

# Premium

The Definitive Middle East Insurance Magazine

www.premium-me.com



## ABOUT PREMIUM

Now in its ninth year, *Premium* magazine has been recognised among the leading insurance publications distributed in the Middle East. *Premium* is among the best sources for news pertaining to the industry and trends that shape insurance business within the region.

Above all, *Premium* provides formidable thought leadership from the front-runners in the industry in the form of articles, interviews, expert technical analysis, useful statistics and market surveys.

The content within *Premium* caters to insurers, reinsurers, risk managers of corporates and allied services such as loss adjustors, TPAs, brokers and actuaries with respect to content. Thought-provoking editorial and relevant event coverage within the magazine provides food for thought for the industry.

Ultimately, *Premium* strives to keep the insurance industry abreast of trends and developments, which makes it the definitive Middle East insurance publication.

## GLOBAL EXPOSURE

*Premium* will be represented at all major regional and international insurance events. In the region, *Premium* has plans to support major insurance events such as:

➤ General Arab Insurance Federation conference (GAIF) ➤ Federation of Afro-Asian Insurance and Reinsurance conference (FAIR)

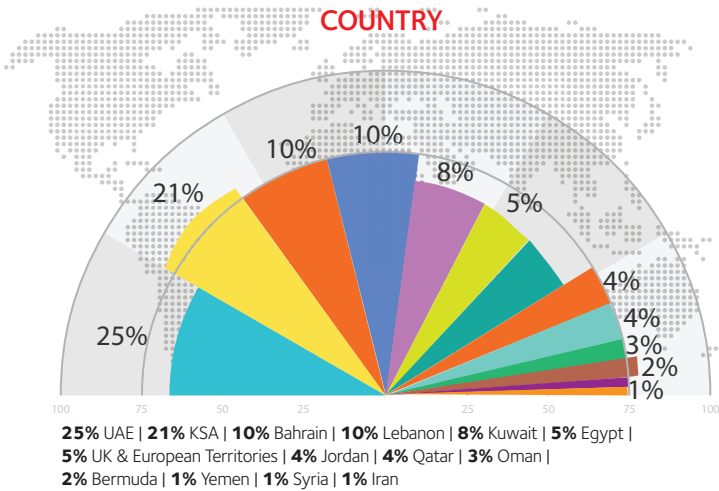
It also has plans to be represented at international insurance gatherings such as:

➤ Monte Carlo Reinsurance Rendezvous ➤ Baden Baden Reinsurance Meeting ➤ World Insurance Forum ➤ AIRMIC ➤ DVS Symposium

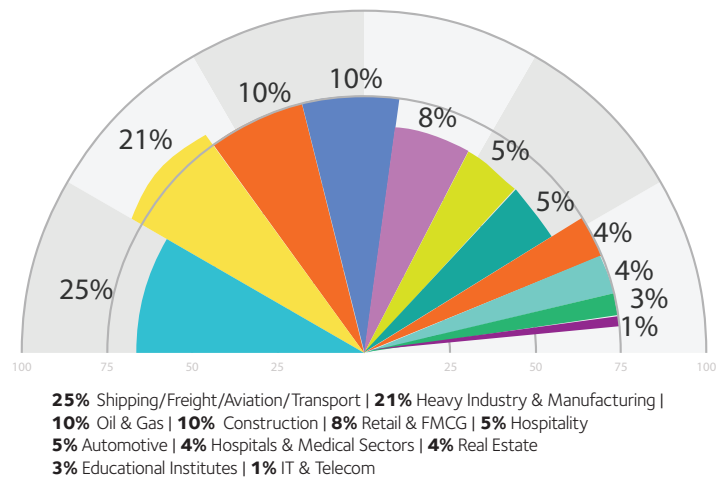
Global exposure of this degree will enable *Premium* to serve as a window to key opportunities in the Middle East insurance markets and raise the profile of front-runners in the region.

## DISTRIBUTION: Overall circulation 11,700 copies

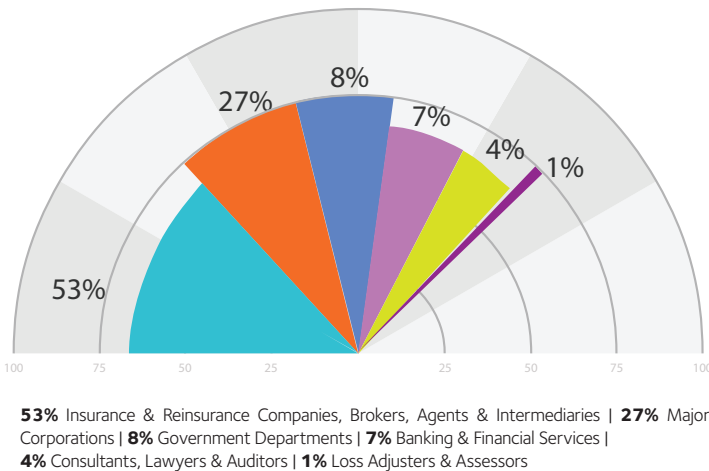
### COUNTRY



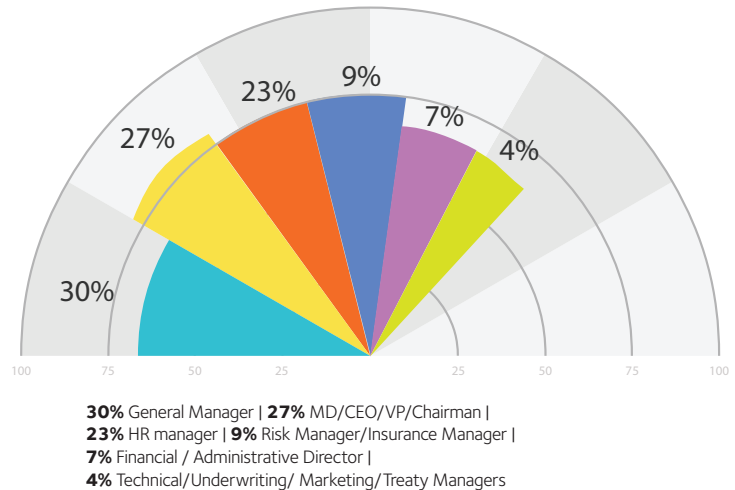
### CORPORATE SECTOR



### INSURANCE SECTOR



### DESIGNATION



## EDITORIAL & EVENT CALENDAR

### FEBRUARY

» Reinsurance outlook » Claims cost savings – Elements of success » Interactive health insurance policies » Credit risk & insurance

**EVENTS:** UAE Run-Off Forum, Arab Financial Inclusion & Sustainable Insurance, Middle East Healthcare Financing Summit, 5th Health Insurance Conference 2020

### MARCH

» Insurance inflation » Cost containment in health insurance » SME insurance » Alternative financing in insurance

**EVENTS:** Global Insurance Analytics & AI Summit Middle East and Africa

### APRIL

» Pensions & Fintech » Long-term healthcare insurance » Addressing cash flow » ERM in the region

**EVENTS:** World Takaful & Insurtech Conference, Onshore Energy Conference, Healthcare Insurance Forum, EIA Motor Insurance Technical Pricing Seminar

### MAY

» CRM & insurance » Electronic Health Record & insurance » IFRS17 » Capital optimisation & solvency

**EVENTS:** RIMS Global Conference 2020

### JUNE

» Diversity & inclusion » Hidden mortality risk mitigation » Telemedicine – regulatory updates » Data mining & the TPA

**EVENTS:** Airmic Conference 2020, Global Insurance Forum

### JULY & AUGUST

» Personalised healthcare insurance » Wellness » Talent development » Takaful

### SEPTEMBER

» Genetic testing in insurance » Microinsurance » Cyber risk » Insurance brokers – Value chain

**EVENTS:** MENA Health Insurance Congress, Monte Carlo Reinsurance Rendezvous

### OCTOBER

» Geopolitical risk » PPP in health insurance » Life insurance » Employee benefits & compensation

**EVENTS:** Baden Baden Reinsurance Meeting, Gulf Insurance Forum, GAIF General Assembly

### NOVEMBER

» Bancassurance » Data protection » Operational innovation » Concentration risk

**EVENTS:** Sharm Rendezvous

### DECEMBER & JANUARY 2021

» Insurance outlook » Teleconsulting in health insurance » Changing insurance coverage » Emerging markets outlook

## PREMIUM NEWS & VIEWS

Premium's bi-monthly newsletter is a regular update for news pertaining to the (re)insurance industry. This e-bulletin has been well received for its strength of content and timeliness.



## RATE CARD

### DISPLAY ADVERTISING SPECIFICATIONS-PRINT



#### DOUBLE PAGE SPREAD

Trim size: (w)430mm x (h)285 mm  
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Gutter allowance: 6mm



#### FULL PAGE

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#### HALF PAGE HORIZONTAL (Within type area)

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#### HALF PAGE VERTICAL (Within type area)

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#### LARGE RECTANGLE

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### DISPLAY ADVERTISING (US\$)\*

Outside Back Cover	6,500
Inside Back Cover	5,850
Inside Back Cover Gatefold	8,825
Inside Front Cover	6,225
Inside Front Cover Gatefold	8,400
Front Cover Reverse Gatefold	9,350
Opposite Contents	5,000
Double Page Spread	6,800
Full page	4,200
Half page	2,500
Annual Directory Listing	3,000
Advertorial* (2 pages)	7,500
Advertorial* (4 pages)	12,000

\*Inclusive of 200 free copies of reprints

### SERIES DISCOUNT

0-4 issues a year less 5%

5-8 issues a year less 10%

9-12 issues a year less 15%

Annual print & online subscription within UAE: US\$270

Annual print & online subscription outside UAE: US\$370

### DISPLAY ADVERTISING - WEBSITE (US\$)

1 month	\$2,000
3 months	(per month) \$1,750
6 months	(per month) \$1,500

### DISPLAY ADVERTISING - NEWSLETTER (US\$)\*\*

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MPU	\$1,500
Large Rectangle	\$1,750

\*The above rates are calculated utilising the now-current conversion rate of US\$1=AED 3.68

\*\*Rates for newsletter are monthly, applicable for two newsletters.

All rates subject to 5% VAT.

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