

Premium

The Definitive Middle East Insurance Magazine

www.premium-me.com



Premium is a well-recognised source of Middle East news and analyses amongst the (re)insurance fraternity. Published in Dubai, *Premium* is now in its eleventh year, inspiring opinions and working methods of professionals in the region. With focused content specifically related to insurers, reinsurers, risk managers, loss adjusters, TPAs, brokers and actuaries, *Premium* offers thought leadership for the industry, by industry professionals, through technical articles, leadership interviews, expert analyses, useful statistics and market surveys.

The publication is also represented at all major regional and international insurance events. In the region, *Premium* support events organised by the General Arab Insurance Federation (GAIF), Federation of Afro-Asian Insurance and Reinsurance (FAIR), Emirates Insurance Association, Gulf Insurance Federation, among others. *Premium* also has plans to be represented at international insurance gatherings and online events such as Monte Carlo Reinsurance Rendez-Vous, Baden Baden Reinsurance Meeting, World Insurance Forum, AIRMIC and DVS Symposium. Global exposure of this degree will enable *Premium* to serve as a window to key opportunities in the regional markets and raise the profile of front-runners in the region.

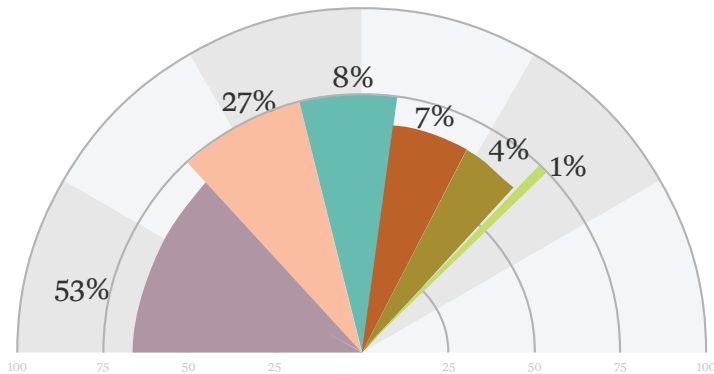
Ultimately, *Premium* strives to keep a finger on the pulse of the insurance market trends and developments, which makes it the definitive Middle East insurance publication.

DISTRIBUTION

Premium is distributed to a large readership spectrum spanning the Middle East through its print and online channels.

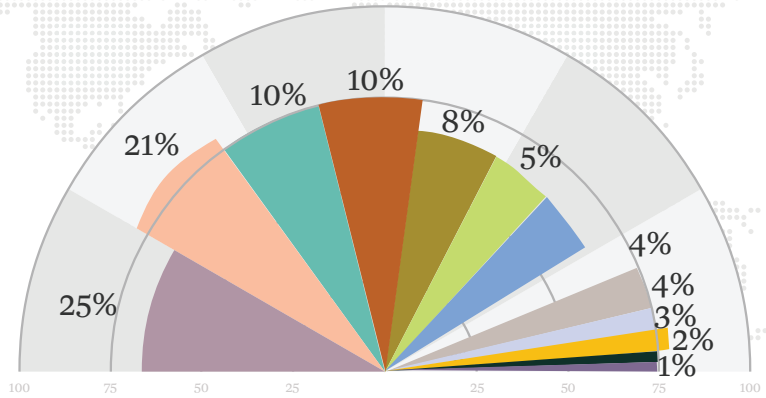
PRINT: Overall circulation 11,700 copies

INSURANCE SECTOR



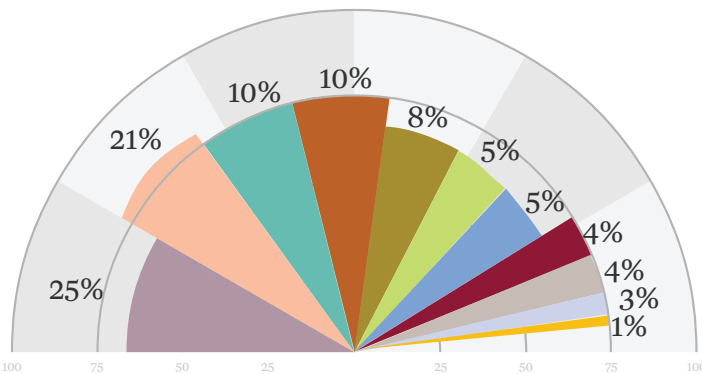
53% Insurance & Reinsurance Companies, Brokers, Agents & Intermediaries | **27%** Major Corporations | **8%** Government Departments | **7%** Banking & Financial Services | **4%** Consultants, Lawyers & Auditors | **1%** Loss Adjusters & Assessors

COUNTRY



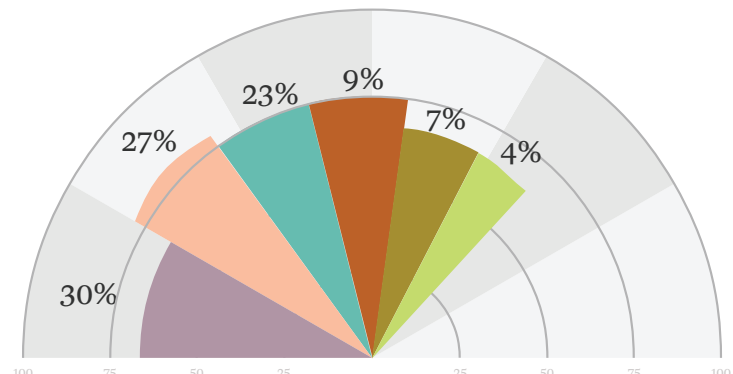
25% UAE | **21%** KSA | **10%** Bahrain | **10%** Lebanon | **8%** Kuwait | **5%** Egypt | **5%** UK & European Territories | **4%** Jordan | **4%** Qatar | **3%** Oman | **2%** Bermuda | **1%** Yemen | **1%** Syria | **1%** Iran

CORPORATE SECTOR



25% Shipping/Freight/Aviation/Transport | **21%** Heavy Industry & Manufacturing | **10%** Oil & Gas | **10%** Construction | **8%** Retail & FMCG | **5%** Hospitality | **5%** Automotive | **4%** Hospitals & Medical Sectors | **4%** Real Estate | **3%** Educational Institutes | **1%** IT & Telecom

DESIGNATION

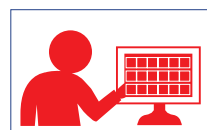


30% General Manager | **27%** MD/CEO/VP/Chairman | **23%** HR manager | **9%** Risk Manager/Insurance Manager | **7%** Financial / Administrative Director | **4%** Technical/Underwriting/ Marketing/Treaty Managers

ONLINE: Average Monthly Traffic



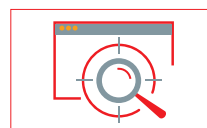
Users: 7524



Sessions: 8134



Homepage Views: 9339



Unique Page Views: 5437

Source: Google Analytics (July-August 2021)

E-BULLETIN

Premium News & Views is Premium's regular online newsletter with updates of news pertaining to the insurance and reinsurance industry. This weekly newsletter has been well-received for its strength of content and timeliness.



EDITORIAL & EVENT CALENDAR

FEBRUARY

» Forecast 2022 » Aggregator: An E-Broker Approach » Bancassurance Digital Platforms » New Distribution: Social Selling for Insurance » Marine Insurance – Regulations & Impact

EVENTS: Insuretek 2022, 17th Annual Gulf Insurance Forum

MARCH

» Data Privacy – Legal Implications for Insurance » Green Investments & Insurance » Pandemic Risk Modelling » Managed Entry Agreements & Insurance

EVENT: Dubai World Insurance Congress

APRIL

» Building a Case for SME Insurance » Operational Efficiency in Insurance Business » Telematics » Risk Pooling for Nat Cat

MAY

» Telehealth » Customer Analysis with AI & Machine Learning » Captive Models » Talent Acquisition for New Business Needs

EVENT: 1st Annual International Travel & Health Insurance Conferences, Eighth International Aqaba Conference 2022, InsureNXT 2022

JUNE

» Predictive Analysis » Sustainable Insurance » Fronting and Reinsurance Law Issues » Climate Change: Net Zero Transition

JULY & AUGUST

» Retrocession – Mitigating Restraints » Financial Inclusion with Digitalisation » Outsourcing in the Insurance Sector » Supply Chain Risk Management – Retail

SEPTEMBER

» Property/Casualty Business – Complex Risks » Reinsurance Update » Retakaful – Business Expansion » Data Shift – Product Focus to Customer Centricity

EVENTS: Rendez-Vous de Septembre

OCTOBER

» Catering to Evolving Business Models » Disaster Risk Financing: Bridging the Protection Gap » Medical Tourism & Insurance » Insurance: Changing Perceptions & Market share

EVENTS: Baden-Baden Reinsurance Meeting

NOVEMBER

» Regulatory Update » Digital Business Risk Management Framework » Key Success Factors for Insurtech & Insurance » Cybersecurity – Vulnerabilities & Risk Mitigation

DECEMBER & JANUARY 2023

» Breaking Away from Legacy Systems » Disrupting Insurance » Consolidation » A new Financial Regulator

RATE CARD

DISPLAY ADVERTISING SPECIFICATIONS-PRINT



DOUBLE PAGE SPREAD

Trim size: (w)430mm x (h)285 mm

Bleed: (w)436mm x (h)291mm

Type area: (w)404mm x (h)270mm

Gutter allowance: 6mm



FULL PAGE

Trim size: (w)215mm x (h)285mm

With bleed: (w)221mm x (h)291mm

Type area: (w)205mm x (h)275mm



SINGLE PAGE STRIP (Within type area)

(w)215mm x (h)35mm



DOUBLE PAGE STRIP (Within type area)

(w)430mm x (h)35mm



HALF PAGE HORIZONTAL (Within type area)

(w)190mm x (h)128mm



HALF PAGE VERTICAL (Within type area)

(w)94mm x (h)260mm

DISPLAY ADVERTISING SPECIFICATIONS - WEBSITE



LEADERBOARD

File Type: jpg, gif, swf

Max size: 780 (w) x 90 (h) pix, 100kb



MPU

File Type: jpg, gif, swf

Max size: 300 (w) x 250 (h) pix, 100kb



LARGE RECTANGLE

File Type: jpg, gif, swf

Max size: 300 (w) x 335 (h) pix, 100kb

DISPLAY ADVERTISING SPECIFICATIONS - NEWSLETTER



LEADERBOARD

File Type: jpg, gif

Max size: 700 (w) x 90 (h) pix, 100kb



MPU

File Type: jpg, gif, swf

Max size: 206 (w) x 250 (h) pix, 100kb



LARGE RECTANGLE

File Type: jpg, gif

Max size: 206 (w) x 305 (h) pix, 100kb

DISPLAY ADVERTISING

RATES (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\$)**

Leaderboard	\$2,000
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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