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WHY DO PEOPLE CHOOSE ADVISEN?

Because we know what’s going on in the market. We have what no other P&C insurance news source has – data.

Advisen’s management and editorial team collectively have more than 100 years of experience as underwriters, brokers, actuaries and reinsurers with leading companies such as ACE, AIG, Guy Carpenter, Marsh, and Swiss Re. We were founded as an information and analytics business and continue to grow and enhance our proprietary databases. We share analysis of this data through our news, conferences, webinars, and custom research. Because we listen to the market, we can focus on what interests the P&C insurance community most – and help you reach an engaged audience.

80% of commercial P&C professionals choose Advisen as their preferred source of industry news.

— Source: 2015 Readership Survey

WHAT KINDS of DATA DO WE HAVE?

- **Losses**
  - Severity (MSCAd)
    - 30k Cases
    - 18k Clash Events
  - Frequency (Federal Dockets)
    - 3.7M Non-Asbestos
    - 12M Defendants

- **Policies**
  - Wordings
    - 5k Forms
    - 7k Endorsements
  - Transactions
    - 1.2M Programs
    - 4.2M Policies
    - More than 600k Insurers
    - Policy attributes include: Premium, Limit, NatReins

- **News**
  - ADVx Insurance
    - Premium Index
  - Wordings
    - 4k Sources
    - 60k Articles Daily
  - Industry, Company, and Topical Research:
    - Covered Issues
    - Evolving Risks
    - Catastrophe Events
    - Regulatory Developments
    - ILS & Other ART Mechanisms

- **Exposures**
  - Revenue
  - Employees
  - Financials
  - Board Interlocks

- **Risk Factors**
  - Advisen Total
  - Accrued Metrics
  - Value Investing
  - Risk Tools
  - Kristy Scores
  - Z-Scores
  - S&P Ratings
  - Analyst Reports
  - SEC Full Filings

- ** ADVISEN MASTER FILE**
  - 24M Company Profiles
  - Corporate Hierarchies
  - Time Series
  - Industry Classifications

---
REACH YOUR TARGET AUDIENCE

Advisen continuously expands and updates its proprietary database of 250,000 P&C insurance professionals. Each contact in our database is tagged by a variety of characteristics to ensure you get your message in front of the right people. Some of these characteristics include:

- Job description
- Title
- Coverage focus
- Industry
- Interests

We reach your target audience using several channels, ensuring you communicate with them across multiple touch points.

**FRONT PAGE NEWS**

- Daily emails are sent to 150,000+ people
- Your message is distributed in relevant FPN editions

**SOCIAL MEDIA**

- LinkedIN
- Twitter

Your message will reach more than 3,000 followers via @Advisen

**TARGETED EMAILS**

- Advisen marketing emails deliver results - with campaigns exceeding a 30% open rate and 5% click through rate!
- Your content will be distributed via email to relevant targets using our comprehensive database of more than 250,000 P&C insurance professionals.

126,500 circulation for FPN Professional
REACH DECISION MAKERS

We surveyed our 126,500 FPN Professional readers and learned a lot about them, their companies, and their plans.

**Audience Characteristics**

<table>
<thead>
<tr>
<th>Carriers</th>
<th>Brokers</th>
<th>Buyers</th>
<th>Attorneys</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td>43%</td>
<td>35%</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>of companies have $1 Billion or more in Annual Revenue</td>
<td>of companies have 5,000 or more employees</td>
<td>of our audience are C-Level Executives and their direct reports</td>
<td>recommend or approve selection of carriers, brokers, and other service providers</td>
<td></td>
</tr>
</tbody>
</table>

When asked if risk management decision makers plan to make any changes in their carrier, broker, or RMIS provider, they said:

- 11% plan to change their insurance broker within the next year
- 15% plan to change their insurance carrier within the next 1 year
- 6% plan to change their RMIS provider within the next 1 year

We asked our readers what helps them succeed in their jobs. They said:

- 60% White Papers & Reports
- 54% Webinars
- 67% Conferences

GET YOUR MESSAGE IN FRONT OF DECISION MAKERS AND BECOME their CHOICE!
Every business day, Advisen’s editors, led by David Bradford, sift through more than 60,000 articles from over 4,000 domestic and international news sources to find the most relevant articles for commercial P&C professionals.

How do we know what’s most relevant? We track which articles our readers are forwarding and use that to guide our selection criteria.

WHAT TYPES OF ARTICLE TOPICS WILL YOU FIND IN FPN?

- Coverage issues
- Major P&C insurance industry news
- Catastrophe events
- Landmark legal decisions
- Large or otherwise interesting losses
- Risk management and loss prevention
- Significant regulatory developments
- Significant developments with ILS and other alternative risk mechanisms
- Material developments in modeling and predictive analytics
- Changing risk profiles and evolving threat scenarios
- Surveys and studies on various risk and insurance implications

“Our daily open rate for our Front Page News emails is over 35%, and that certainly makes us proud. But interestingly, if you look at our weekly open rate stat for recipients who open FPN at least once a week, it’s off the charts!”

– Jeff Cohen, EVP Global Business Development, Advisen
### FRONT PAGE NEWS EDITIONS

<table>
<thead>
<tr>
<th>FPN BY GEOGRAPHY</th>
<th>FPN BY COVERAGE AREA</th>
<th>FPN BY INDUSTRY</th>
<th>SPECIAL EVENT EDITIONS</th>
</tr>
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<tbody>
<tr>
<td>North America</td>
<td>Healthcare</td>
<td>Asset &amp; Wealth Management News</td>
<td>RIMS - April</td>
</tr>
<tr>
<td>Europe</td>
<td>Environmental</td>
<td>Banking News</td>
<td>Monte Carlo Rendezvous - September</td>
</tr>
<tr>
<td>Asia</td>
<td>Property</td>
<td>Construction News</td>
<td>CIAB - October</td>
</tr>
<tr>
<td></td>
<td>Executive Risk</td>
<td>Media &amp; Publishing News</td>
<td>NAPSLO - October</td>
</tr>
<tr>
<td></td>
<td>Cyber Risk</td>
<td>Pharmaceutical &amp; Medical News</td>
<td>PLUS - November</td>
</tr>
<tr>
<td></td>
<td>Casualty</td>
<td>Telecommunications News</td>
<td>IRMI - November</td>
</tr>
<tr>
<td></td>
<td>Insurance Technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Risk Professional</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### FPN ENHANCEMENTS FOR 2016

In addition to curated articles, FPN will now include exclusive news, analysis, commentary, and data, driven by Advisen’s unparalleled loss and transaction databases.
WEBINARS & WEBCASTS

Free, one-hour webinars are designed to educate industry members about hot topics and issues. This program will feature your expert or thought-leader amidst a balanced panel of participants.

Advisen offers a turn-key, full-service approach by producing, hosting, and marketing the program. Pre-event, we promote and generate interest, audience, and buzz. Post-event, we post and share the recording and optional associated paper.

“Advisen-directed webinars always provide valuable information to those of us in the insurance industry and this one was no exception. It’s an accepted fact that our customers want providers who understand their business. These webinars encourage us to see things from the customer’s viewpoint and therefore to understand and respond to his or her needs—it’s a person to person business. According to prominent marketing academics, discovering and responding to a customer’s needs and desires are the underlying basis of marketing and therefore sales. That’s why analytics is so important and prevalent in today’s business climate.”

– Bruce Ebert, Esser Hayes Insurance Group

THOUGHT LEADERSHIP

Establish thought leadership and extensive brand exposure with your target audiences. Our editorial staff will work with you to create and deliver content in the most effective manner for its intended audience, which can include text, infographics, embedded video, illustrations, and charts. We ensure the content is timely, relevant, and authoritative. Marketing of your thought leadership includes online and targeted email and social media campaigns.

2016 THOUGHT LEADERSHIP TOPICS

STATE OF THE 2016 COMMERCIAL P&C MARKET
QUARTERLY D&O CLAIMS TRENDS
QUARTERLY CYBER RISK CLAIMS TRENDS
CHANGING ROLE OF THE RISK MANAGER
SPOTLIGHT ON THE EPLI MARKET
CYBER LIABILITY INSURANCE TRENDS
2016 EXECUTIVE RISK MANAGEMENT RESEARCH REPORT
RIMS BENCHMARK SURVEY RELEASE AND EXECUTIVE SUMMARY
STATE OF THE 2016 EUROPEAN D&O MARKET
STATE OF THE 2016 EUROPEAN P&C MARKET
2016 NETWORK SECURITY AND CYBER RISK MANAGEMENT REPORT IN EUROPE
CASUALTY CATASTROPHES: MAPPING THEIR IMPACT ON INSURERS
NEW APPLICATIONS OF PREDICTIVE ANALYTICS FOR UNDERWRITING
TRANSFORMING UNDERWRITING AND LOSS CONTROL WITH DRONES AND SATELLITE IMAGERY
CONFERENCES
Advisen hosts conferences worldwide for the global P&C insurance industry. Demonstrate your thought leadership, make important connections, and promote your brand at our conferences! We consistently deliver an audience that is comprised of 25% or more Risk Managers & Insurance Buyers, Brokers (25%-30%), Insurance Companies (30%), Lawyers (10%), and other insurance professionals (5%).

2016 CONFERENCE SCHEDULE

<table>
<thead>
<tr>
<th>CONFERENCE NAME</th>
<th>CITY</th>
<th>DATE</th>
<th>EXPECTED REGISTRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predictive Modeling Insights Conference</td>
<td>NYC</td>
<td>January 14</td>
<td>200</td>
</tr>
<tr>
<td>Predictive Modeling Insights Conference</td>
<td>LONDON</td>
<td>November 14</td>
<td>150</td>
</tr>
<tr>
<td>Property Insights Conference</td>
<td>NYC</td>
<td>June 9</td>
<td>350</td>
</tr>
<tr>
<td>Transactional Insurance Insights Conference</td>
<td>NYC</td>
<td>April 27</td>
<td>150</td>
</tr>
<tr>
<td>Transactional Insurance Insights Conference</td>
<td>LONDON</td>
<td>September 28</td>
<td>150</td>
</tr>
<tr>
<td>Executive Risk Insights Conference</td>
<td>CHICAGO</td>
<td>May 10</td>
<td>150</td>
</tr>
<tr>
<td>Executive Risk Insights Conference</td>
<td>NYC</td>
<td>September 21</td>
<td>350</td>
</tr>
<tr>
<td>European Executive Risk Insights Conference</td>
<td>CONTINENTAL EUROPE</td>
<td>November 16</td>
<td>250</td>
</tr>
<tr>
<td>Casualty Insights Conference</td>
<td>NYC</td>
<td>March 31</td>
<td>500</td>
</tr>
<tr>
<td>Cyber Risk Insights Conference</td>
<td>LONDON</td>
<td>February 9</td>
<td>450</td>
</tr>
<tr>
<td>Cyber Risk Insights Conference</td>
<td>SAN FRANCISCO</td>
<td>March 2 - 3</td>
<td>225</td>
</tr>
<tr>
<td>Cyber Risk Insights Conference</td>
<td>CHICAGO</td>
<td>May 11</td>
<td>275</td>
</tr>
<tr>
<td>Cyber Risk Insights Conference</td>
<td>NYC</td>
<td>October 27</td>
<td>1,000</td>
</tr>
</tbody>
</table>

60% of attendees have made a crucial business connection
40% of attendees have conducted business at our events
$0 what insurance buyers pay to attend
1K people will attend our 2016 Cyber Risk Insights Conference in NYC

what insurance buyers pay to attend our 2016 Cyber Risk Insights Conference in NYC
10% of attendees have made a crucial business connection
AWARDS DINNERS
Advisen hosts awards dinners to recognize the most distinguished leaders that have impacted the insurance industry, as chosen by their peers.

2016 AWARDS DINNERS

<table>
<thead>
<tr>
<th>CONFERENCE NAME</th>
<th>CITY</th>
<th>DATE</th>
<th>EXPECTED ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyber Risk Awards</td>
<td>NYC</td>
<td>June 15</td>
<td>200</td>
</tr>
</tbody>
</table>

2016 RIMS BENCHMARK SURVEY BOOK
The survey is based on 52,000 insurance programs from 1,441 entities. For premiums, limits, and retentions, as well as rate per million, TCOR value, and large loss examples, this 140-page book can’t be beat.

CIRCULATION:
2,000 copies
(35% go to insureds; 65% go to brokerages)

AVAILABLE ADVERTISING:
Full page color ads
Inside back cover
Outside back cover
Contact your sales representative for pricing.

“The RIMS Benchmark Survey gives invaluable benchmarking information for limits and retentions. Management is always asking, ‘What’s everyone else doing?’ This book gives us the ability to look at our industry, to look at our peer group by revenue or employees, to see what other companies are carrying or how they are structuring their programs.”

—Len Resto, Broker and former Risk Manager
VALUE-ADDED SOLUTIONS

Advisen offers value-added solutions for you to share news about your employees, organization, and brand with more than 250,000 commercial P&C professionals.

**New Product Announcements via Innovation News**
Advisen’s Innovation News contains descriptions of new commercial insurance product offerings, acquisitions, or services globally.

**People on the Move**
Approximately every 2 weeks, Advisen editors compile the largest, most complete collection of news regarding the movement and promotion of commercial insurance professionals.

**Contributed Content and Press Releases distribution**
Send your white paper in Word format to be considered for Front Page News. Send all press releases to us, too. Contact editors@advisen.com.

**Job Postings (no charge for Advisen clients; fee for others)**
If you’re hiring or growing, tell the marketplace with a post on Advisen.

**Brokerages & Agencies: Join the Advisen 2000 Index**
The Advisen 2000 Index lists US Brokerages & Agencies by industries served, top 5 states, lines of business, services provided, insurer partners, and more. There is no charge to be included in the Index.

**Insurers: Make Your Policy Forms Work for You**
Add your newest insurance policy form to our wordings library so that it’s available to the 200+ retail and wholesale brokerages that use Policy Insight to do side-by-side form comparisons. Send a copy of your form to policies@advisen.com.

**Promote Your Latest Acquisition via MAINsheet for M&A Insurance News**
Advisen’s MAINsheet Mergers & Acquisitions contains descriptions of new mergers and acquisitions worldwide.
## ADVERTISING RATE CARD

**WEEKLY NET RATES EFFECTIVE JANUARY 1, 2016 | ALL RATES SUBJECT TO CHANGE**

### FPN PROFESSIONAL & DIGEST

<table>
<thead>
<tr>
<th>POSITION</th>
<th>1 WEEK</th>
<th>4 WEEKS</th>
<th>8 WEEKS</th>
<th>12 WEEKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$8,579</td>
<td>$34,313</td>
<td>$60,905</td>
<td>$87,498</td>
</tr>
<tr>
<td>Premium Right</td>
<td>$7,766</td>
<td>$31,064</td>
<td>$55,138</td>
<td>$79,212</td>
</tr>
<tr>
<td>Right Column</td>
<td>$6,601</td>
<td>$26,400</td>
<td>$46,860</td>
<td>$67,321</td>
</tr>
<tr>
<td>Side Banner</td>
<td>$4,147</td>
<td>$16,587</td>
<td>$29,441</td>
<td>$42,296</td>
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<tr>
<td>Sponsored Link</td>
<td>$2,489</td>
<td>$9,953</td>
<td>$17,667</td>
<td>$25,380</td>
</tr>
</tbody>
</table>

### COVERAGE & GEOGRAPHY EDITIONS

<table>
<thead>
<tr>
<th>EDITION</th>
<th>CIRCULATION</th>
<th>LEADERBOARD</th>
<th>PREMIUM SIDE BANNER</th>
<th>SIDE BANNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyber</td>
<td>30,700+ Mon &amp; Thurs</td>
<td>$1,248</td>
<td>$1,174</td>
<td>$686</td>
</tr>
<tr>
<td>Europe</td>
<td>25,000+ Daily</td>
<td>$644</td>
<td>$541</td>
<td>$489</td>
</tr>
<tr>
<td>Casualty</td>
<td>18,000+ Tues &amp; Fri</td>
<td>$1,148</td>
<td>$1,071</td>
<td>$834</td>
</tr>
<tr>
<td>Executive Risk</td>
<td>14,800+ Tues &amp; Fri</td>
<td>$994</td>
<td>$942</td>
<td>$577</td>
</tr>
<tr>
<td>Asia</td>
<td>13,200+ Tues &amp; Thurs</td>
<td>$592</td>
<td>$464</td>
<td>$386</td>
</tr>
<tr>
<td>Healthcare</td>
<td>10,000+ Daily</td>
<td>$1,354</td>
<td>$1,138</td>
<td>$839</td>
</tr>
<tr>
<td>Property</td>
<td>7,400+ Weds &amp; Fri</td>
<td>$839</td>
<td>$700</td>
<td>$623</td>
</tr>
<tr>
<td>Environmental</td>
<td>6,200+ Tues &amp; Thurs</td>
<td>$778</td>
<td>$649</td>
<td>$572</td>
</tr>
<tr>
<td>Construction</td>
<td>3,400+ Wednesday</td>
<td>$984</td>
<td>$778</td>
<td>$716</td>
</tr>
<tr>
<td>Risk Professional</td>
<td>3,400+ Mon &amp; Weds</td>
<td>$675</td>
<td>$613</td>
<td>$541</td>
</tr>
<tr>
<td>Financial Institutions</td>
<td>2,800+ Thurs</td>
<td>$530</td>
<td>$479</td>
<td>$417</td>
</tr>
<tr>
<td>Insurance Technology</td>
<td>2,500+ Tues</td>
<td>$464</td>
<td>$386</td>
<td>$309</td>
</tr>
<tr>
<td>Media &amp; Publishing</td>
<td>2,200+ Fri</td>
<td>$464</td>
<td>$386</td>
<td>$309</td>
</tr>
<tr>
<td>Asset Management</td>
<td>1,100+ Mon</td>
<td>$335</td>
<td>$288</td>
<td>$237</td>
</tr>
<tr>
<td>Pharmaceutical &amp; Life Sciences</td>
<td>1,700+ Tues</td>
<td>$438</td>
<td>$381</td>
<td>$304</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>500+ Weds</td>
<td>$324</td>
<td>$283</td>
<td>$232</td>
</tr>
<tr>
<td>Innovation News</td>
<td>101,000+ Once a month</td>
<td>$10,000 for roadblock</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>
INTRODUCING THE ADVISEN NEWS TEAM

Advisen has built a news team of award-winning journalists to share our unique perspective on the hottest insurance issues and trends. Some headlines from our team include:

COMPANIES LAX ON CYBERSECURITY ‘PLAYING IT RISKY’ AFTER FTC-WYNDHAM RULING
By Chad Hemenway on August 26, 2015
The US Federal Trade Commission was again told it has the authority to regulate cybersecurity practices, putting organizations at risk of more costs following a breach.

‘SYSTEM FAILURE’ COULD BE TRIGGERED BY SYSTEM OUTAGES SEEN RECENTLY
By Chad Hemenway on July 9, 2015
As companies become more and more reliant on technology to operate, there could be many more days like July 8.

CYBERSECURITY EFFORTS REQUIRE PROACTIVE, COOPERATIVE APPROACH
By Erin Ayers on July 16, 2015
As cyber threats increase in complexity and persistence, efforts in the security industry to encourage businesses that safeguarding data, systems, and other assets must be a continuous effort toward improvement have ramped up.

SONY, ZURICH SETTLE PLAYSTATION DISPUTE, LEAVING UNANSWERED QUESTIONS
By Erin Ayers on April 30, 2015
After appealing a February 2014 ruling that Zurich American Insurance Company did not have to cover Sony Corporation for claims stemming from a 2011 hacking of the Sony PlayStation Network, the two parties have settled the case, according to court documents.

REPRINTS
DIGITAL REPRINTS $395
A digital reprint is a high-resolution PDF of your article. Price includes copyright (unlimited educational and marketing distribution of your article). Great for sharing by email!

PHYSICAL REPRINTS STARTING AT $945
Physical reprints are custom designed to your specifications and professionally printed on 100# premium gloss book paper. Price includes copyright (educational and marketing distribution of your article). Great for mail campaigns and convention handouts! 500 copies start at $945.
CONNECT WITH US
Advisen’s community represents more than 150,000 commercial Property and Casualty insurance professionals. For Underwriters, Brokers, Risk Managers, and other professionals tackling P&C insurance issues, Advisen provides insight into underwriting, marketing, broking, and purchasing commercial insurance.

JOIN THE ADVISEN COMMUNITY
Join the Advisen community for insurance professionals to stay informed and keep abreast of offerings and issues that impact your P&C role.

SOCIAL MEDIA

FOLLOW ADVISEN ON TWITTER
Follow Advisen on Twitter for insurance industry news and company updates. Follow Advisen Cyber Risk News on Twitter for cyber-related news and updates.

CONNECT WITH ADVISEN ON LINKEDIN
Follow Advisen’s Company Page for Advisen-related news including upcoming conferences and webinars!

We host the following LinkedIn Groups:
- D&O Commercial Insurance
- European D&O Commercial Insurance
- E&O Commercial Insurance
- Cyber Privacy Security Commercial Insurance
- Supply Chain / Business Interruption Commercial Insurance
- EPL Commercial Insurance
- Healthcare/MedMal Commercial Insurance
- Umbrella/Excess Commercial Insurance
- Property Insurance
- Environmental Commercial Insurance
- Life Sciences/Biotech Commercial Insurance
- Casualty Clash & Catastrophe Insurance
- P&C Information Technology
- RMIS Users Today & Tomorrow

LIKE ADVISEN ON FACEBOOK
Like Advisen on Facebook to keep updated on Advisen-related news, industry news, announcements and photos from conferences, webinars, and more!
Leading the way to smarter and more efficient risk and insurance communities.

Advisen Delivers:
the right information into the right hands at the right time to power performance.

About Advisen
Advisen is leading the way to smarter and more efficient risk and insurance communities. Through its information, analytics, ACORD messaging gateway, news, research, and events, Advisen reaches more than 150,000 commercial insurance and risk professionals at 8,000 organizations worldwide. The company was founded in 2000 and is headquartered in New York City, with offices in the US and the UK.