

A logo for the 35th anniversary, featuring the number '35' in a large, bold, red font with a gold outline. Below the number, the word 'ANNIVERSARY' is written in a smaller, gold, sans-serif font.

35TH
ANNIVERSARY

ASIA
INSURANCE REVIEW

Member: Beacon International Group, Ltd. 

MEDIA KIT 2026

Asia Insurance Review – 35 Year History of Serving Asia!

We are truly pleased, honoured and grateful to have been a partner to the insurance industry for 35 years, and to have been present, front and centre, as the industry continues to grow from strength to strength. Through the 35 years, we have seen the industry evolution and have been there through the ups and downs – through growth, regulatory framework developments, M&As, as well as the digital transformation journey of many companies. We have also been there to walk with the industry through challenges over the decades including financial crises, political upheaval through geopolitical issues, as well as a few pandemics including SARs and COVID-19.

Our high level and technical conferences address some of the most pressing challenges the industry is facing, as well as opportunities for the industry to meet, network and learn.

Our print and digital footprints have grown tremendously over the past years. We continue to be the sole official media partner at all major insurance industry events in Asia, including SIRC, EAIC, Indonesia Rendezvous, PIC, AAC and with our sister publication, *Middle East Insurance Review*, we also serve as official media for GAIF, FAIR, AIO and Sharm El Sheikh Rendezvous. Our stable of products with premium content **AIR+** and our e-dailies are still the most read, and most powerful in the market.

AIR constantly seeks to engage market leaders and clients through webinars and roundtables on topics of importance to our readers. We have

been a constant presence over three decades and look forward to walking hand-in-hand with you as our partners in 2026.

This is what we have in store for 2026.


Our Stable of Products

- Official Conference Daily Newsletters for EAIC 2026, SIRC 2026, and AAC 2026
- Our constantly evolving website www.asiainsurancereview.com is the most visited insurance news website in Asia, and the third globally
- **AIR** provides on-the-spot video news and extensive features, making us the most-read Asian insurance news
- Comprehensive coverage of life and health, general insurance, reinsurance, broking and actuarial as well as monthly market profiles – and our dedicated column on risk management
- Saluting excellence, the prestigious Asia Insurance Industry Awards reaches its 30th Year as the most coveted Trophy to win!
- Our dedication in supporting the industry's march towards excellence, utmost professionalism and growth continue to be our main focus
- In addition, we have a wide range of high-level conferences, including flagship events such as the India Rendezvous, China Rendezvous, and C-suite conferences.

AIR is highly reputed as the go-to reference point for Asia's insurance industry.



**ASIA
INSURANCE REVIEW**

Member: Beacon International Group, Ltd. 



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AIR's sister publication, Middle East Insurance Review



Asia Insurance Review continues to serve the market across all platforms – Print, Digital, Mobile, Conferences, Live and Virtual Events, in addition to Thought Leadership and Content Marketing.

Official magazine of leading global industry events

AIR is the only magazine that partners with all the major industry events as the official media including:

- Singapore International Reinsurance Conference (SIRC);
- East Asian Insurance Congress (EAIC);
- Indonesia Rendezvous;
- Pacific Insurance Conference (PIC); and
- Asian Actuarial Conference (AAC).
- through our sister publication, Middle East Insurance Review, events in the Middle East, including the Federation of Afro-Asian Insurers & Reinsurers (FAIR), the General Arab Insurance Federation (GAIF), African Insurance Organisation (AIO) and Sharm El Sheikh Rendezvous.

Regular features

News

A monthly roundup of the most significant news stories from around the globe.

Reinsurance

Interviews, insights, research and thought leadership about the vibrant reinsurance sector.

Insurance – General

Views, insights, interviews, comments and new developments explored and explained.

Insurance – Life and health

Coverage of the life, health and pensions sectors, including product innovations.

Market profiles

A market overview of the main territories in the region covering life, health, general, reinsurance, InsurTech – and regulatory views.

Market spotlight

We provide timely updates on select fast-developing markets to give readers an edge and added insights on markets they need to know about.

Risk

Major issues concerning the ever-changing corporate risk landscape – from cyber to liability through to catastrophe.

China

Interviews, insight and analysis of the fastest – growing insurance market in the region.

Notebook

Opinions, insights, research and studies make up the vibrant notebook section of *Asia Insurance Review*.

AI

We monitor the development and use of AI in the insurance industry – to reveal time and cost savings – as well as potential pitfalls.

Cyber

We monitor this growing and increasingly complex line of business, keeping a close eye on developments surrounding risk, security and the insurance response.

Marine

We monitor the oldest and largest line of business in the world, tracking developments in sustainability, risk and how insurance activity is affected by trade and geopolitics.

InsurTech

Regular updates on new and recent InsurTechs as they become more deeply ingrained into the fabric of insurance in the region.

ESG

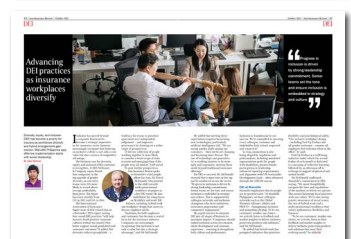
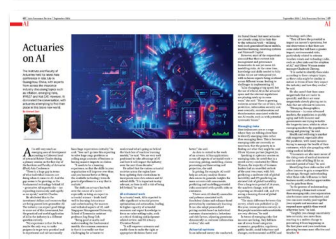
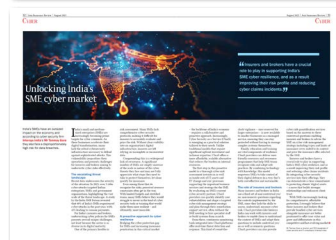
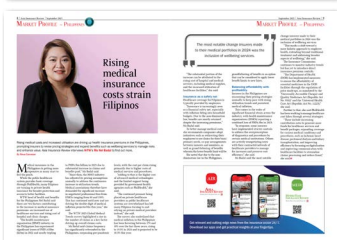
We monitor what is potentially the most important aspect of business today, and how insurers are not only achieving sustainability, but how they promote sustainability amongst their clients.

Takaful

We monitor and report on shariah-compliant risk solutions across family takaful, general takaful and participation insurance.

Diversity and inclusion

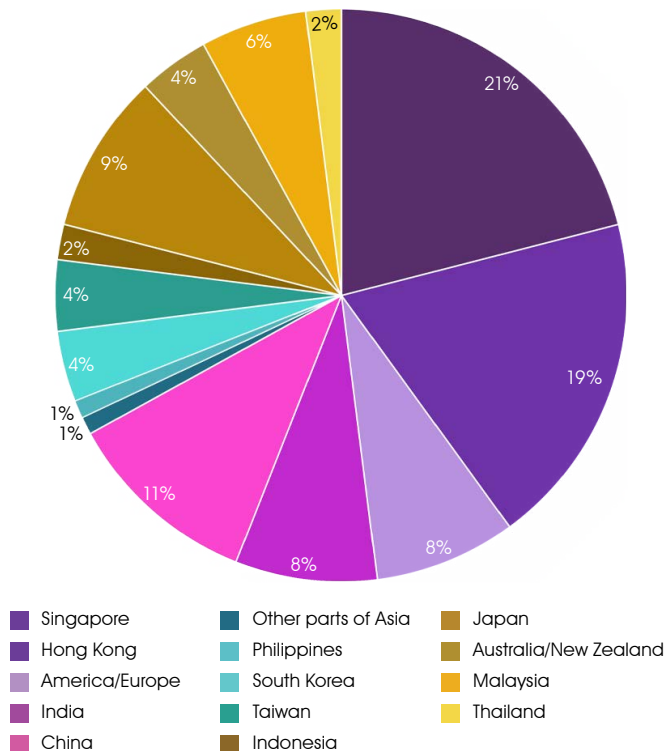
A look at who is doing what to improve integration and harmony in the workplace to celebrate what is different and what is unique about every individual.



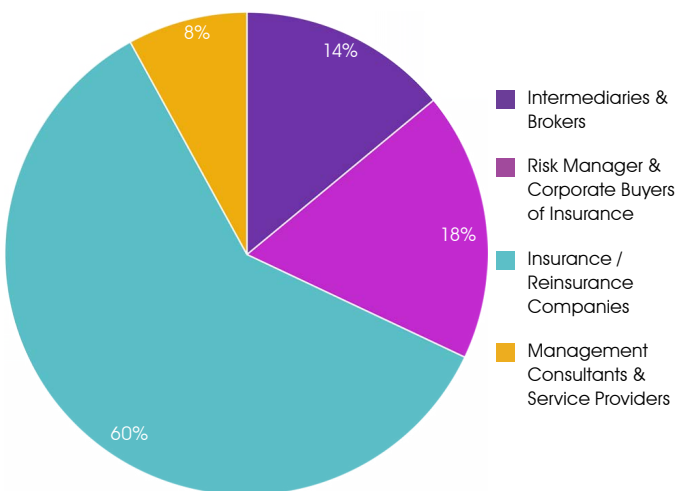
Distribution

Monthly Circulation 10,280

By geographical region



By readers' profile



Print advertising rates

All rates are nett (excluding GST)

Premium Positions (full colour)	S\$
Outside Back Cover	9,000
Inside Front Cover	6,350
Inside Back Cover	5,900
Facing Inside Front Cover	5,900
Facing Editor's Message Page	5,560
Facing Contents Page	5,560
Facing People on the Move Page	5,260
Facing Inside Back Cover	5,070
Facing News Page	5,070
Double Page Spread	9,000
Gatefold	14,300
Advertorial* (4 pages)	10,850
Advertorial* (8 pages)	20,500
Special One Page Video Feature [#]	6,500
Bellyband (inclusive of printing costs)	9,070
Run-of-Page Positions	S\$
Full Page Colour (ROP)	4,500
Full Page Black & White	3,480
Half Page Colour	3,480
Half Page Black & White	2,540

* Inclusive of 200 free copies of reprints

[#] Available in digital format only

Deadlines

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

Discounts

6 Bookings	10.0% off
9 Bookings	12.5% off
12 Bookings	15.0% off

Print advertising specifications

Artwork Sizes

Full Page Trim	297mm (H) X 210mm (W)
Full Page Bleed	307mm (H) X 220mm (W)
Half Page Horizontal	125mm (H) X 176mm (W)
Half Page Vertical	250mm (H) X 85mm (W)
Double Page Spread Trim	297mm (H) X 420mm (W)
Double Page Spread Bleed	307mm (H) X 430mm (W)
Gatefold	297mm (H) X 207mm+200mm(W)
Bellyband	120mm(H) X 210+5+45(front)(W) + 5+205mm(back)(W)

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).

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 News

1 Masthead banner
(345 x 75 pixels)**2** Leaderboard
(720 x 80 pixels)**3c** Premium banner
(520 x 100 pixels)

TOP STORIES

13 Aug 2025

3b Top banner
(520 x 100 pixels)

China: AXA partners with Lecheng administration for advanced medical insurance models

Hong Kong: Regulator gives approval for new captive insurance company

7c Premium sponsored text link
(up to 45 words)

India: Lockton appoints new senior director for corporate solutions group

7b Sponsored text link
(up to 45 words)**8** Middle banner
(520 x 100 pixels)**9** Middle large banner
(720 x 80 pixels)

AIR+

Pakistan: Integrated healthcare exchange system mooted with focus on funding by insurers

19 Aug 2025, Raffles Collection Marina Bay, Singapore

CHINA EWEKLY

China's asset management industry surges past \$20.55tn, insurance and mutual funds each exceed \$4.11tn

25-26 Aug 2025, Centara Grand & Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

AIR MAGAZINE

APAC supply chains plagued by cyber vulnerabilities

Climate change fuels rise in travel and turbulence claims

Ageing demography creates opportunities amid challenges

TOP UPCOMING EVENTS

- 10th Asia Trusted Life Agents & Advisers Awards 2025**
19 Aug 2025, Raffles Collection Marina Bay, Singapore
- 21st Asia Nat CAT and Climate Change Conference**
25-26 Aug 2025, Centara Grand & Bangkok Convention Centre at CentralWorld, Bangkok, Thailand
- 29th Asia Insurance Industry Awards 2025**
3 Nov 2025, Marina Bay Sands Expo and Convention Centre, Singapore
- 12th Middle East Insurance Industry Awards 2025**
28 Nov 2025, Atlantis The Palm, Dubai, United Arab Emirates

OTHER INDUSTRY EVENTS

- Singapore Actuaries conference 2025**
Aug 2025, Fairmont, Singapore
- Les Rendez-vous de Septembre**
Sep 2025, Monte Carlo, Monaco
- IUMI Conference**
Sep 2025, Singapore
- The Twentieth International Longevity Risk and Capital Markets Solutions Conference**
Sep 2025, Singapore
- GAIP Summit 2025**
Sep 2025, Singapore

10 Bottom banner
(720 x 80 pixels)

AIR on Twitter | AIR on Facebook | AIR on LinkedIn | AIR on Youtube | AIR on Sliptcase

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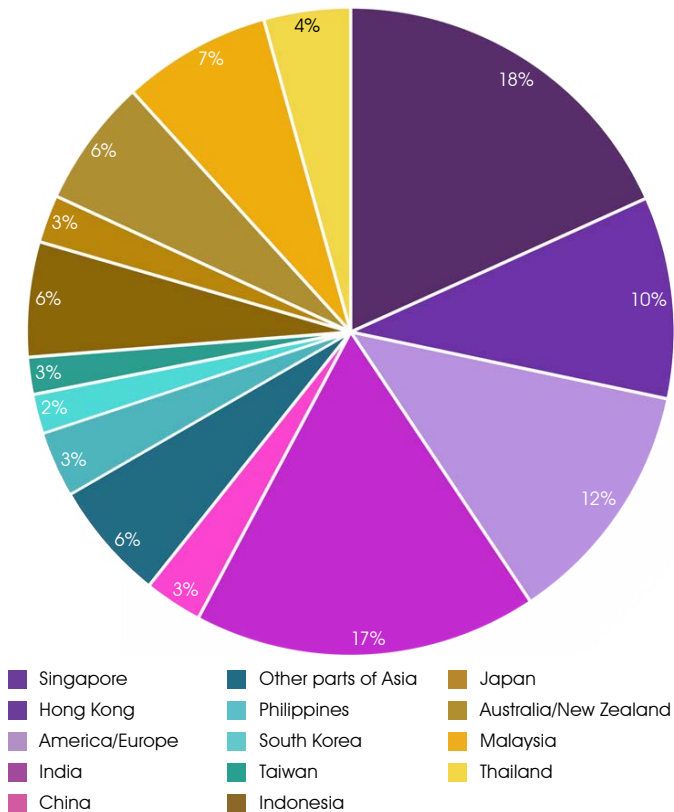
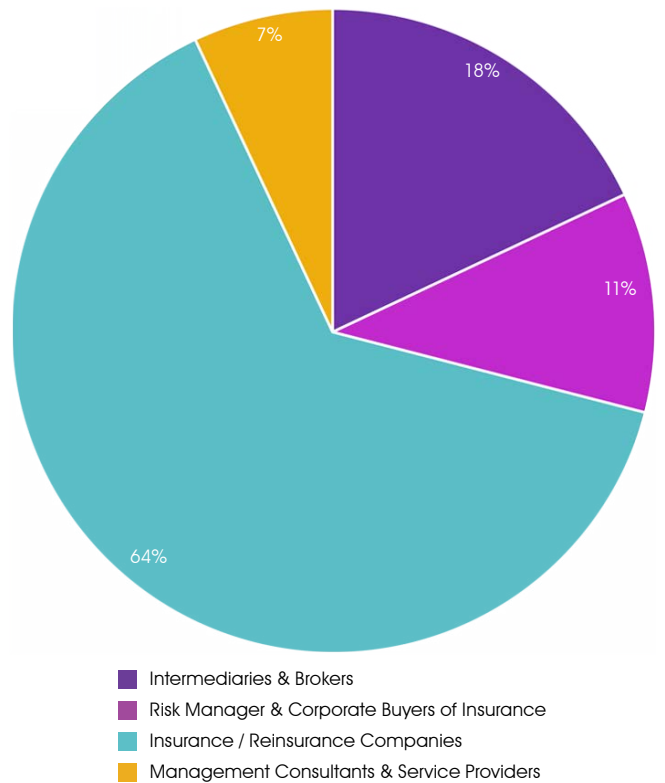
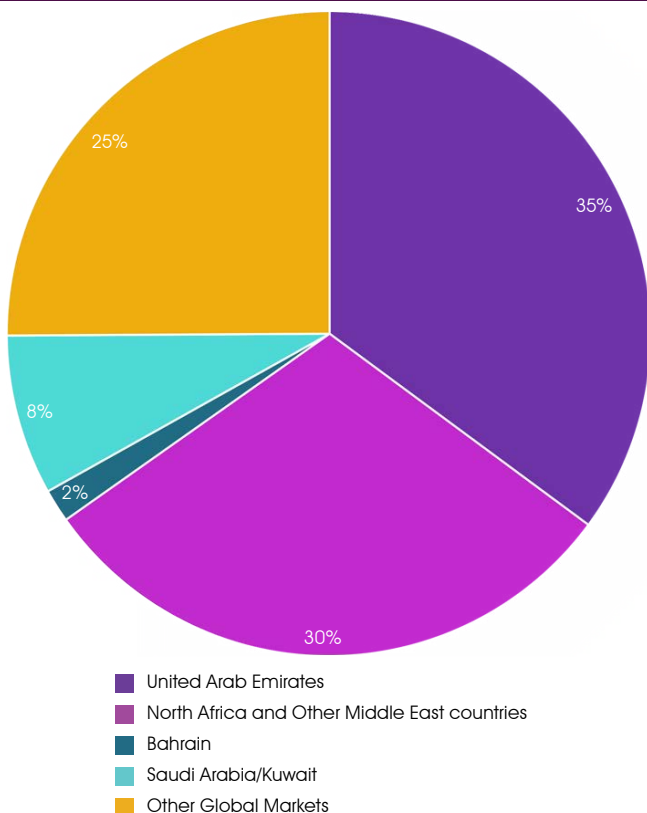
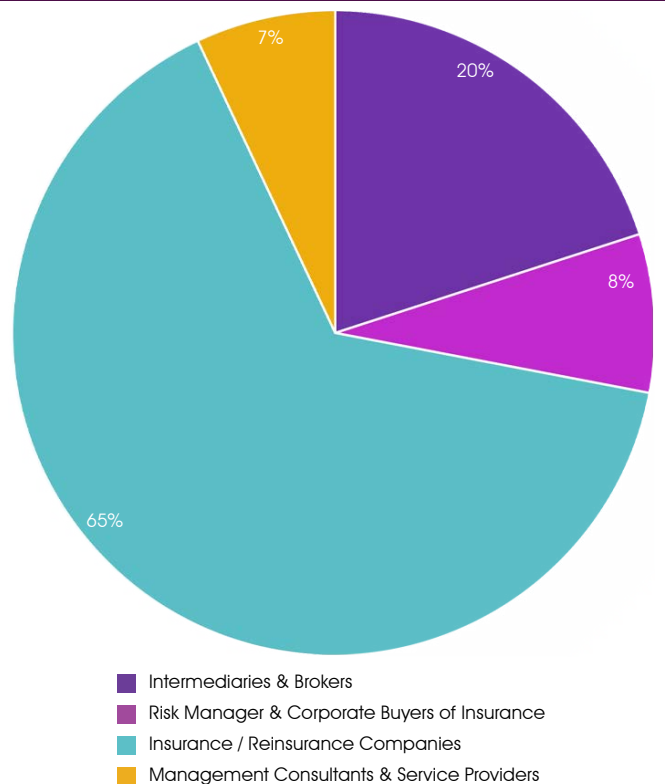
eDaily / eWeekly rates (\$\$)

Categories	1 Masthead banner (345 x 75 pixels)		2 Leaderboard (720 x 80 pixels)		3a Premium banner (520 x 100 pixels)	
	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly
AIR eDaily	6,780	60,950	8,480	81,370	6,780	60,950
MEIR eDaily	5,430	48,750	6,780	60,950	5,430	48,750
AIR+	2,500	22,220	3,100	27,420	2,500	22,220
eChina eWeekly	1,300	11,700	1,800	16,100	1,300	11,700

Categories	3b Top banner (520 x 100 pixels)		4 Premium button (180 x 180 pixels)		5 Skyscraper (180 x 350 pixels)	
	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly
AIR eDaily	6,780	60,950	4,880	45,730	6,780	60,950
MEIR eDaily	5,430	48,750	3,420	30,720	5,430	48,750
AIR+	2,500	22,220	1,580	13,820	2,500	22,220
eChina eWeekly	1,300	11,700	860	7,640	1,300	11,700

Categories	6 Button (180 X 180 pixels)		7a Premium sponsored text link (up to 45 words)		7b Sponsored text link (up to 45 words)	
	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly
AIR eDaily	3,530	33,800	6,780	60,950	6,130	58,780
MEIR eDaily	2,720	24,120	5,430	48,750	4,880	43,880
AIR+	1,280	11,380	2,500	22,220	2,200	19,750
eChina eWeekly	690	6,100	1,300	11,700	1,230	10,980

Categories	8 Middle banner (520 x 100 pixels)		9 Middle large banner (720 x 80 pixels)		10 Bottom banner (720 X 80 pixels)	
	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly
AIR eDaily	6,130	58,780	6,130	58,780	3,530	33,800
MEIR eDaily	4,880	43,880	4,880	43,880	2,720	24,120
AIR+	2,200	19,750	2,200	19,750	1,280	11,380
eChina eWeekly	1,230	10,980	1,230	10,980	690	6,100

AIR eDaily Circulation per week **160,000****By geographical region****By readers' profile****MEIR eDaily** Circulation per week **135,000****By geographical region****By readers' profile**

gives you a deeper level of insight, analysis and intelligence – a premium product for executives at the cutting edge of the insurance sector.

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Home page

The screenshot shows the Asia Insurance Review homepage with the following ad placements:

- Top banner (950 X 83 pixels) 2-x**: Located at the top of the main content area.
- Sponsored text link (up to 45 words) 7**: Located below the top banner.
- Skyscraper (300 X 600 pixels) 3**: Located on the right side of the page.
- Right side banner 1 (300 X 350 pixels) 4-x**: Located on the right side of the page.
- Right side banner 2 (300 X 250 pixels) 5-x**: Located on the right side of the page.
- Bottom banner (950 X 83 pixels) 6-x**: Located at the bottom of the page.

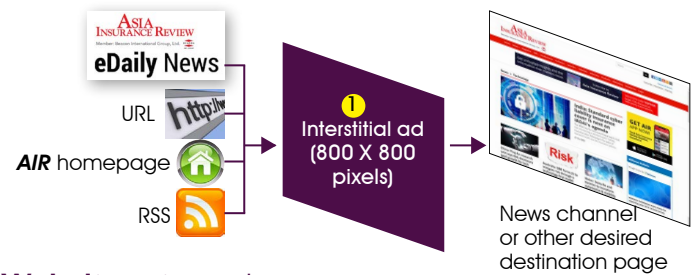
Deadlines

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.



Website rates (\$\$)

Interstitial (\$\$)

Impressions	Interstitial ad (800 X 800 pixels)
20,000	7,420
30,000	9,610
50,000	12,250

Sponsored text (\$\$)

Impressions	Sponsored text link (up to 45 words)
20,000	5,090
30,000	6,650
50,000	8,480

Standard banner rates (\$\$)

Impressions	Top banner (950 X 83 pixels)	Skyscraper (300 X 600 pixels)
20,000	5,650	5,070
30,000	7,380	6,630
50,000	9,420	8,470

Impressions	Right side banner 1 (300 X 350 pixels)	Right side banner 2 (300 X 250 pixels)	Bottom banner (950 X 83 pixels)
20,000	3,420	3,100	2,830
30,000	4,570	4,130	3,700
50,000	6,260	5,650	4,710

Expandable banner rates (\$\$)

Impressions	Top banner-x (950 X 250 pixels)*	Skyscraper-x (500 X 600 pixels)*
20,000	8,450	7,610
30,000	11,050	9,950
50,000	14,110	12,710

Impressions	Right side banner 1-x (500 X 350 pixels)*	Right side banner 2-x (500 X 250 pixels)*	Bottom banner-x (950 X 250 pixels)*
20,000	5,130	4,650	4,230
30,000	6,860	6,180	5,530
50,000	9,390	8,450	7,060

* Expanded size

Maximum impressions & positions

	Max Impressions / Month	Position(s)
Interstitial ad	60,000	NA
Top banner	120,000	All pages
Top right banner	120,000	All pages except Home page
Skyscraper	120,000	All pages
MPU – News channel only	60,000	News page only
Right side banner	120,000	All pages
Bottom banner	120,000	All pages
Sponsored text link	60,000	News page only

News page



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2 Top banner (950 X 83 pixels) **2-x**

News > Life and Health 14 Aug 2025

9 Top MPU (800 X 80 pixels)

Swiss Re updates life guide to include repurposed longevity drugs

By Sarah Si | 14 Aug 2025



12 Sponsored text link (up to 45 words)

Related News

IAIS says global insurance sector's 2025 outlook remains stable

Today's News

- Australia:ASIC to review superannuation investment requirements
- Thailand:Regulator launches fifth insurance development strategy plan
- Singapore:Life insurance sector achieves record-high performance in 1H2025
- IAG New Zealand announces FY2025 results
- Australia:Arch Insurance appoints new senior property underwriter for the Southern Region

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A new class of longevity drugs is emerging, as medications originally developed for other conditions are being repurposed in the pursuit of a longer, healthier life, according to Swiss Re.

Medications such as metformin and rapamycin have gained popularity among health-conscious individuals, with some cases of people self-prescribing these medications. Given the uncertain long-term effects, Swiss Re has introduced guidance for underwriters on how to assess life insurance applicants who show signs of using these repurposed longevity drugs.

Swiss Re's August 2025 Life Guide update is part of the company's work to adapt underwriting guidance as new insights emerge on life and medical risks. Alongside updates on longevity medications, Life Guide now also includes an improved calculator for chronic kidney disease, prostate cancer risks and expanded medical risk assessment tools.

"With repurposed medications, the clinical picture is still evolving. This update gives underwriters practical decision-making support, especially in cases where use of these drugs may be experimental or self-prescribed," said Swiss Re head of global underwriting, claims and R&D Natalie Kelly.

For instance, metformin and rapamycin are part of a growing list of substances being explored for anti-ageing purposes. Metformin, originally used for managing type 2 diabetes, is being studied for its potential to slow ageing by improving insulin sensitivity and reducing inflammation.

Rapamycin, an immunosuppressant developed for organ transplant recipients, has been used in off-label attempts to extend lifespan.

Some of these drugs carry an uncertain risk. Rapamycin, for example, has raised concerns due to immunosuppressive effects and limited long-term data in animals.

In response, Swiss Re has updated its Life Guide to provide underwriters with clear, evidence-based guidance on how to evaluate disclosures of these drugs, including when to apply a rating or defer the case to a medical officer.

10 Middle MPU (400 X 300 pixels)
 11 Bottom MPU (800 X 80 pixels)

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Recent Comments

There are no comments submitted yet. Do you have an interesting opinion? Then be the first to post a comment.

Other News

Life & Health



Vietnam: HCM city accelerates digital shift in social security



Australia's financial safety net pushed to limits due to mental ill health

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Non-Life



Vietnam: Bao Viet Insurance issues advance compensation to Vinh Xanh S8 ship passengers



Japan: Newly appointed chairman of GIAJ shares policy statement

[more »](#)

People



Australia: Markel Insurance appoints new head of marine



SEA: Swiss Re Corporate Solutions appoints new head of customer and distribution management

[more »](#)

6 Bottom banner (950 X 83 pixels) **6-x**

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News Page banner rates (\$\$)

8

Impressions*	Top right banner (300 X 250 pixels)
20,000	4,550
30,000	6,070
50,000	8,350

9 **10**

Impressions*	Top MPU (800 x 80 pixels)	Middle MPU (400 x 300 pixels)
20,000	5,090	5,090
30,000	6,640	6,640
50,000	8,480	8,480

11 **12**

Impressions*	Bottom MPU (800 x 80 pixels)	Sponsored text link (up to 45 words)
20,000	4,420	5,090
30,000	5,780	6,650
50,000	7,380	8,480

Video/Content marketing

Content marketing - a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent non-product content – is a cost-effective method of attracting and retaining a clearly-defined audience.

Disseminating this content via the added dimension of video gets the readers' attention – and you can customise the campaign to pull their attention to focus on the topic around your solution.

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.

Our Content marketing package at S\$6,500 per month includes the following:

- Either a video or an article placement on our website. The video/article will be placed within our magazine section for a month. The AIR website is Asia's most visited insurance news website with 250,000 page views per month.
- A sponsored text link in **AIR** eDaily to drive traffic to

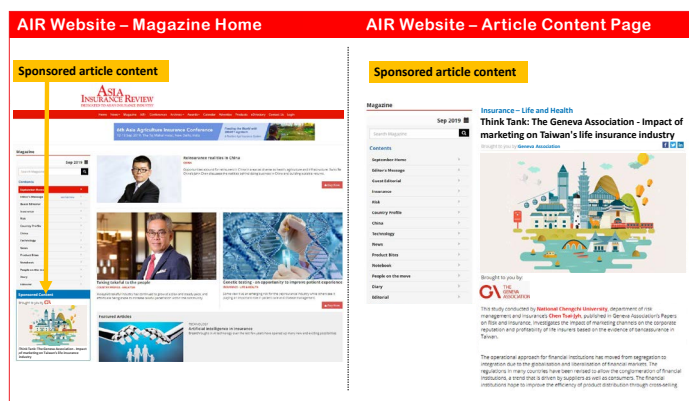
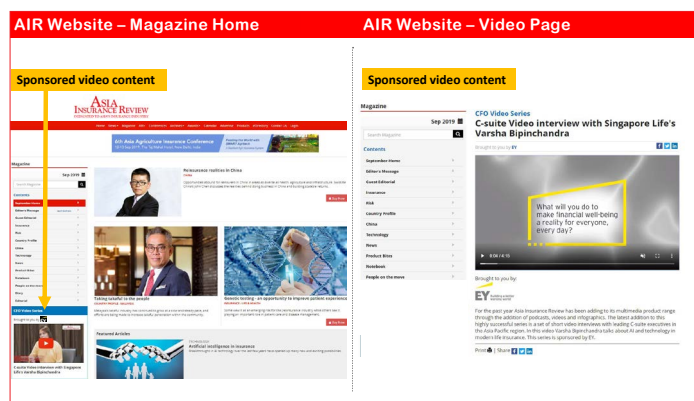
your content. AIR eDaily is an eNews alert giving you the top five news of the day, Monday - Friday. It is well-received by the industry; reaching more than 125,000 ready readers per week. Subscribers and non-subscribers alike get access to our eDaily FREE.

- With a minimum series of six placements, you will get a branded landing page with your logo, featuring links and descriptions to your own articles, white-papers, blog posts, or videos.
- With a minimum series of 12 placements, exclusivity as the only firm covering the chosen topic gives you heightened exposure and profile to our readers on a regularly basis

Series discount:

- **S\$30,000 nett for 6 placements** (\$5,000 per month)
- **S\$45,000 nett for 12 placements** (\$3,750 per month)

***There is a separate charge for content creation.**



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 you to set in place a content strategy for your brand, as well as in the creation of customised videos, articles and curation of relevant stories from our rich archive.

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

Please contact us for more details regarding costs for content creation at Koh@asiainsurancereview.com / jonathan@asiainsurancereview.com

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.



Asia Insurance Review
20,000+ followers



@AIRedaily
3.5k+ followers



#1 **asiainsurancereview.com** is the most visited insurance news website in **Asia** and **3rd globally**.

100,000* Active users per Month
250,000* Page Views per Month

*Average

Source: Google Analytics 2024/25

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Our line-up of events for 2026

In Asia

- India Rendezvous
- Asia Conference on Healthcare and Health Insurance
- India Life Insurance Leadership Summit
- Asia Nat CAT and Climate Change Conference
- Asia Insurance CFO Summit
- Asia Insurance Brokers' Summit
- Asia Life Insurance Summit
- Asia Insurance Distribution Channels Excellence Forum
- Asia Insurance Cyber Resilience Summit
- Motor & EV Conference
- Asia Trusted Life Agents & Advisers Awards
- Asia Insurance Industry Awards

In Middle East

- Middle East Healthcare Insurance Conference
- Middle East Insurance TechRevolution
- Middle East Insurance CFO Summit
- Middle East Insurance Industry Awards

Visit www.asiainsurancereview.com/Conferences for updates

India Rendezvous



Attendance:

960+ high profile executives from 45 countries.

Delegates profile:

Participants included insurers (20%), brokers (37%), reinsurers (21%), regulators (10%) & service providers (9%). The attendees included top representatives from insurance and reinsurance companies, Regulators and supervisory authorities, Insurance and reinsurance brokers, Management consultants and service providers, lawyers, technology companies and loss adjusters, and Risk managers. Leading Banks and financial institutions.

Asia Insurance Brokers' Summit



Attendance:

95+ high-profile executives from over 12 countries

Delegates profile:

Participants included Brokers & Reinsurance Brokers (42.4%), Insurers & Regulators (23.2 %), Associations, Service Providers & Underwriters (26.3%), IT, Legal, Media (9.5%). The attendees included top representatives from leading insurers, reinsurers, brokers, regulators, industry associations, Risk Managers & Financial institutions.

Asian Insurance CFO Summit



Attendance:

110 high-profile executives from 12 countries..

Delegates profile:

Participants included Insurers (39%), Reinsurers (10%), Regulators and supervisory authorities (8%), Management Consultants and Service providers (39%). The attendees included leading top representatives from leading insurers, reinsurers, regulatory and supervisory bodies, top industry associations, lawyers, and leading financial institutions.

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.

Numbers reflected are of an average over the last five years

Conference daily newsletters

IR Daily



SIRC Daily



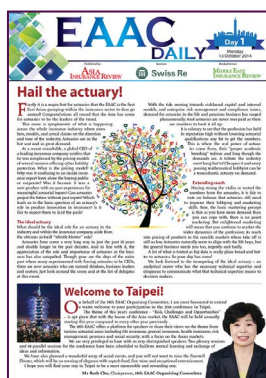
EAIC Daily



PIC Daily



AAC Daily



FAIR Daily



GAIF Daily



Prestigious awards

Asia Insurance Industry Awards (AIIA)



Asia Trusted Life Agents & Advisers Awards



Middle East Insurance Industry Awards (MIIA)

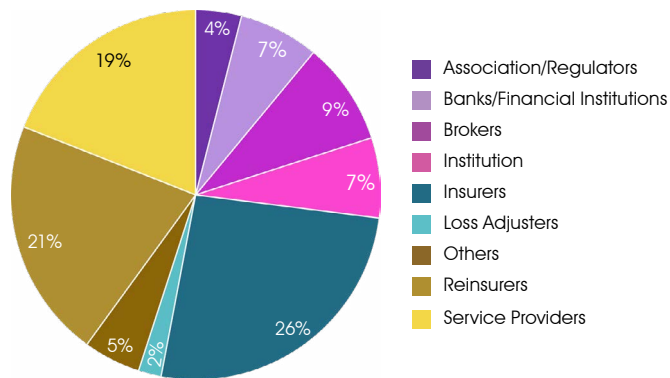


AIR and **MEIR** as exclusive partners of the
Global Insurance Excellence Awards



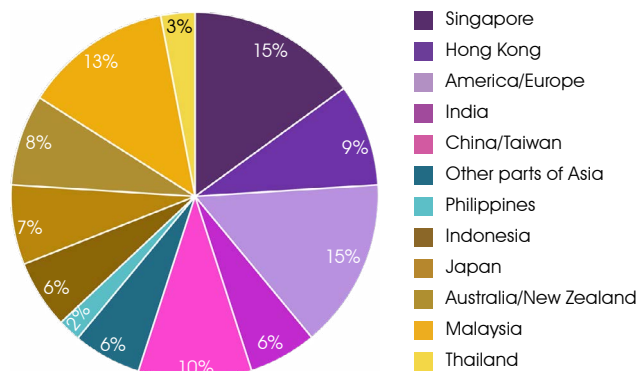
Insurance Directory of Asia (IDA)

Distribution by reader's profile



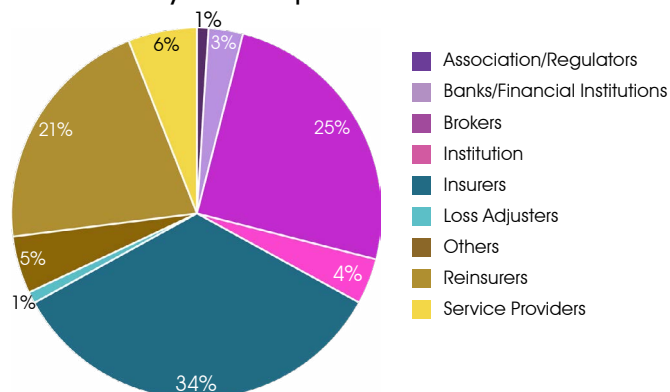
Circulation: 6,550 copies

Distribution by region/country



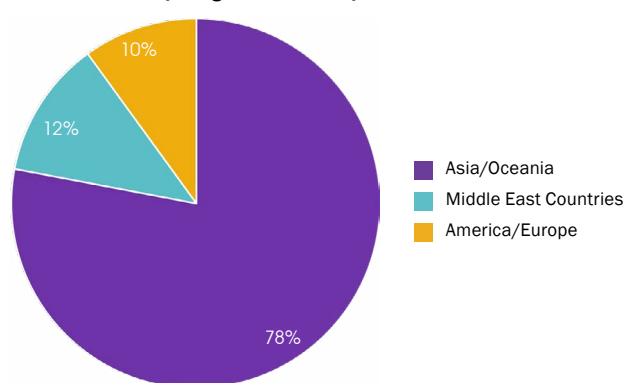
Reinsurance Directory of Asia (RDA)

Distribution by reader's profile



Circulation: 4,000 copies

Distribution by region/country



Directory advertisement specifications

Artwork Sizes for IDA	
Full Page Trim	182mm (W) X 257mm (H)
Full Page Bleed	188mm (W) X 263mm (H)
Artwork Sizes for RDA	
Full Page Trim	149mm (W) X 217mm (H)
Full Page Bleed	155mm (W) X 223mm (H)

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).

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)

Directory advertising rates (s\$)

Position	Insurance Directory of Asia	Reinsurance Directory of Asia
Sponsorship	22,500	15,710
Gatefold	12,560	10,500
Bookmark	8,380	7,340
Outside Back Cover	8,380	7,340
Inside Front Cover	6,810	5,760
Inside Back Cover	6,280	5,450
Facing Inside Front Cover	6,280	5,450
Facing Inside Back Cover	5,240	4,510
Facing Title Page	4,190	3,980
Facing Contents Page	4,700	4,110
Facing Foreword	4,000	3,410
Facing Copyright Page	4,710	3,670
Facing Preface/Users' Guide	4,000	NA
Facing Index	3,670	3,410
Full Page Colour	3,410	3,140
Full Page Black & White	2,620	2,410
Half Page Colour	2,240	2,100
Half Page Black & White	1,600	1,470
Double Page Spread	6,370	5,870

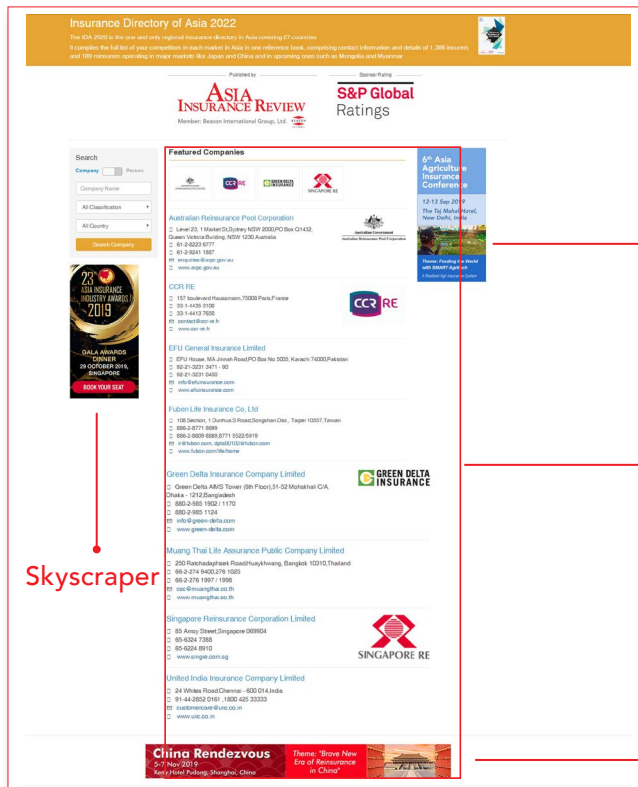
Online directories

Insurance Directory of Asia (IDA)

IDA is the one and only regional insurance directory in Asia covering 27 countries. This is the one-stop reference guide for the whole insurance industry of Asia.

It compiles the full list of companies in each market in Asia in one reference book, comprising contact information and details of 1,386 insurers and 189 reinsurers operating in all major advanced and emerging markets.

The online version is updated weekly.



Yearly online rates (\$\$)

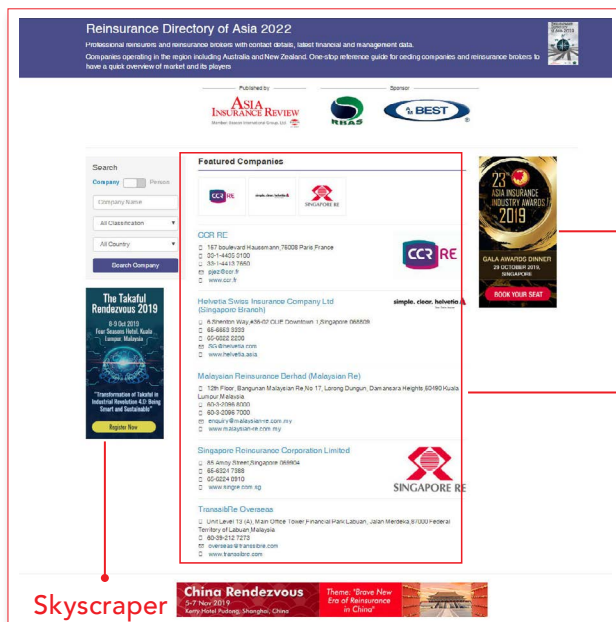
	Skyscraper (300 x 600 pixels)	Bottom banner (950 X 83 pixels)	Featured Companies with Logo
	Yearly	Yearly	Yearly
	4,000	3,000	1,000



Reinsurance Directory of Asia (RDA)

RDA is a one-stop reference guide for ceding companies and reinsurance brokers to have a quick overview of market and its players in the region including Australia and New Zealand.

It lists some 486 professional reinsurers and reinsurance brokers with contact details, latest financial and management data with an actual local presence in Asia.





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