

Why do you read Advisen's Front Page News (FPN)?

Some FPN readers want to stay informed; others are insurance news junkies. Plenty of readers say they forward our material to others. Our editors believe the common thread amongst FPN readers is not wanting to get caught off guard when it comes to an important P&C story. Each business day we push our Front Page News e-mail to over 95,000 readers. If you know someone who should be added to our FPN distribution list, direct them to <http://corner.advisen.com> and select Advisen Front Page News (FPN). Read here to learn more about our FPN circulation.

WHY DO YOU READ ADVISEN'S FRONT PAGE NEWS (FPN)?

Yesterday's Front Page News (FPN) for December 2, 2009 was another typical day for Advisen editors. That FPN edition showcased Advisen's standard editorial prudence & unique content. From the AIG deal cut with the Fed lead story to Marsh's expansion plans, from drywall home counts to swine flu trends to one NJ city contemplating billing insurance companies for fire department services and a Maine retailer's cyber loss of credit card data, every FPN story hit home for P&C players. Moreover, yesterday's FPN also included great examples of Advisen-only content, such as a MSCAd featured case on Bhopal 25 years later, our industry standard People on the Move column with 44 underwriters, brokers and other insurance professionals, 67 open positions in our Job Postings column, and a note titled Why European Companies Buy D&O?

FPN READERS TELL US WHY THEY LIKE FPN

I can't afford to miss that story that everyone else knows.

My client will benefit from receiving this story forwarded from me.

Advisen editors pick the most important P&C stories and push them to my e-mail every day. [Our editors sift thru 4,000 global news providers to create FPN.]

I read FPN on my BlackBerry so I arrive "in the know!"

FPN contains stories that matter to my P&C business so that I perform better.

One former head of investor relations at a large public carrier even told us that he read FPN so that he would know about the most important industry events before he started receiving phone calls from analysts and reporters.

TELL A COLLEAGUE ABOUT FPN

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WHO READS FPN?

Our research shows the following breakdown of readers:

- P&C Buyers: 22%
- Brokers: 36%
- Carriers & Underwriters: 18%
- Lawyers & Consultants: 11%
- Insurance Service Providers: 6%
- Other: 7%

OUR EDITORS DELIVER GREAT DEMOGRAPHICS

Over 35% of our readers are “C” level or report to “C” level executives

Over 90% of our readers prefer FPN to other trade and business sources

Over 70% of subscribers read FPN daily or several days a week

The “average” FPN recipient spends 26 minutes per week reading FPN

FOUR DIFFERENT DAILY FPN EDITIONS

- FPN Professional and Digest
- FPN Europe
- FPN Healthcare
- FPN Environmental

WANT TO REACH 95,000 FPN READERS?

For more information about how you can use FPN to deliver your marketing message to insurance professionals and buyers of insurance, contact Advisen’s Joan Kelly at ads@advisen.com. We also offer a creative menu of tools ranging from co-branded reports to Advisen Webinars which Marketers use to engage a highly relevant audience.