

About Advisen

Why Advisen

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

- 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.
- Our 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.



The preeminent source of commercial insurance news

Why we're different?

In a world of too many options and too little time, our obvious choice is to just ignore the ordinary stuff. But what if something very ordinary is extraordinary?

The Ordinary – A Simple Daily Newsfeed

The Extraordinary – The brightest insurance minds chose the most important news stories.

And more than 120,000 readers get a daily briefing giving them the most critical articles selected from over 4,000 news providers.

To read on Blackberry or better format click [here](#)



Cyber Edition for tdevjdaval@advisen.com
Monday, October 01 2012

[As cyber attack eases, online access to PNC improves](#)

Sept. 28-- Cyber attacks such as the one that blocked PNC Bank customers from online accounts this week rarely linger more than a week, experts said. The cyber attacks began last week with JPMorgan Chase, Bank of America and Citibank. They spread this week to Wells Fargo, U.S. Bank and PNC, where spokesman Fred Solomon could not be reached for comment.

Advisen Spotlight

[Advisen Did You Know: Reputational Risk of a Data Breach FREE PAPER](#)

What are the data breach vulnerabilities of small and medium size businesses? How do you quantify the impact of a breach on reputation? How do data breach insurance solutions protect the insured? DOWNLOAD this free 12 page paper sponsored by NAS Insurance Services.

[WSJ: Canada Investigates Cyberattack on Anti-Cyberattack Software Firm](#)

The Canadian government said it is looking into a cyberattack on the Canadian arm of a company that designs software for the energy industry and helps other firms protect themselves against cyberattack. A spokesman for the Canadian Cyber Incident Response Centre said it is aware that Telvent, which is owned by French firm Schneider Electric SA, had been hacked into.

[Facebook, Twitter, email passwords made private under California law](#)

Sept. 28-- SACRAMENTO-- California, home to many of the world's social media companies, now has the nation's strictest privacy laws preventing your boss or college from surfing through the personal information you post on sites like Facebook. Companies and universities are increasingly trying to keep tabs on workers and students-- and vet prospective hires and...

[FERC Forms New Office To Focus On Cybersecurity](#)

By Mr John McGrane, Stephen M. Spina and Daniel J. Skees. On September 20, the Federal Energy Regulatory Commission announced the creation of a new office, the Office of Energy Infrastructure Security, which will focus on physical and cyber risks to energy facilities subject to FERC jurisdiction. 1 Headed by the current director of the Office of Electric...

[Social media, law collide](#)

District Judge Cathy Bissoon in Pittsburgh upheld a magistrate judge's ruling that denied such a man Idlevild Park in Ligonier wanted either the complete postings or the Facebook login information injuries she suffered on the Wild Mouse roller coaster.

[FDA told to act on wireless hacks \[Star Tribune \(Minneapolis\)\]](#)

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Advisen FPN: Management Liability Edition - Monday, October 01 2012

You are in: [Front Page News Headlines](#) > [Wet Seal's troubles continue as key shareholder seeks big changes](#)

Business & Economic

[Wet Seal's troubles continue as key shareholder seeks big changes](#)

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Publication Date: 09/27/2012
Source: Los Angeles Times (CA)

Wet Seal's troubles continue as key shareholder seeks big changes [Los Angeles Times]

Publication Date: 09/27/2012
Source: Los Angeles Times (CA)

Wet Seal's troubles continue as key shareholder seeks big changes [Los Angeles Times]

Sept. 27--Tumultuous times continue for teen retailer Wet Seal Inc., which in the span of three months has fired its chief executive, been sued for racial discrimination and revamped its strategy to bolster sagging sales.

Now, the Foothill Ranch retailer is fending off advances by an activist shareholder that wants to oust most of its corporate board and possibly sell the company.

Wet Seal, which operates about 550 mall stores under the Wet Seal and Arden B. brands for young women, has been scrambling to find a solution to end 12 months of falling sales.

But, so far, many customers seem hakewarrn.

"It's not so on-trend like H&M or Zara, and the quality isn't very good either," said Victoria Huang, 24, who left the Beverly Center's Wet Seal empty-handed on a recent weekday. "I don't shop here except if there's a good sale."

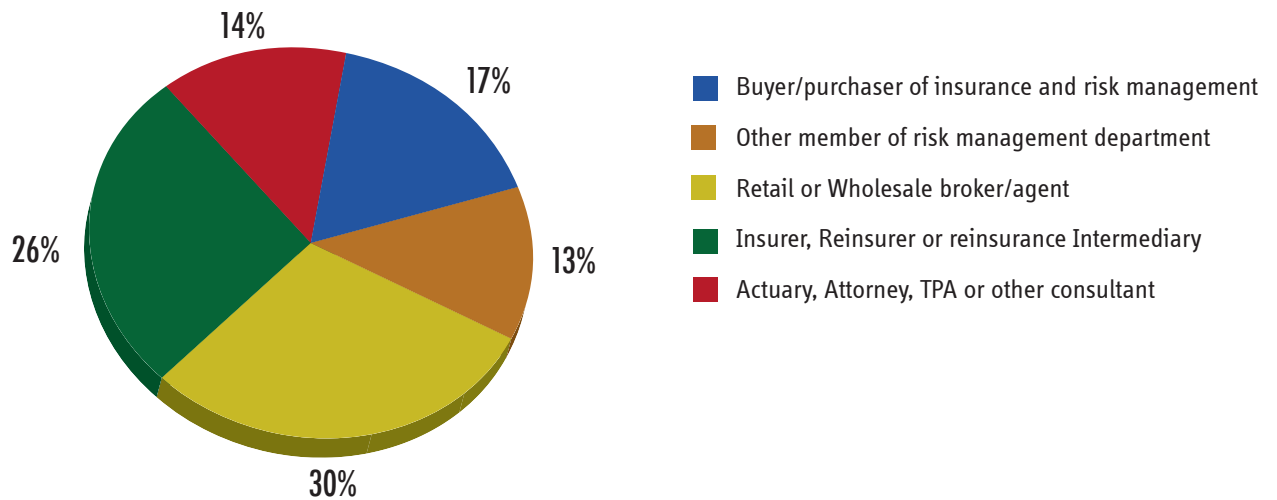
Retail industry analysts agree. They say the company is flailing in a heavily competitive market. The company has stumbled with merchandising mistakes and bad luck in a period when fashion toys -- traditionally the retailer's strength -- have lost out

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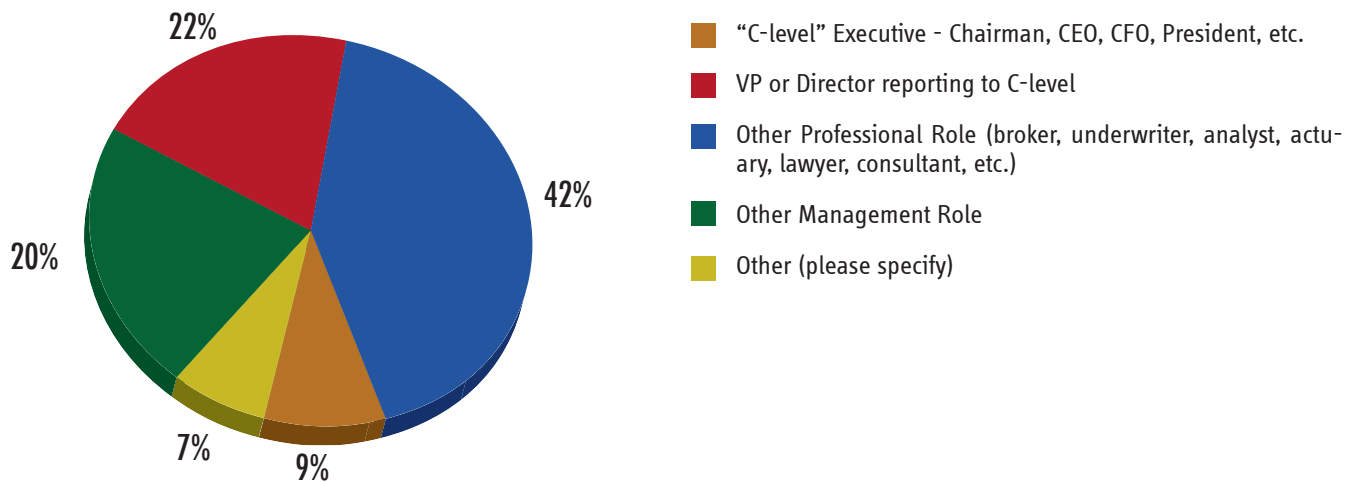
RIMS ERM OCTOBER 29-30 GRAND HYATT SAN ANTONIO, TX REGISTER NOW

Advisen's Management Liability Journal Key liability insight, interviews, news, and more! COMPLIMENTARY

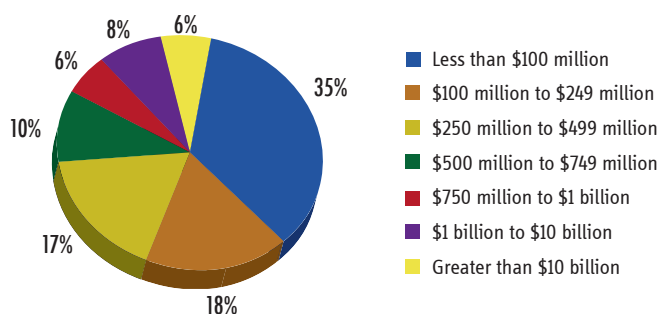
Which of the following best describes your role in the insurance/risk management process?



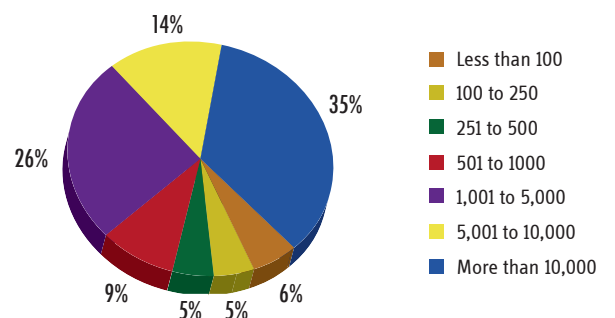
What is your position within your organization?



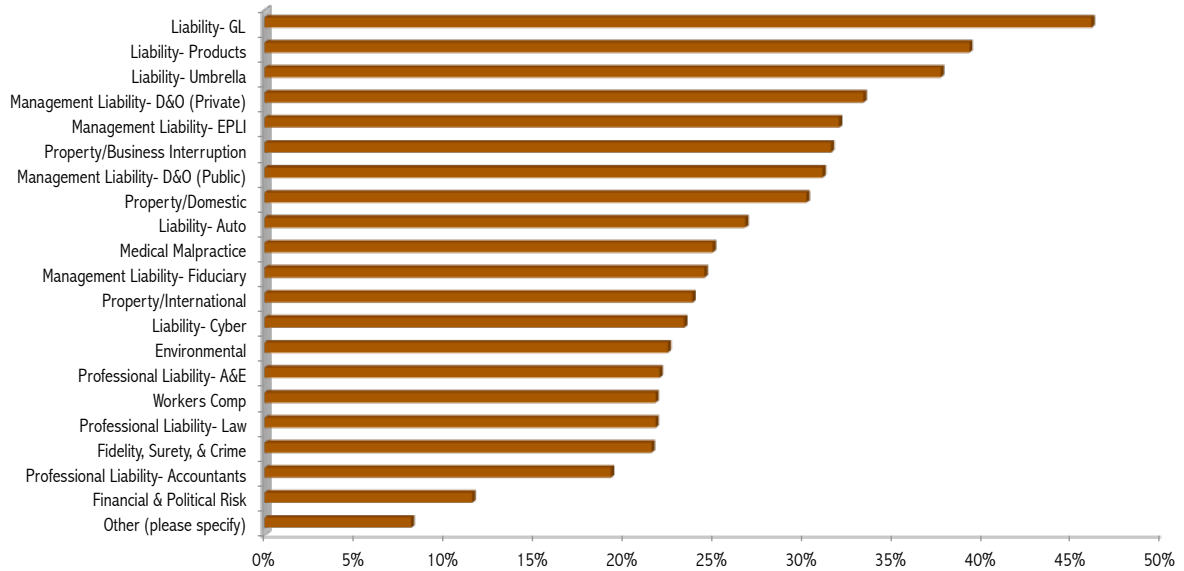
What is your company's annual revenue?



How many employees does your company have?

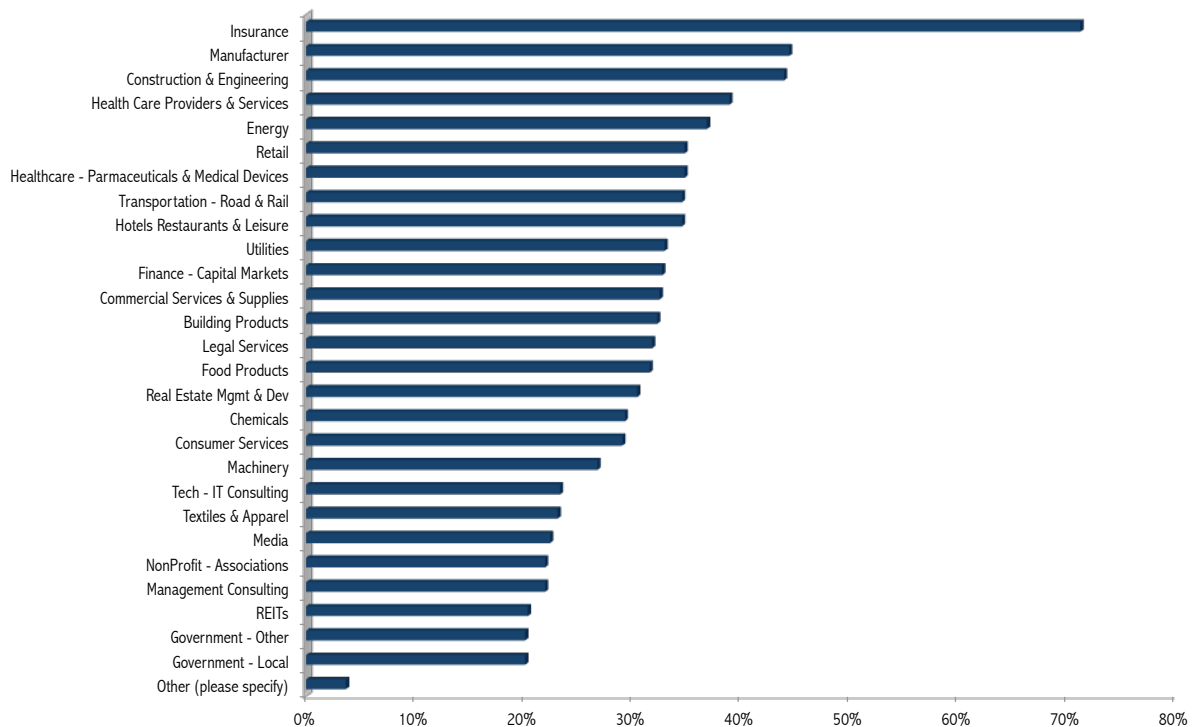


Of the following coverages, please indicate which ones you focus on?



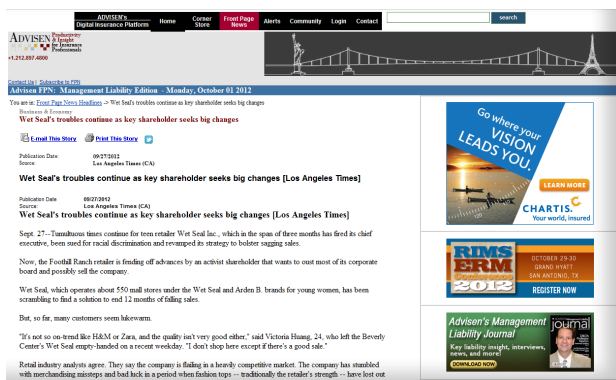
Advisen’s flagship newsletter is a must read for these buyers, brokers and underwriters. This daily email highlights the top commercial insurance news stories—a selection of the most critical and relevant news articles selected from over 4,000 global news providers.

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

- Daily coverage of US and Global commercial insurance news and events

FPN Europe

- Daily coverage of insurance industry news in Europe

FPN Healthcare

- Daily news related to the Healthcare industry, Risk Management, and Insurance

FPN Environmental

- Tuesday and Thursday - news related to Environmental risk and Insurance

FPN Management Liability

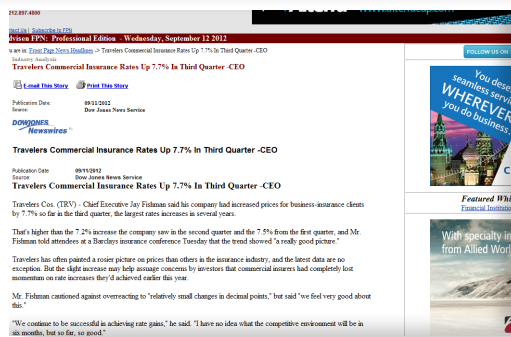
- Tuesday and Friday - focused on key Corporate business insurance events

FPN Property

- Wednesday and Friday - news covering Property risk management issues

FPN Cyber

- Monday and Thursday – focused on Social media, Security, Privacy, Networking exposures



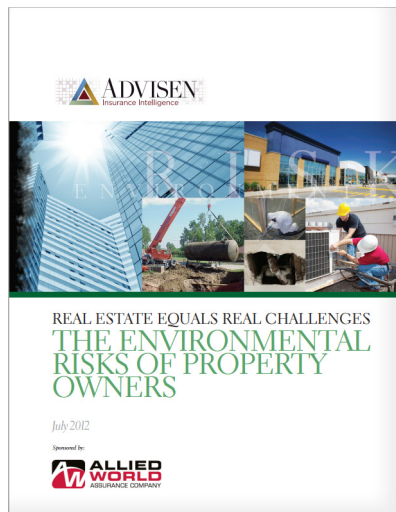
Marketing Solutions

Position your brand as an Authority and Thought Leader on a specific topic by partnering with the world's most progressive insurance media organization. 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

Traffic Driving Programs

- Co-Branded Special Reports
- Advisen Webcasts/Custom Webcasts
- Original Content Creation
- Round Tables and Events
- Alerts Sponsorship
- Custom Focus Groups
- Ten Minute Tutorials
- Single Sponsored Targeted Newsletters



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Professional Edition for ted@advisen.com
Wednesday, October 03 2012

[AIG might get special oversight as potential financial system risk](#)

Insurers

Bailed-out insurance giant American International Group, whose largely unregulated activities helped trigger the financial crisis, could face special federal oversight as one of a handful of large firms outside the banking system that pose a risk to the nation's fiscal health if they were to go bankrupt. Bank holding companies with

Advisen Spotlight

[Advisen Did You Know: Cyber Threats for Financial Institutions FREE PAPER](#)

Did You Know

What are the cyber-threats plaguing Financial Institutions, the potential consequences of these threats, and the security steps being taken by both the institutions and governments? This free, 9-page paper is sponsored by Chartis.

[Former Coach Sues Penn State For Defamation](#)

Liability

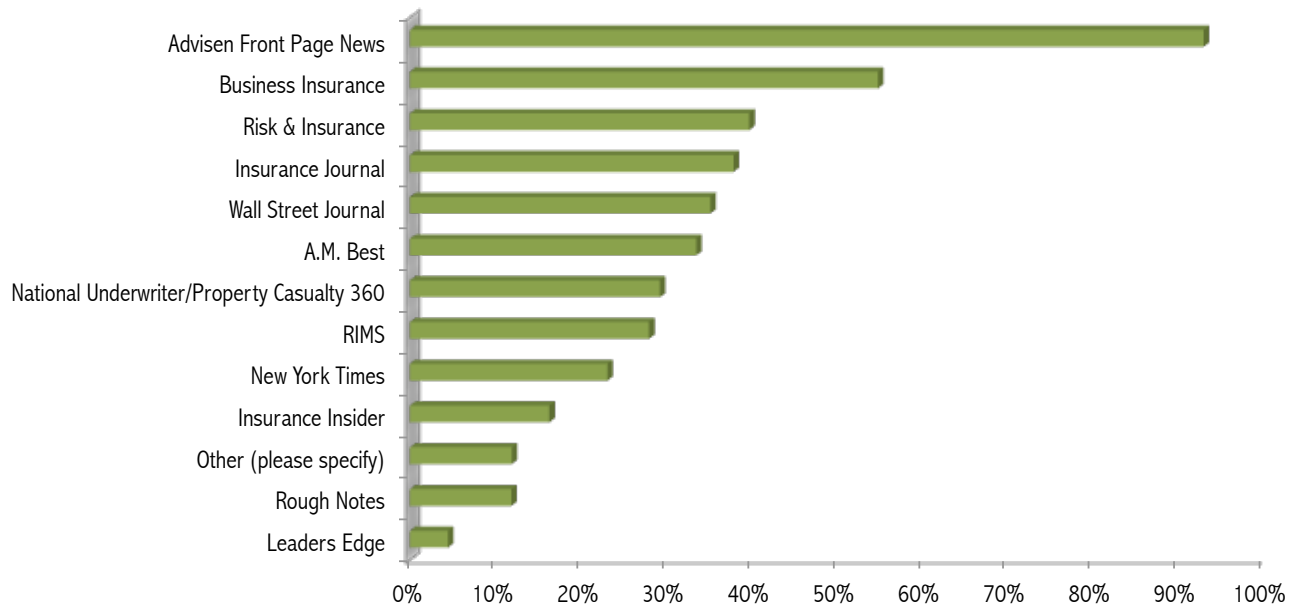
A former football coach who was a key witness in the Jerry Sandusky child-sex-abuse trial sued Pennsylvania State University on Tuesday, claiming that school officials discriminated against him and damaged his reputation. Mike McQueary came to national prominence as the sole witness to testify that he saw Mr. Sandusky, his former colleague on the Penn State coaching staff, molest a boy.



The media landscape is changing – Our unique approach will help you engage your target audience, drive leads and maximize your marketing investment

Good Content is Key

How do you stay on top of industry news?



Loyal — Involved — Engaged

- 90% prefer Front Page News to other trade and business sources to stay on top of insurance
- 91% of subscribers read Front Page News daily or several days a week
- The “average” FPN subscriber spends on average 8 minutes a day

- 78% of readers forward an article
- 58% of readers view or watch a webcast
- 43% of readers download a White Paper from the Spotlight Position



Stand Apart from Competitors

Advisen Webcasts/Custom Webcasts

Online 1-hour seminars designed to educate industry members about hot topics/issues impacting the industry. Present their message to a targeted audience and capture key contact information on those registrants. 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
- RIMS Benchmark Book 'The Live Event'
- Quaterly D&O Claims Trends
- Role of the Risk Manager



Sponsored Content / Spotlight Distribution

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

Research

We can segment our audience and get you answers...
Primary, Brand, Quick Pulse...

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 David Bradford.

Sponsor an Advisen Event

Reach – An Influential, engaged audience



Our attendees include 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.



Resource Center

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



FPN White Paper Library

Active online 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 Unit Specifications

Leaderboard

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

Premium Right Column

A premium side banner (300 x 250) is a rectangle ad located on the right of the content page.

Side Banner

A Side banner (half, 300 x 120) and (full, 300 x 250) are rectangle ads located in one of 4 positions on the right side of the content page.

Column Ad

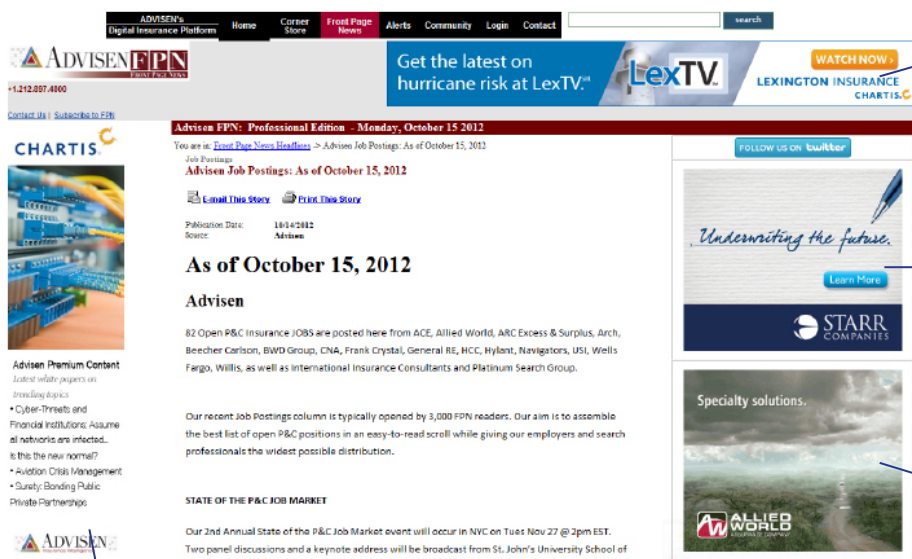
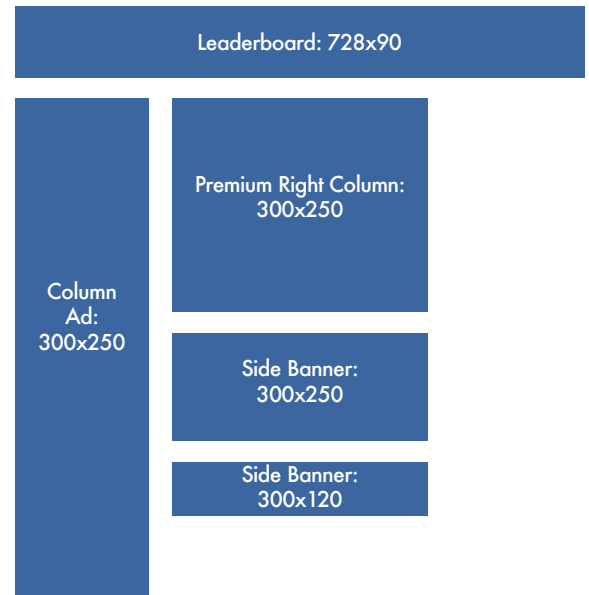
The column unit is on the left side on the article page, (also called skyscraper), and is 160 x 600.

Banner specs:

File Types: JPEG, GIF (Animated and Static)

Looping: Unlimited

File size: Less than 30Kb. Please provide linking URL.



Leaderboard

Premium Right Column

Right Banner Position

Column Ad

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, 2013 (Circulation: 100,000)				
	<i>1 week</i>	<i>4 weeks</i>	<i>8 weeks</i>	<i>12 weeks</i>
Leaderboard (728x90) Effective CPM	\$7,446.60 \$12.80	\$29,786.40 \$12.80	\$53,615.62 \$11.53	\$75,955.32 \$10.89
Premium Right Column (300x250) Effective CPM	\$6,741.36 \$11.60	\$26,965.44 \$11.60	\$48,537.36 \$10.44	\$68,761.44 \$9.86
Right Column (300x250) Effective CPM	\$5,729.40 \$9.86	\$22,896 \$9.86	\$41,251.68 \$8.76	\$58,417.20 \$8.38
Side Banner (300x120) Effective CPM	\$3,599.64 \$6.20	\$14,364 \$6.20	\$25,416.76 \$5.58	\$36,715.68 \$5.26
Sponsored Link Effective CPM	\$2,160 \$3.71	\$8,640 \$3.71	\$11,664 \$2.51	\$16,524 \$2.37

FPN Demographic Editions

Net Rates Effective January 1, 2013 (Cost Per Week)				
	Circulation	Leaderboard	Premium Side Banner	Side Banner
FPN Europe	19,500+ Daily	\$1,760	\$1,320	\$800
FPN Management Liability	9,200+ Tuesday and Friday	\$960	\$910	\$585
FPN Healthcare	11,700+ Daily	\$1,310	\$1,110	\$810
FPN Environmental	6,000+ Tuesday and Thursday	\$750	\$625	\$550
FPN Property	7,400+ Wednesday and Friday	\$510	\$475	\$450
FPN Cyber	21,500+ Monday and Thursday	\$970	\$900	\$525



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