

Insurance Times	Our Audience	Events	In Focus	Research and supplements	Timetable	Insurtech 50	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
 - 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
 - Round table sponsorship. Discussion on key issue, chaired by Insurance Times, to build face to face relationships with senior managers

- 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. The In Focus section offers sponsors the opportunity to be closely associated with a key topic.
- Top 50 supplements. We work with key partners to compile the top 50 Broker and top 50 Insurer league tables. And this year, for the first time, we are introducing the Insurtech 50, focusing on technology suppliers working with UK insurers and brokers to create a real business impact.



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Our Audience

Insurance Times provides access to over 50,000 unique monthly website visitors, 2,500+ print subscribers, and a high volume of engaged followers on social media channels. Our email newsletters hit the inboxes of more than 13,000 across the UK General Insurance industry on a daily basis with the latest news and analysis.

With registered first-party segmented data of insurance professionals, our reach engages audience from key business sectors including Brokers, Insurers/MGAs, Consultants/business services, Service providers, and Financial/reinsurers, across our digital, events, and marketing platforms.

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

Twitter

 39,000+

LinkedIn

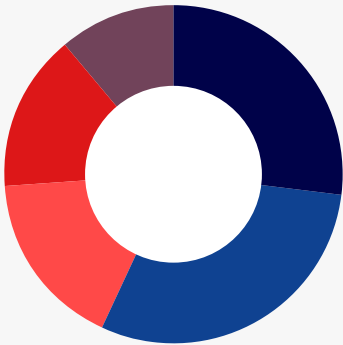
 121,000+

Newsletter Subscribers

 13,000+

Registered users

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



(Based on 36,000 live registrations)



Events

February

BrokerFest

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: Product innovation, Client SOS and Insurtech.

May

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.

September

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.

November

Broker CEO Forum

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

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

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.

Webinars

InsuranceTimes WEBINAR

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.

Roundtables

InsuranceTimes ROUNDTABLE

Roundtables

Discussion in person on key issue, chaired by Insurance Times, to build face to face relationships with senior managers.



In Focus - H1

The In Focus section is a regular, themed report that appears in each edition of the print magazine and online. The section consists of two editorial pieces – the Big Story and Big Debate – which work to highlight and discuss the most pertinent discussion points relating to each month's theme.

The section's themes cover an array of key topics relating to the UK general insurance market. The topics that will be explored in 2023 include:

January/February: High Net Worth Broking

High net worth (HNW) is a vital component of personal lines broking and is also an area that many commercial lines brokers and insurers serving SMEs are looking to cross-sell into. Due to the unique needs of this demographic, quality of service and innovative propositions are a must if brokers want to see success. This section will flag and discuss prominent issues, such as subsidence in the HNW arena.

March: Broker Schemes

Schemes and delegated authority business play a central role in brokers' business plans. But how has the Covid-19 pandemic affected insurers' thinking around scheme policy wordings and delegated authority agreements generally? How are brokers reacting? What new schemes are brokers looking to launch to tackle the evolving risk landscape?

April: Regulation

The FCA's Consumer Duty principle is set to come into force in 2023, following an onslaught of regulatory change

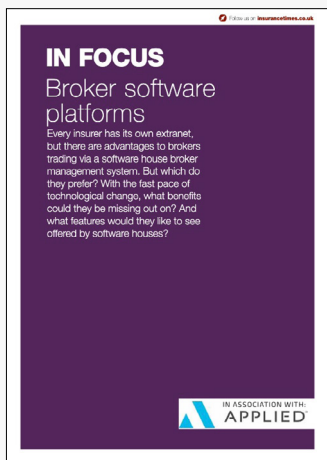
in 2022. How are brokers and insurers preparing for the new rules? Is the administrative burden of increased regulation proving heavy? Is regulation of the insurance sector proportionate?

May: Broker Software Platforms

ETrading is gaining an increasingly prominent place in brokers' operational toolkit. In this section, Insurance Times will pull on key findings from its annual Five Star Rating Report: ETrading to dig deeper into the trends and use cases surrounding broker software systems, insurer extranets and digital trading.

June: Future of MGAs

Following broker question marks around insurers' service during and post-pandemic, many brokers have instead turned to smaller, more niche MGAs as the solution to their service woes. This section will explore what innovation and new thinking is steering the MGA market today, as well as discuss the current state of play around capacity.



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In Focus - H2

July/August: Insurtech

Following the launch of Insurance Times' new Insurtech 50 2023 supplement earlier this year, this section will explore the innovations that insurtechs are bringing to the insurance market and how these firms are supporting both brokers and insurers. Is insurtech funding still flourishing? Are technology solutions answering the right insurance questions?

September: UK Motor

The UK motor insurance market has faced incredible strain in the last year thanks to war-related supply chain challenges as well as inflation heavily impacting the cost of claim repairs. How is the motor insurance market bouncing back from these pressures? Has the FCA's pricing practices reform dramatically altered operations, products and premiums in the motor insurance sector?

October: Commercial Lines Broking

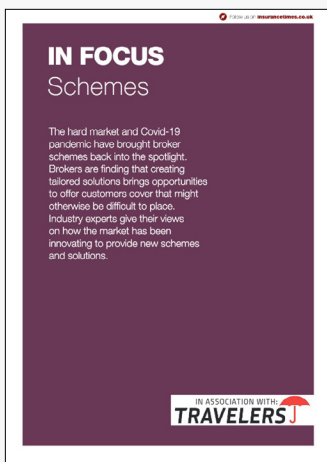
This section will explore the challenges currently being faced by commercial clients and highlight what brokers are – or should – be doing to help mitigate adverse issues being experienced by customers. Are SMEs finally buying into cyber cover following a global uptick in cyber attacks? How big of an issue is underinsurance for commercial businesses? Are brokers' propositions taking into account commercial clients' environmental, social and governance agendas?

November: Future of Claims

How insurers, MGAs and brokers deal with claims remains crucial to maintaining strong client relationships and improving the reputation of the industry more broadly following the business interruption insurance debate arising from the Covid-19 pandemic. This section will flag important claims trends coming down the road, as well as discuss current claims concerns that insurance businesses need to address. What innovations are improving claims service and processes?

December: Fraud

Fraud continues to be a major threat to the insurance sector, costing the industry millions and leading to higher premiums for honest clients. Drawing on the insights gleaned during Insurance Times' quarterly Fraud Charter roundtables, this year-end report will cover how the industry has sought to tackle insurance fraud, highlight initiatives that have worked and spotlight where there is room for improvement or new threats on the horizon.





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, broker and now technology supplier 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. This year we are introducing the **Insurtech 50**, focusing on technology suppliers working with insurers and brokers to create real UK business impact.

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. 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.

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 **Insurtech 50** is being compiled with specialist insurance industry management consultants Oxbow Partners. Drawing on their Magellan database we have selected the 50 firms that have had the highest impact in the UK across claims, distribution, operations, underwriting, data and analytics.

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
January	No issue		
February	High net worth broking		BrokerFest
March	Broker Schemes	Five Star ratings Personal/Commercial Lines Insurtech 50	Fraud Charter
April	Regulation		
May	Broker Software Platforms	Five Star ratings eTrading	Claims Excellence Awards
June	Future of MGAs		Fraud Charter
July	Insurtech		
August	No issue		
September	UK Motor		Tech & Innovation Awards, Fraud Charter
October	Commercial Lines broking	Top 50 Insurers	
November	Future of Claims	Top 50 Brokers, Five Star ratings MGAs	Broker CEO Forum
December	Fraud		Insurance Times Awards, Fraud Charter



INSURTECH50

Insurance Times is launching the first survey based on Insurtechs working with insurers and brokers to make a real impact in the UK today early in the New Year. The Insurance Times Insurtech 50 is being produced in partnership with specialist insurance industry management consultants Oxbow Partners and will be published in March.

The supplement will be distributed to all of Insurance Times 3,800 paying subscribers. The top 50 table will also be available to 60,000 monthly visitors to the Insurance Times website. We believe this new annual review will have the same market impact as our current Top 50 Insurers and Top 50 Broker supplements, which are viewed as the key independent benchmarks measuring UK general insurance market performance.

We chose Oxbow as our partner for this project so we could draw on the power of their Magellan database, which provides details of more than 4,000 global technology vendors. We identified 537 companies meeting our UK focused criteria, spanning claims, distribution, operations, underwriting, data and analytics. We then selected the 50 firms that have had the highest impact for inclusion in the Insurtech 50.

There are three ways you can use the initiative to benefit your business:

- Half page paid for directory entry including your logo, company contact details and 250 words to explain your proposition to potential UK insurer or broker clients
- Expert View full page. Up to 500 word thought leadership article facing the independent Insurance Times content.
- Display advertising. DPS, full page and half pages available.

Sample rate card

Half page directory listing	£500
Expert view (thought leadership article)	£2,250
Double page Expert view	£4,000
Gold package: includes full page advertisement, DPS expert view and half page directory listing	£5,000

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Subscriptions

Why Subscribe

Insurance Times is the media partner of choice, and premier news, information and insight brand for general insurance in the UK. Our audiences are key decision-makers, business placers and principals in brokers, insurers and service suppliers.

Our online analysis is widely regarded as the best in the sector, and our proactive news journalism is something for which we are justly renowned. During the pandemic, while the industry was up against frequent changes, our readers reported to us about how impressed they were by the vast amount of high-quality content we were producing, surpassing many of our competitors.

The Insurance Times brand is continuing to grow, and in an ever-changing market, we strive to make sure that we provide a fully comprehensive service to everyone involved in the UK general insurance market including: brokers, insurers, MGAs, claims specialists, legal advisors, technology suppliers and more.

Subscription Options

Our subscribers benefit from receiving more than just the news. We also provide up-to-date insight and analysis around the news, as well as provide access to our well-established research reports via the star-rating microsites. Most of our subscribers opt for our online subscription package as it allows them to access the latest articles and research, immediately. However, our print subscribers enjoy having a copy sent to their home or office so that they can share it with their colleagues and can initiate great conversation that benefit their strategic planning within their business.

Corporate subscriptions are becoming increasingly popular for Insurance Times with many companies wanting to provide industry news to their teams from one reliable source. With an Insurance Times Group or Corporate subscription, you can:



Encourage your teams to plan ahead

Gain crucial industry insight with Insurance Times' expert commentary and analysis. So your teams can set the strategic direction of the services you provide.



Drive change with knowledge you can trust

Insurance Times provides you and your team with the insight needed to drive change and avoid risk.



Restore confidence within your team

Discover how organisations tackle some of their biggest challenges with daily updates along with special supplements and detailed reports from our well-established research surveys.

Our Corporate subscription package starts at 4 users minimum. We also offer subscription packages for less than 4 users. To find out more information or to enquire about either of these subscriptions, please contact us directly by calling us 020 7618 3498, or email us at corporatesubs@insurancetimes.co.uk

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Subscriptions

Customer Services

Events



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	x3
DH MPU	£90	Desktop and tablet	25k	£2,250	per month	x3
Single MPU	£50	Desktop, mobile and tablet	35k	£1,750	per month	x2

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

Roundtables

In person discussion chaired by Insurance Times

£15,000

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

Company profile

£2,000



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

Wallpaper (Desktop)

Maximum 1920 x 1080px

Billboard (Desktop)

970 x 250px

Leaderboard (Desktop & Tablet)

728 x 90px

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

Email Banner (top & bottom)

600x x 188px

Email MPU (after first two headlines)

300 x 250px



Advertising Deadlines

Issue	Deadline
January/February	Friday, 27 January
March	Friday 3 March
April	Friday 31 March
May	Wednesday 3 May
June	Friday 2 June
July/August	Friday 7 July
September	Friday 1 September
October	Friday 29 September
November	Wednesday 8 November
December	Wednesday 6 December

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