About Asia Insurance Review

POSITION OF STRENGTH FOR ALMOST 3 DECADES

Asia Insurance Review (AIR) has remained the most powerful, leading professional regional insurance publication of Asia for over 28 years! No other magazine can claim this pole position in Asia!

We remain the strategic partner of the insurance industry in Asia, the strongest economy in the world! With our high level global connections in the market, we stand tall, ready to serve the industry with a proven track record.

AIR remains the trusted source of reliable up-to-date news and developments in the market with its high quality editorial content. In keeping up with disruption and innovation, we have launched many exciting new initiatives in the digital space via our website and online news portals.

What we offer
- Our revamped website includes on-the-spot video news, and more interactive features. www.asiainsurancereview.com is the most visited insurance news website in Asia, while it holds the 3rd position globally! We are #1 in Asia and #3 in the world!
- Comprehensive coverage of life and general insurance, reinsurance and brokers, as well as our dedicated columns on risk management and regulations, which are the most-read Asian news
- The Trusted Life Agents & Advisors Awards continues to strongly promote life insurance, as well as the cause of life agents and advisers.
- Saluting excellence, the most prestigious Asia Insurance Industry Awards has been a mainstay of the industry for the past two decades.
- Our dedication to support the industry’s march towards excellence, utmost professionalism and growth continues to be our main focus.
- In addition to our wide host of high-level conferences, including flagship events such as the India Rendezvous, CEO Summit, CFO Summit, China Rendezvous and the Takaful Rendezvous, AIR also seeks to engage market leaders and our clients through webinars and roundtables on topics of importance to our readers. A brand new focus on the Japan market via the Japan Insurance Summit will be launched in 2018. So watch this space!

What we cover
Everything in one magazine, reputed as the go-to reference point for Asia’s insurance industry:
- **Country Profiles** across Asia Pacific, giving you comprehensive information on each market in Asia, including regulatory updates, state of the general and life insurance industry, as well as developments and breaking news in Asia;
- **Cover Stories** identifying key trends and giving you technical know-how;
- **Key Guest Editorials** and **Interviews** from leading personalities and regulators in Asia;
- **Strategic Tips** from the Geneva Association, the global think tank of the insurance industry; plus
- **Asian and Global updates**, risk management features, and up-to-date news.

Official magazine of leading global industry events
- Asian Actuarial Conference (AAC);
- East Asian Insurance Congress (EAIC);
- Global Insurance Forum (GIF);
- Singapore International Reinsurance Conference (SIRC);
- Indonesia Rendezvous
- IUMI Conference
- Pacific Insurance Conference (PIC)
- and through our sister publication, Middle East Insurance Review (MEIR) events in the Middle East including the Federation of Afro-Asian Insurers & Reinsurers (FAIR) and the General Arab Insurance Federation (GAIF) conferences.

AIR is also the Permanent Observer of the ASEAN Insurance Council, the Secretariat for the Reinsurance Brokers’ Association of Singapore, as well as the Risk and Insurance Management Association of Singapore.

#1 magazine in terms of reputation, reach, leadership as well as endurance in Asia!
AIR’s sister publication, Middle East Insurance Review

Asia Insurance Review grows from strength to strength and looks forward to serving the market across all platforms – Print, Digital, Mobile, Live Events & Conferences, Thought Leadership and Content Marketing.
Distribution

Monthly Circulation 8,800

By geographical region

By readers’ profile

Print advertising rates

All rates are nett (excluding GST)

<table>
<thead>
<tr>
<th>Premium Positions (full colour)</th>
<th>SGD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>8,360</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>5,830</td>
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<tr>
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<tr>
<td>Facing Editor’s Message Page</td>
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<tr>
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<tr>
<td>Facing People on the Move Page</td>
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<tr>
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<td>Facing News Page</td>
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</tr>
<tr>
<td>Double Page Spread</td>
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</tr>
<tr>
<td>Gatefold</td>
<td>13,200</td>
</tr>
<tr>
<td>Advertorial* (4 pages)</td>
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</tr>
<tr>
<td>Advertorial* (8 pages)</td>
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<tr>
<td>Bellyband (inclusive of printing costs)</td>
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<table>
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* Inclusive of 200 free copies of reprints

Deadlines

Booking 10th of the month preceding the publication issue
Artwork 15th of the month preceding the publication issue

Discounts

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<td>9</td>
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<td>12</td>
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Print advertising specifications

<table>
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<tr>
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<tbody>
<tr>
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<td>Bellyband</td>
</tr>
<tr>
<td></td>
<td>5+205mm(back)(W)</td>
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Artwork Materials

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<tr>
<th>PDF: CMYK; 300dpi; all fonts embedded; Acrobat compatibility.</th>
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</table>

Native layout file formats (both PC or Mac formats are acceptable): InDesign/Pagemaker, Illustrator, QuarkXpress, Freehand
(to be sent with linked files and fonts used, convert to paths, create outlines, etc.).

All linked graphics and pictures must be in CMYK before importing. Graphics & pictures used must be in at least 300 dpi resolution at actual size.

Mac filenames must include the three-letter file extension*, eg filename.ai, filename.jpg, filename.indd, filename.pdf, filename.qxd, etc. * File extension may be two or four letters, depending on file format

Cancellation

All cancellations of bookings must be made in writing at least 21 days prior to publication date (1st day of the month) failing which administration charges of 25% of the advertisement rate will be imposed.
eDaily / eWeekly

Circulation per week 100,000

By geographical region

- Singapore 20%
- America/Europe 9%
- Others 6%
- Indonesia 4%
- Malaysia 6%
- South Korea 4%
- Thailand 4%
- Japan 4%
- Taiwan 4%
- China 5%
- Hong Kong 14%
- India 11%
- Others 6%

By readers’ profile

- Risk Manager & Corporate Buyers of Insurance 17%
- Intermediaries & Brokers 10%
- Management Consultants & Service Providers 9%

eDaily / eWeekly rates (SGD)

<table>
<thead>
<tr>
<th>Categories</th>
<th>Leaderboard (720 x 80 pixels)</th>
<th>Masthead banner (345 x 45 pixels)</th>
<th>Skyscraper (180 x 350 pixels)</th>
<th>Sponsored text link (up to 45 words)</th>
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</thead>
<tbody>
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<td>6,250</td>
<td>56,250</td>
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<tr>
<td>MEIR eDaily</td>
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<td>56,250</td>
<td>5,000</td>
<td>45,000</td>
</tr>
<tr>
<td>ARM eWeekly*</td>
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<td>25,300</td>
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<td>20,500</td>
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<tr>
<td>iMove eWeekly</td>
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<td>eChina eWeekly</td>
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<td>14,850</td>
<td>1,200</td>
<td>10,800</td>
</tr>
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</table>

Other Industry events

- The Asia Insurance Innovations Summit, 6-7 Sept 2017, Mira Hotel, Hong Kong
- The Asia Risk Management Review Conference, 29-30 Sep 2017, Sofitel Hong Kong, China

For more upcoming events please click here.

By readers’ profile

- Risk Manager & Corporate Buyers of Insurance 17%
- Intermediaries & Brokers 10%
- Management Consultants & Service Providers 9%
Social media

We are social! Connect with us and get in on the latest news and updates. We welcome you to share your thoughts with like-minded individuals as we seek out the latest trends and industry buzz.

 Asiainsurancereview.com is the most visited insurance news website in Asia and 3rd globally.

Confirmed by Google Analytics & SimilarWeb.com – 2017

75,000 Sessions per Month
125,000 Page Views per Month

Confirmed by Google Analytics, average – 2017
### Interstitial (SGD)

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Interstitial ad (400 X 400 pixels)</th>
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<td>30,000</td>
<td>8,860</td>
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<td>50,000</td>
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### Sponsored text (SGD)

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<td>30,000</td>
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<tr>
<td>50,000</td>
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### Standard banner rates (SGD)

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<td>30,000</td>
<td>6,800</td>
<td>6,120</td>
</tr>
<tr>
<td>50,000</td>
<td>8,680</td>
<td>7,810</td>
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</table>

### Expandable banner rates (SGD)

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<tr>
<th>Impressions</th>
<th>Top banner-x (950 X 250 pixels)</th>
<th>Skyscraper-x (500 X 600 pixels)</th>
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</thead>
<tbody>
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<td>20,000</td>
<td>7,800</td>
<td>7,020</td>
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<tr>
<td>30,000</td>
<td>10,200</td>
<td>9,180</td>
</tr>
<tr>
<td>50,000</td>
<td>13,020</td>
<td>11,715</td>
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### Maximum impressions & positions

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<thead>
<tr>
<th></th>
<th>Max Impressions / Month</th>
<th>Position(s)</th>
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</thead>
<tbody>
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<tr>
<td>Top banner</td>
<td>100,000</td>
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</tr>
<tr>
<td>Top right banner</td>
<td>100,000</td>
<td>All pages except Home page</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>100,000</td>
<td>All pages</td>
</tr>
<tr>
<td>MPU – News channel only</td>
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<td>News page only</td>
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<tr>
<td>Right side banner</td>
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<tr>
<td>Bottom banner</td>
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<td>All pages</td>
</tr>
<tr>
<td>Sponsored text link</td>
<td>50,000</td>
<td>News page only</td>
</tr>
</tbody>
</table>

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### Deadlines

Files must be submitted at least four working days before start date.

*Ad campaign will cease once impressions are delivered*

### File Size/Format

Static – Up to 50Kb in GIF. Animation – Up to 80Kb in GIF or SWF; 30 seconds max.
Content marketing & content creation

Content marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent non-product content to attract and retain a clearly-defined audience – and publishing it to customers to get their attention, to focus on the topic around your solution, and pull them closer to learning more about you.

It is a non-intrusive approach that allows you to build awareness of your marketing solutions for your customers.

With content marketing, you can build brand loyalty and elevate your brand positioning with content that resonates with a clearly-defined audience, so you acquire and retain them.

Content marketing packages include the following:

- Your own URL at www.asiainsurancereview.com;
- A branded landing page with your logo, featuring links and descriptions to your own articles, white-papers, blog posts, or videos;
- Promotion in AIR eDaily (each Monday of the week for 12 months); and
- Promotion on www.asiainsurancereview.com, including links to your latest posts.

The content marketing rate is **S$35,000 for one full year** *(there will be a separate charge for content creation).*

Successful content marketing requires great content, excellent promotion and platform, and consistency.

A minimum six-month commitment is required on your content marketing program, although an annual plan is recommended.

A **S$2,500 set-up fee** applies to hosting of less than 12 months.

Customised content creation

Recognising the importance of this marketing thrust, our editorial team will help you identify the right stories to build a meaningful relationship with your audience.

This dedicated content marketing unit works with clients in setting the content strategy for their brand, as well as in the creation of customised articles and curation of relevant stories from our rich archive.

We get creative with a variety of multimedia elements, which includes infographics, videos, images and text, to maximise the storytelling effect and to provide a more insightful approach to content marketing for the local and regional market.

Content Hub includes content created especially for the brand, content curated from our archives, or the brand’s own content; allowing brands to create and cultivate their own brand voice on our website.

Please contact us for more details regarding cost for content creation.
Webinars, webcasts & videos

Webinars & webcasts
Sponsor a free, one-hour webinar¹ or webcast² designed to educate industry members about hot topics and issues.

This programme will feature your expert or thought-leader as part of a balanced panel of participants. We offer a turn-key, full-service approach by producing, hosting, and marketing the programme.

Pre-event, we market and generate interest, audience, and buzz. Post-event, we host the recording and optional associated papers.

¹A webinar is a “live” audio presentation with static displays of pictures and slide decks.
²A webcast is a “live” video presentation.

Videos
Video advertising opportunities on Asia’s most visited insurance news website:
Sponsorship is available by the month on a first-come/first-served basis and includes:

- 300 x 250 video banner displayed on all AIR website pages. (100k impressions per month);
- 950 x 30 banner promoting your video on AIR website;
- Your logo appearing within the Featured Videos section on the AIR website; and
- Your video with a maximum exposure time of 30 seconds.

Conference daily newsletters

IR Daily
EAIC Daily
SIRC Daily
GIF Daily
PIC Daily
AAC Daily
GAIF Daily
FAIR Daily
Events

Our line-up of events for 2018

- India Rendezvous
- Asia CEO Insurance Summit
- Asia Conference on Big Data and Analytics for Insurance
- Asia Insurance Brokers’ Summit
- Asia Healthcare Conference
- Asia Motor & Claims Conference
- RBC Conference
- Asia InsurTech Summit
- Belt & Road Initiative Insurance Summit
- Asian CFO Summit
- Asia Bancassurance Conference
- Japan Insurance Summit
- World Insurance Summit on Asia
- Asia Catastrophe Conference
- Asia Cyber Risk Summit
- Myanmar Summit
- Employees Benefit Conference
- AEC Insurance Summit
- Takaful Rendezvous
- Asia Conference on Pensions and Retirement Planning
- Asia CIO Technology Summit
- Asia Agriculture Insurance Conference
- Middle East Healthcare Conference
- Asia Marine Insurance Conference
- Middle East Insurance CEO Agenda
- Asia Investment Management Summit for Insurance

Visit www.asiansurancereserve.com for updates

India Rendezvous

Attendance:
630 high profile executives from 36 countries.

Delegates Profile:
Participants included insurers (25.52%), brokers (30.34%), reinsurers (19.74%) & underwriters (2.24%). Attendees included top industry regulators and representatives from associations, institutions & finance companies.

Asia CEO Insurance Summit

Attendance:
150 high profile executives from 20 countries.

Delegates Profile:
Participants included insurers (37.68%), top industry regulators & representatives from associations, institutions (13.04%), 8 reinsurers & underwriters (5.8%) as well as executives from accounting and finance firms.

Asian Insurance CFO Summit

Attendance:
130 high profile executives from 22 countries.

Delegates Profile:
Participants included insurers (63.08%), top industry regulators & representatives from associations, institutions (9.23%), key executives from banks, as well as accounting and finance firms (17.69%).

Middle East Healthcare Insurance Conference

Attendance:
120 high profile executives from 21 countries.

Delegates Profile:
Participants included insurers (39.8%), healthcare companies (18.5%), as well as top insurance regulators from the region and representatives from industry associations and institutions. Other participants included brokers, reinsurers and underwriters.
Awards

Asia Insurance Industry Awards (AIIA)

Asia Trusted Life Agents & Advisers Awards

Middle East Insurance Industry Awards (MIIA)

Sponsorship opportunities available
**Directory advertisement specifications**

**Artwork Sizes for IDA and MID**

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
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<td></td>
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<tr>
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<td></td>
</tr>
</tbody>
</table>

**Artwork Sizes for AID, RDA and WIID**

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
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</tbody>
</table>

**Artwork Materials**

PDF: CMYK, 300dpi; all fonts embedded; Acrobat compatibility.

Native layout file formats (both PC or Mac formats are acceptable): InDesign/Pagemaker, Illustrator, QuarkXpress, Freehand

(to be sent with linked files and fonts used, convert to paths, create outlines, etc).

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**Directory advertising rates (SGD)**

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**AIR Ecosystem**

**Magazines**
- Asia Insurance Review
- Middle East Insurance Review
- SIRC
- EAIC Special Issue
- AFC Impact on Insurance

**Special Supplements**
- Middle East Insurance Review – a sister publication of AIR

**Directories**
- Insurance Directory of Asia 2018
- Reinsurance Directory of Asia 2018
- ASEAN Insurance Directory 2017
- MENA Insurance Directory 2017
- World Islamic Insurance Directory 2015

**Directories**
- India Rendezvous
- Asia CEO Insurance Summit
- Asian Insurance CFO Summit

**Conferences**
- Asia Risk Management (ARM) eWeekly
- Agents Weekly Insurance News (WIN) eWeekly
- eWeekly China
- iMove
- MEIR eDaily

**eNews**
- AIR eDaily
- Asia Risk Management (ARM) eWeekly
- Agents Weekly Insurance News (WIN) eWeekly
- eWeekly China
- iMove
- MEIR eDaily

**Awards**
- Asia Insurance Industry Awards
- Asia Trusted Life Agents & Advisers Awards

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