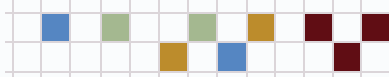




2012 *Media Kit*

ADVISEN

**Productivity
& Insight
for Insurance
Professionals**



About Advisen

Advisen Ltd. is a privately-owned, independent and unbiased provider of news, data and risk analytics to the commercial insurance industry.

Advisen's mission is to deliver productivity and insight to insurance professionals. Advisen brings greater success through technology and data, revolutionizing the way the commercial insurance industry functions. Our customers leverage the Advisen platform, adding power to their proprietary ability and bringing value to their clients.



Why Advisen

- Advisen Proprietary Analytics allow predictive risk assessment, loss susceptibility and loss severity analysis while driving more informed insurance underwriting and purchase decisions.
- Tools Across the Entire Insurance Lifecycle—from prospecting and risk analysis to placement and program management—enhance individual productivity and drive overall business success.
- The industry's Deepest Data Sets provide a comprehensive single view into critical company, insurance transactional and claims/loss information across the entire insurance landscape.
- Front Page News is a complete resource for over 100,000 top level commercial insurance executives who spend over 7 minutes a day with Front Page News. Advertisers have an unparalleled opportunity to build their brands with their target audiences.
- Advisen's well respected editorial team will help you engage with your target audience through multiple content options with thought leadership and editorial relevancy - keeping you top of mind.

ADVISEN FPN

FRONT PAGE NEWS

Front Page News (FPN)

The preeminent source of commercial insurance news

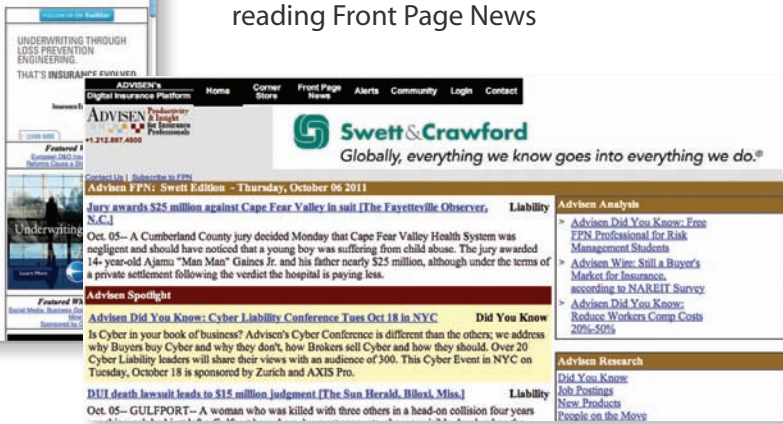


Advisen is best thought of as a GLOBAL COMMUNITY that seeks a deep understanding of all aspects of commercial insurance. They are an exceptionally influential, well informed audience of over 100,000 insurance professionals who trust Advisen for news, productivity and insight.

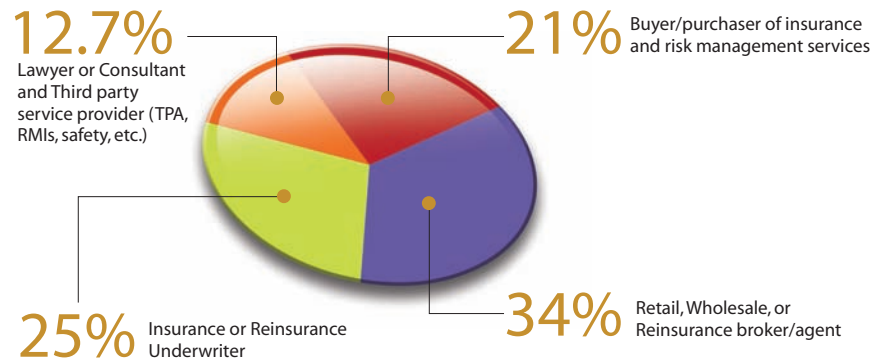
Advisen's flagship newsletter is a must read for these buyers, brokers and underwriters. This daily email highlights the top commercial insurance news stories - a selection of the most critical and relevant news articles selected from over 4,000 global news providers.

Strength in Our Relationship

- » 90% prefer Front Page News to other trade and business sources to stay on top of insurance news
- » 95% of subscribers read Front Page News daily or several days a week
- » The "average" FPN recipient spends on average 7 minutes a day reading Front Page News



Over 33% of our subscribers are "C" level or report to "C" level executives



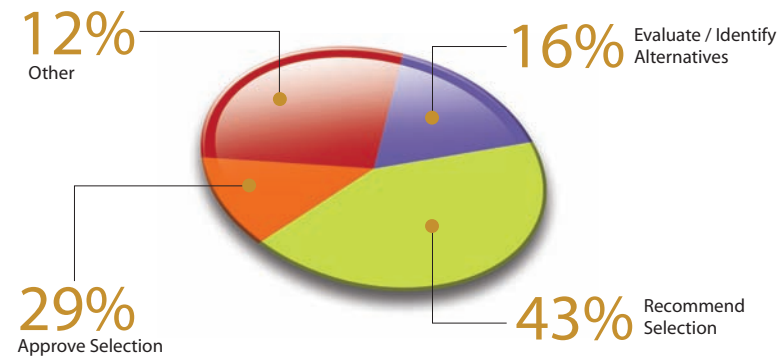
When Risk Managers were asked:

"What role, if any, did your broker play in the marketing of your insurance program?"

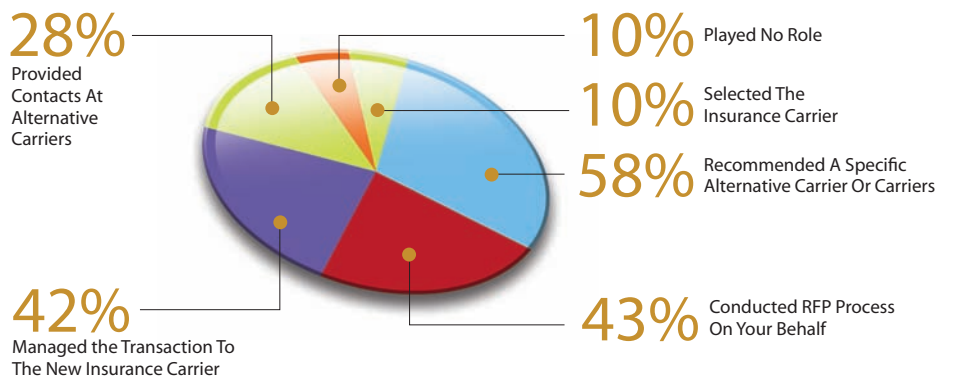
» **58%** recommended a specific carrier

When Risk Managers were asked:

"What is your principal role in purchasing decisions regarding carriers, brokers, and other service suppliers?"



What role, if any, did your broker play in the marketing of your insurance program?

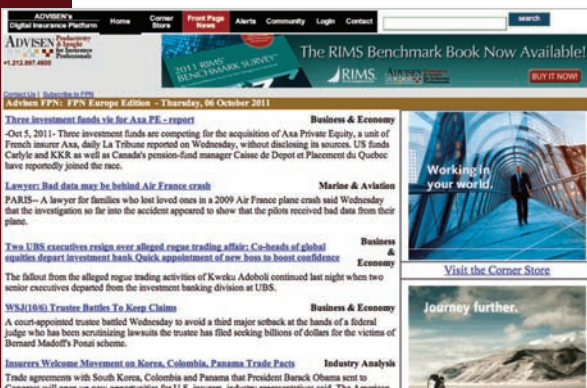


Which of the following industry sectors are important to you in your job?



FPN Editions

In today's evolving commercial insurance arena, staying current on the latest news and developments in your field has never been more vital.



FPN Professional and Digest

- » Coverage of US and Global commercial insurance news and events

FPN Europe

- » Daily coverage of insurance industry news in Europe

FPN Healthcare

- » News related to the Healthcare Industry, Risk Management, and Insurance

FPN Environmental

- » News related to Environmental risk and Insurance

FPN Management Liability

- » Tuesday and Friday - focused on key corporate business insurance events

FPN Property

- » Wednesday's special edition covering property risk management issues

FPN Cyber

- » Monday and Thursday - focused on social media, security, privacy, networking exposures

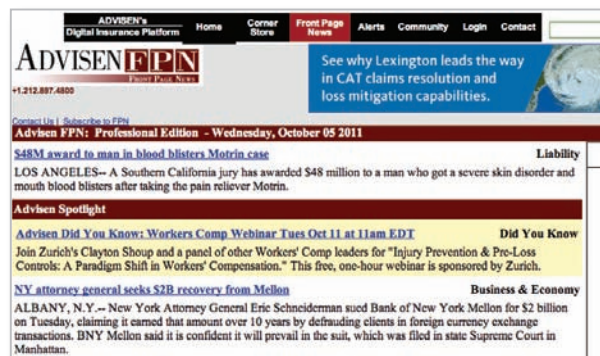
Marketing Solutions

Front Page News offers marketers a premium environment to reach an elite group of insurance professionals and influential buyers of insurance. Each partnership opportunity is uniquely crafted to meet your marketing goals.

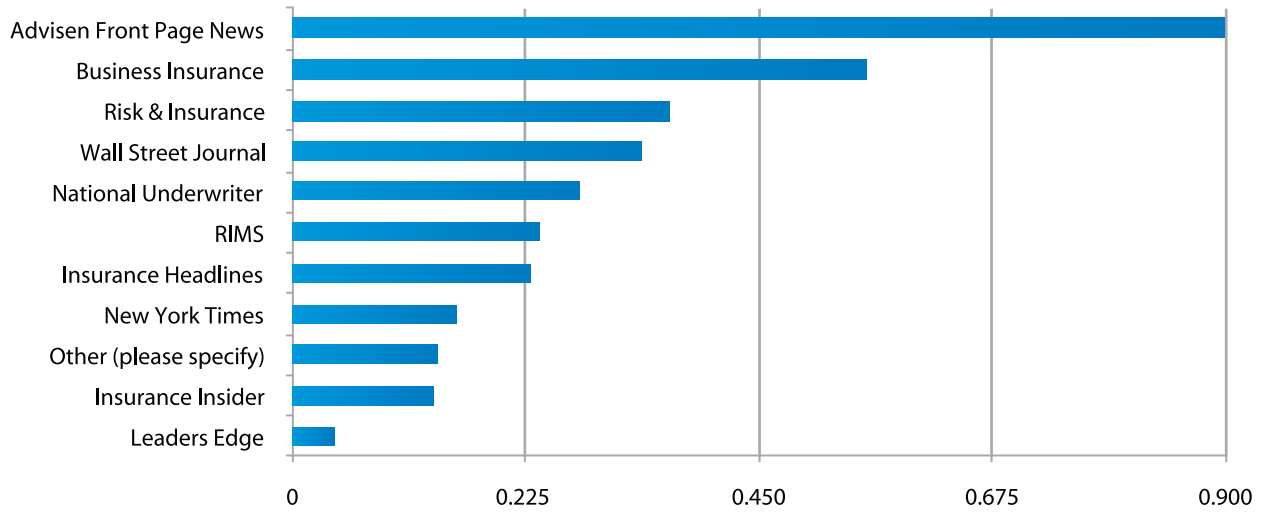
As your marketing partner, our commitment is to collaborate and strategize with you every step of the way to create a comprehensive solution that will help you reach, surround and engage your primary target. In addition to Premium Placements and banners, we will help you deliver your message using a full range of intelligent content and media.

Make the most of your budget with an Integrated Marketing Program

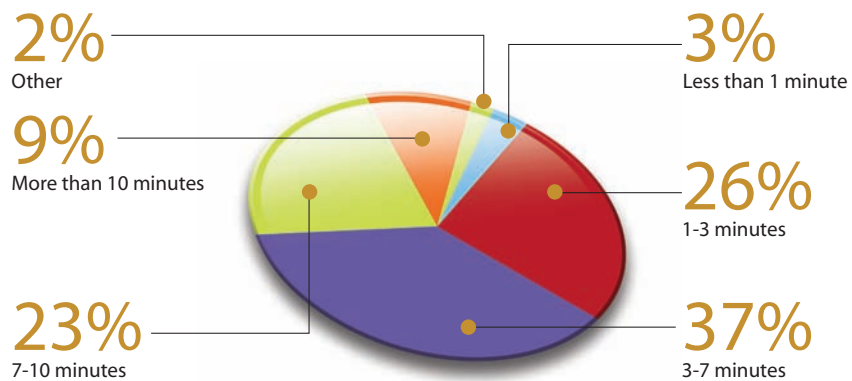
- » Spotlight Position – Featured Content
- » Traffic Driving Programs
- » Co-Branded Special Reports
- » Custom Research & Reports
- » Advisen Webcasts/ Custom Webcasts
- » Original Content Creation
- » Round Tables and Events
- » Alerts Sponsorship
- » Custom Focus Groups
- » Ten Minute Tutorials
- » Single Sponsored Targeted Newsletters
- » Social Media



Where do you go to keep on top of news in the insurance industry?



How much time do you spend reading FPN when you open it?



Stand Apart from Competitors

Advisen Webcasts/Custom Webcasts

Webinars are online 1-hour seminar designed to educate industry members about new technologies, 'best practices', and hot topics/issues impacting the industry. Sponsors have an opportunity to present their message to a targeted audience and capture key contact information on those registrants. Webinars are marketed to qualified buyers of commercial insurance services – sponsors are GUARANTEED a minimum of 200 leads per webinar. Often we deliver up to 700 leads. This full-service, turnkey program is managed, hosted, and marketed by the Advisen Editorial and Marketing team who will work with you to develop the topic and help recruit relevant speakers.

- » State of the Insurance Market
- » State of the European Insurance Market
- » Quarterly Securities Litigation Webinars
- » RIMS Benchmark Book 'The Live Event'

Sponsored Content / Spotlight Distribution

Engage the Advisen community and create a tangible relationship with insightful content widely distributed to your target audience

New Product Announcements

If you are planning to announce new products you'll want to dominate this new monthly newsletter.

Research

We can segment our audience and get you answers...

Primary, Brand, Quick Pulse...

Social Media

We can lead the discussion!



Good Content Is Key

Use key vehicles, unique sequences, meaningful content to capture attention and build brand presence:

- » Content creation for your website
- » Educational Webcasts and Tutorials
- » Independent Research and Analysis
- » Forum Discussion Groups
- » Targeted content distribution
- » On-line audio and video

Advisen editors can help you resonate with timely topics...

- » 86% of Advisen FPN readers print or download an article or web page for future reference
- » 76% of Advisen FPN readers forward information to a colleague
- » 50% of Advisen FPN readers view a webcast/ video clip



FPN Resource Center

*Have a consistent and effective presence on Advisen's Corner Store.
Promote your brand within relevant content.*



FPN White Paper Library

Active on-line visitor destination. Your custom content will be read and downloaded by your target audience. Advisen and FPN drives traffic to this learning area daily.

Media Products

FPN will keep you current with people and products within the industry.

- » People on the Move (POM)
- » New Product Announcements (NPA)
- » Job Postings
- » P&C Mergers & Acquisitions (MAINsheet)

Advisen Quarterly Journals

Management Liability Journal

This new quarterly digital magazine singularly focused on management liability topics will be heavily populated with content written by lead underwriting, claims and legal experts and thought-leaders on topical issues related to directors & officers' liability, fiduciary liability and employment practices liability. Also included are articles written by Advisen editors based on interviews with industry experts, as well as articles based on the insights of Advisen's analysts using data sources, such as Program Benchmarking™ data, the MSCAd™ large loss database, and the ADVx™ D&O Pricing Index.

Cyber Liability Journal

This new quarterly digital magazine singularly focused on cyber insurance, network security and privacy risk topics will be heavily populated with content written by leading underwriting, claims and legal experts and thought-leaders on topical issues related to cyberspace risks—both first-party and third-party exposures. It will also include articles written by Advisen editors based on interviews with industry experts, as well as articles based on the insights of Advisen's analysts using data sources, such as Program Benchmarking™ data, the MSCAd™ large loss database, and others.

Advertising Positions/ Sponsorships

Banner advertising opportunities such as a 'Leaderboard' – Premium Banner and Side Banner positions allow you to promote a brand, service, new product or corporate initiative while driving traffic to your website. Open rates and click through rates are all reported.

Positions/Sponsorship Rates

Net Rates Effective January 1, 2012 (Circulation: 93,500)				
	1 Week	4 weeks	8 weeks	12 weeks
Leaderboard (728 X 90)	\$6,895	\$27,580	\$49,644	\$70,329
Effective CPM	\$12.80	\$12.80	\$11.53	\$10.89
Premium Right Column (300X250)	\$6242	\$24,968	\$44,942	\$63,668
Effective CPM	\$11.60	\$11.60	\$10.44	\$9.86
Right Column (300X250)	\$5,305	\$21,200	\$38,196	\$54,090
Effective CPM	\$9.86	\$9.86	\$8.76	\$8.38
Side Banner (300x120)	\$3,333	\$13,300	\$23,997	\$33,996
Effective CPM	\$6.20	\$6.20	\$5.58	\$5.26
Sponsored Link	\$2,000	\$8,000	\$10,800	\$15,300
Effective CPM	\$3.71	\$3.71	\$2.51	\$2.37

FPN Demographic Editions

Net Rates Effective January 1, 2012 (Cost Per Week)				
	Circulation	Leaderboard	Premium Side Banner	Side Banner
FPN Europe	8,750 Daily	\$1760	\$1320	\$880
FPN Management Liability	7,050 Tuesday and Friday	\$960	\$910	\$585
FPN Healthcare	7,697 Daily	\$1,310	\$1110	\$810
FPN Environmental	1,959 Daily	\$750	\$625	\$550
FPN Property	3,395 Wednesday	\$510	\$475	\$450
FPN Cyber	6,530 Monday and Thursday	\$970	\$900	\$525

Advertising Unit Specifications

Leader board

A leaderboard banner (728 X 90) is a rectangular ad, located across top of newsletter.

Premium Right Column

A Premium Right Column (300 X 250) is a rectangular ad located on the right of the content page.

Side Banner

A Side banner (half banner) (300 x 120) is a rectangular ad located in one of 4 positions on the right side of the content page.

Column Ad

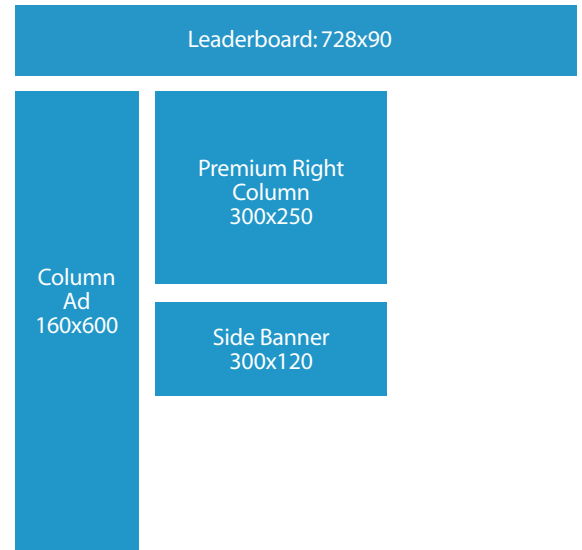
The column unit is on the left side on the article page, (also called a skyscraper), and is 160x600.

Banner specs:

File Types: JPEG, GIF (Animated and Static)

Looping: Unlimited

File Size: less than 30Kb. Please provide linking URL



Advisen Insights Events

Each Advisen Conference is guided by an Advisen Conference Advisory Board comprised of industry experts who collaborate with Advisen's Research & Editorial team, led by Dave Bradford.



- » Casualty Insights Conference
- » Management Liability Insights Conference
- » Cyber Liabilities Insights Conference
- » Property Insights Conference

Sponsor an Advisen Event

Reach- An influential, engaged audience

300 to 500 attendees including senior level brokers, underwriters, risk managers, claims counsel, and litigators, as well as buyers of insurance and consulting services from middle market companies.

Bring your key customers and prospects to an in depth day of learning where you can develop solutions collaboratively. We can also work with you to assure that invitations are shared with those companies with whom you want to engage. Our promotion efforts give you high awareness and visibility across our global database.



Advisen Insights Events

Sponsored business breakfast/luncheon

A forum that offers you the opportunity to network face-to-face with a small group of high-caliber Risk Managers/ Buyers or Brokers.

Advisen offers a Business Breakfast or Luncheon program where we work with the sponsor to identify the demographic from the Advisen database they want to invite, and arrange to get these senior managers to the event.

We also provide a 5 star venue, and moderator from our Editorial team. This turnkey program can be held over breakfast or lunch in a selected city.



Advisen is uniquely positioned to reach and appeal to a high quality audience through direct mailings and an advertising campaign that will reach 125,000 insurance professionals – all subscribers to Advisen FPN, our family of news publications.





Advisen Ltd.
1430 Broadway
8th Floor
New York, NY 10018
www.advisen.com
Voice: 212-897-4800
Fax: 212-972-3999
ads@advisen.com