Broker Schemes**

Schemes and delegated authority business are playing a more central role in brokers' business plans. How has the pandemic affected insurers' thinking on policy wordings and delegated authority generally? How are brokers reacting?

**April: Regulation**

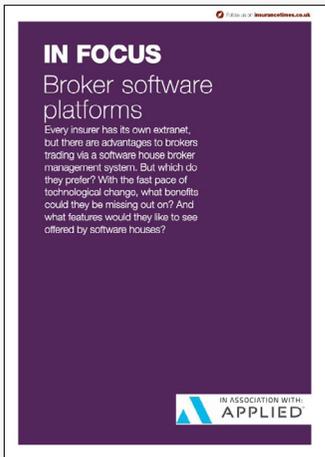
The FCA's general insurance pricing reform takes full effect from 1 January 2022. This report will examine the impact of this critical policy change on firms over its first few months in force.

**May: Broker Software Platforms**

Etrading is now a staple of broker trading. However, broker software systems are so much more than just a trading platform. They are now also comprehensive customer relationship management (CRM) systems. Drawing on the results of our exclusive 2022 etrading research, we will analyse how brokers are currently using these systems for etrading and what more they could achieve for their business through using the CRM functionality more effectively.

**June: Future of Claims**

How insurers, MGAs and brokers deal with claims remains crucial to maintaining strong client relationships. Drawing on the insights from the 2022 Personal Lines and Commercial Lines Five Star Rating surveys and the achievements highlighted in shortlisted entries for the Claims Excellence Awards, we will assess trends impacting the future of claims and how service can be improved.



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# In Focus - H2

## July/August: Insurtech

Insurtech developments are having a big impact on claims, underwriting and customer service. Drawing on sessions from our Insurance2025 event and the shortlisted entries for the September Tech and Innovation Awards, we will take a deep dive into the state of the market.

## September: UK Motor

The UK motor market has come under significant pressure following the FCA's pricing reform and the increasing cost of completing claims on more sophisticated and technologically savvy vehicles. The pandemic-induced surge in the need for van cover for the gig economy is a new challenge too. We assess how the industry is coping.

## October: Commercial Lines Broking

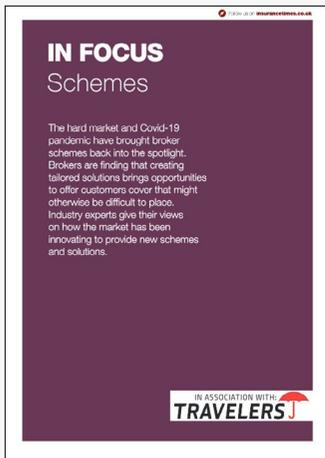
How are UK brokers facing the challenge of a hardening market across many lines of business? Has Covid-19 impacted their clients' approach to getting their risk and insurance needs fulfilled, particularly given the pandemic's business interruption insurance issues? This report will also draw on the results of the Five Star ratings research into the MGA and commercial lines markets to identify problems and highlight solutions.

## November: Future of MGAs

MGAs are some of the most innovative players in the market, often better at meeting the changing needs of clients post-pandemic than established insurers. Drawing on the results of the 2022 MGA Five Star rating report, we will investigate what looks set to be a positive future for the sector.

## December: Fraud

Fraud continues to be a major threat, costing the industry millions and leading to higher premiums for honest clients. Drawing on the experience shared during our four Fraud Charter roundtables throughout the year, we will deliver a year-end report on how the industry has fought crime, focusing on initiatives that have worked and where there is room for improvement.





# Research and supplements

## FIVE STAR RATING REPORT



The six annual supplements from Insurance Times deliver the latest in-depth insight into the state of the market in terms of insurer, MGA and broker performance. The Five Star ratings supplements use the comprehensive reach of the brand's well established Broker Service Survey to rate insurer and MGA service performance. And we work with key partners to compile the top 50 Broker and top 50 Insurer league tables, the definitive yearly guides to comparative financial performance.

The Insurance Times Five Star Rating reports are the first at-a-glance guide to insurer, MGA and software provider service performance. The ratings distil the Broker Service Survey results 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. The top line Five Star ratings can be used as a comparative tool

by all registered users on the website either via the Five Star Rating microsites or through the new Broker Hub, which enables brokers to filter insurers by rating and/or product.

The detailed reports are available to subscribers as a printed supplement or via an interactive microsite within the website. In addition, a full data pack can be accessed in a spreadsheet format for more precise comparative analysis. Insurers and MGAs can also pay for a licence to use the independent Five Star rating in their marketing and promotion.

The **Top 50 Insurers** will again be produced in conjunction with Insurance DataLab. Working with Insurance DataLab enables Insurance Times to include insurers based in Gibraltar and to include comparable combined operating ratios (CORs) for each insurer as well as the premiums written by Lloyd's syndicates. We believe this gives the most comprehensive view available of the state of the UKGI marketplace from an insurer perspective.

The **Top 50 Brokers** will be produced with the help of mergers and acquisitions specialist Imas. Insurance Times' long-standing partnership with Imas gives us a unique insight into how M&A activity transforms the broker market, with broking firms keen to learn where they stand in the rankings.



# Timetable

	In Focus	Supplements	Events
<b>January</b>	No issue		
<b>February</b>	High Net Worth Broking	Five Star ratings Personal Lines	
<b>March</b>	Broker Schemes	Five Star ratings Commercial Lines	Fraud Charter
<b>April</b>	Regulation		
<b>May</b>	Broker Software Platforms	Five Star ratings eTrading	Claims Excellence Awards, Fraud Charter
<b>June</b>	Future of Claims		BrokerFest, Insurance2025
<b>July</b>	Insurtech		
<b>August</b>	No issue		
<b>September</b>	UK Motor	Top 50 Insurers	Tech & Innovation Awards, Fraud Charter
<b>October</b>	Commercial Lines Broking	Top 50 Brokers	Broker CEO Forum
<b>November</b>	Future of MGAs	Five Star ratings MGAs	
<b>December</b>	Fraud		Insurance Times Awards, Fraud Charter



# Unique content marketing opportunity for top insurers

The Insurance Times Broker Hub is aimed at becoming the **definitive independent reference hub** for brokers looking for more information on top insurers.

The hub will be a single point of reference for Five Star rated insurers on the Insurance Times site. All relevant references made to the insurer will link to the Broker Hub entry, giving brokers in particular a single view of all the independent commentary, news and insight written about the company.

The hub will include:

- Top level Five Star service ratings from latest Broker Service Survey reports, rating insurer performance in Commercial Lines, Personal Lines and eTrading
- Independent overview of the insurer's annual performance, taken from the well established Top 50 Insurer supplement produced with Insurance DataLab
- Innovative search functionality enabling brokers to use filtered search by product and service rating to rapidly identify the best insurer for clients

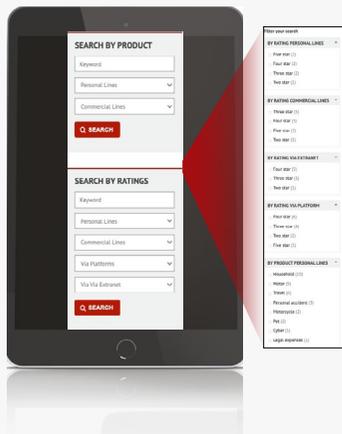
Given the brand's high profile and credibility across the community, we expect the Broker Hub to become a prime port of call for

brokers researching which product and insurer to recommend to clients. This will create a unique opportunity for insurers to combine their own marketing content with Insurance Times' independent content, making it more likely that brokers will engage with Five Star rated insurers' propositions.

For the first year, as the Broker Hub builds momentum, we are offering a **20% launch discount**. To take account of the different product offerings from each insurer we are charging a standard annual marketing fee for each Five Star rated area. The **discounted fees** will be:

- £8,000 for rated Commercial Lines products
- £8,000 for rated Personal Lines products
- £8,000 for eTrading rated insurers

So an insurer rated in all three Five Star rated areas will be charged £24,000 a year for a premium entry. For £2,000 a month the insurer will be able to add all the additional content marketing, thought leadership and contact information they want to the standard entry. Insurers specialising only in Commercial or Personal Lines or only included in the eTrading ratings will pay less. For full details on how the Broker Hub could work for you please contact the commercial team.





# Why subscribe?

In a tough market, you need every competitive advantage possible to protect and grow your business. Although knowledge is power may be a very old adage, it still rings true, especially in these post-pandemic times.

However, with news available from many different sources, a shortage of information isn't the issue. The challenge is to get the news and information that really matters to your business, with the right level of detail and analysis to inform your decision-making. At Insurance Times, we strive to provide this for everyone involved in the UK general insurance market including: brokers, insurers, MGAs, claims specialists, legal advisors, technology suppliers and more.

Insurance Times User Benefits	Registered User	Subscriber Access
Unlimited access to Insurance Times news coverage	X	<b>X</b>
Daily email newsletter, highlighting key stories	X	<b>X</b>
Opportunity for early registration to Insurance Times events and regular webinars on popular topics	X	<b>X</b>
Daily commentary on what the latest developments really mean in subscriber only Insight section		<b>X</b>
Weekly subscriber only Insight newsletter highlighting the latest issues to affect your firm		<b>X</b>
In depth analysis of Five Star ratings results, the industry benchmark for measuring insurer service performance		<b>X</b>
Exclusive access to full Top 50 Broker results		<b>X</b>
Exclusive access to full Top 50 Insurer results		<b>X</b>
Access to more than 72,000 articles and digital archive of back issues		<b>X</b>
Exclusive access to the Broker Content Hub		<b>X</b>
Opportunity to receive regular print copy of magazine and the five annual supplements for low additional cost		<b>X</b>

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# Advertising Rates

## Digital

Run-of-site advertising	CPM	Typical Campaign	Impressions	Rate	Campaign duration	Number
Wallpaper	£120	Desktop	35k	£4,200	per month	x2
Billboard	£100	Desktop, mobile and tablet	35k	£3,500	per month	x4
DH MPU	£90	Desktop and tablet	25k	£2,250	per month	x4
Single MPU	£50	Desktop, mobile and tablet	35k	£1,750	per month	x4
Section takeovers						
All advertising slots		Insight, Broker, Insurer, Claims, Expert Views, Cyber		£4,995	per month	
All advertising slots		Home page (limited availability - 2 a month)		£4,995	per week	
Sponsored content						
		Home page, news page (premium slots - 2 weeks only)		£2,500	for 2 weeks	
		Broker tab, Insurer tab, others on request		£2,500	per month	>



# Advertising Rates

## Email alerts

**Daily News  
(Frequency per week x5)**

£3,750  
per month

**Story of the Day  
(Frequency per week x5)**

£3,750  
per month

**Briefing  
(Frequency per week x2)**

£3,000  
per month

**High Five  
(Frequency per week x1)**

£2,500  
per month

**Week Ahead  
(Frequency per week x1)**

£2,500  
per month

**Breaking News  
(minimum x 3 a month)**

£2,200  
per month

## Webinars

**50 minutes live including Q&A  
plus full page Expert View**

£14,500

**40 minutes pre recorded  
plus full page Expert View**

£11,995

## Print

**Double page spread**

£7,495

**Display full page**

£4,000

**Half page double spread**

£4,995

**Half page horizontal**

£2,495

**Expert View full page**

£3,500

**Expert View half page vertical**

£2,000

**In Focus sponsorship**

£8,000

**Cover wrap**

£16,995

## Five Star ratings

**Datapack**

£5,000

**Marketing licence**

£5,000



# 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

## 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

## Content Marketing

### Expert View full page

400-500 words

### Expert View half page vertical

200-250 words

### Sponsored Content - Digital

400-500 words

## Digital

### Billboard (Desktop)

970 x 250px

### Mobile Banner (Mobile)

320 x 50px, 300 x 50px, 300 x 75px

### Double MPU (Desktop & Tablet)

300 x 600px

### Single MPU (Desktop, Mobile & Tablet)

300 x 250px

### Wallpaper (Desktop)

Maximum 1920 x 1080px

### E-mail Banner (top & bottom)

320 x 50px, 320 x 100px

### E-mail MPU (after first two headlines)

300 x 250px

### Leaderboard (Desktop & Tablet)

728 x 90px



# Advertising Deadlines

Issue	Deadline
January/February	Friday 28 January
March	Friday 25 February
April	Friday 1 April
May	Friday 29 April
June	Wednesday 1 June
July/August	Friday 1 July
September	Friday 26 August
October	Friday 30 September
November	Friday 28 October
December	Friday 2 December

Creatives must be received no later than **3pm on the deadline day**. All finalised collateral should be emailed to [it@ccmediagroup.co.uk](mailto:it@ccmediagroup.co.uk)