

# Premium

The Definitive Middle East Insurance Magazine

www.premium-me.com



Ever cognisant of the evolving needs of the consumer, the insurance industry seeks to shape itself, influenced by events taking place over the years. Since 2011, *Premium* has been tracking various market developments and trends within the Middle East insurance industry. Premium is now a well-established source of news and other content pertaining to the (re)insurance industry and risk management professionals in the region.

*Premium* magazine provides thought leadership on trends and innovation, giving the answers to the question, "What next?" for the insurance industry. While the sector transforms itself in the face of digitisation and regulatory supervision, Premium relays focused content specifically related to the industry, through technical analyses, C-suite interviews, market surveys and so on.

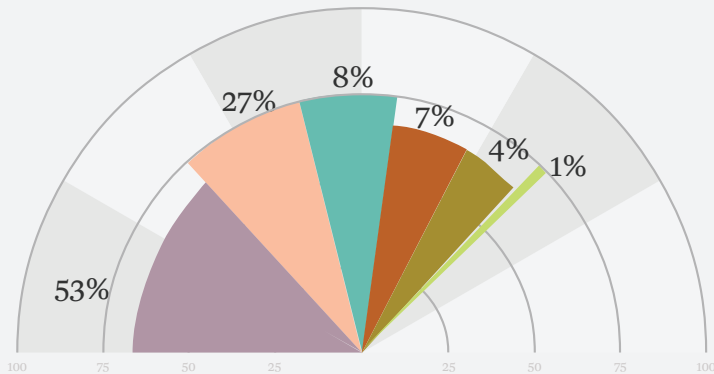
Represented at all major regional and international events, *Premium* provides the editorial support, capturing nuances of various discussions. In the region, Premium supports events organised by the General Arab Insurance Federation (GAIF), Federation of Afro-Asian Insurance and Reinsurance (FAIR), 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, serving as a medium for opportunities for the sector. Without a doubt, *Premium* has a finger on the pulse of the regional insurance industry, making 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.

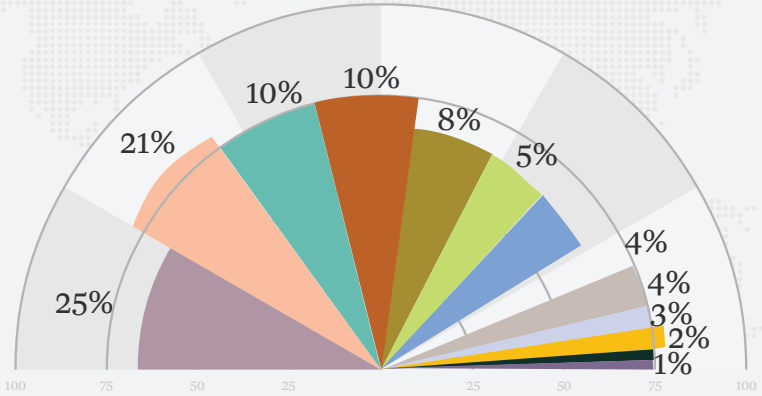
**PRINT:** Overall circulation 11,700 copies

### INSURANCE SECTOR



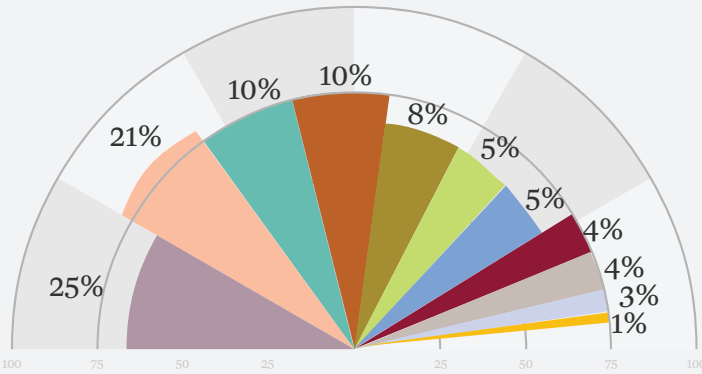
**53%** Insurance & Reinsurance Companies, Brokers, Agents & Intermediaries | **27%** Major Corporations | **8%** Government Departments | **7%** Banking & Financial Services | **4%** Consultants, Lawyers & Auditors | **1%** Loss Adjusters & Assessors

### COUNTRY



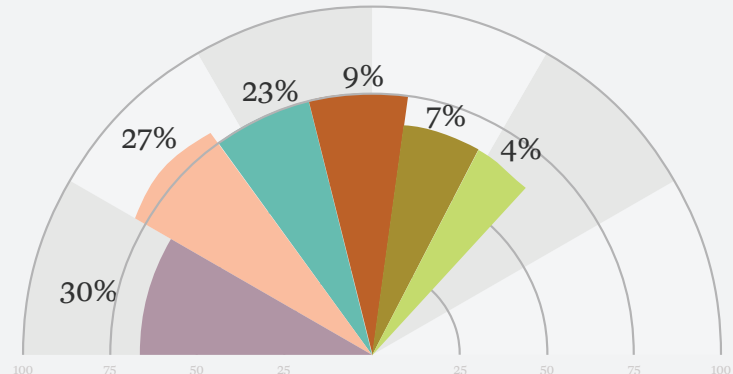
**25%** UAE | **21%** KSA | **10%** Bahrain | **10%** Lebanon | **8%** Kuwait | **5%** Egypt | **5%** UK & European Territories | **4%** Jordan | **4%** Qatar | **3%** Oman | **2%** Bermuda | **1%** Yemen | **1%** Syria | **1%** Iran

### 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

## GOOGLE ANALYTICS FIGURES:



Users: 2954



Sessions: 3199



Page Views: 3981



Unique Page Views: 3398

Source: May 2022 figures from Google Analytics

## 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

» Unemployment Insurance » Consolidation » IFRS 17 » Regional reinsurance outlook » Evolving » Risk Environment

**EVENTS:** INSURETEK MIDDLE EAST 2023 | 18TH ANNUAL GULF INSURANCE FORUM

### MARCH

» Cybersecurity » Business Interruption » Insurtech » Health Insurance » Systemic Risk

**EVENT:** DUBAI WORLD INSURANCE CONGRESS

### APRIL

» SME » Corporate Governance » Cyber Insurance » Captives » Net Zero Objectives

**EVENT:** INSURENXT 2023

### MAY

» Closing the Protection Gap » TCI » Parametric Insurance » IOT Technology in Insurance » ERM

**EVENTS:** INTERNATIONAL TRAVEL & HEALTH INSURANCE CONFERENCES | AQABA CONFERENCE | ARAB ACTUARIAL CONFERENCE 2023

### JUNE

» Climate Change » Data Analysis » Insuring NFTs » Opportunity for ILS & Sustainability » Middle East Catastrophe Models

**EVENT:** AIRMIC CONFERENCE 2023

### JULY & AUGUST

» Property Insurance » Mid-year Insurance Outlook » Regulatory Supervision » Inflation Risk » Term Insurance

### SEPTEMBER

» Artificial intelligence » Innovation in Motor Insurance » Takaful » Drivers of Growth » Geopolitical Risk

**EVENTS:** IUMI ANNUAL CONFERENCE | LES RENDEZ-VOUS DE SEPTEMBRE | INTERNATIONAL HEALTH INSURANCE FORUM | FINNOVEX MIDDLE EAST

### OCTOBER

» Critical Disease Environment » Taxation » Virtual Health » Supply Chain Risk » Predictive Analysis in Life

**EVENTS:** BADEN-BADEN REINSURANCE MEETING | FERMA 2023 | GLOBAL HEALTH EXHIBITION

### NOVEMBER

» Innovation in Health Insurance » Mental Health & Wellness » Personalised Insurance » Talent » Catastrophe Bonds

**EVENT:** 28TH FAIR CONFERENCE

### DECEMBER & JANUARY 2023

» Recession Risk » Global Reinsurance Outlook » Regional Insurance Outlook » Digitalisation » Digitalisation » Sustainability



## 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

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#### MPU

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#### LARGE RECTANGLE

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### DISPLAY ADVERTISING SPECIFICATIONS - NEWSLETTER



#### LEADERBOARD

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#### 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.**

**FOR ADVERTISING ENQUIRIES**

Sunil Sadanandan | Mob: +971 [56] 456 6505

**nichepublishers fze.**

(Registered at Fujairah Media City).

a: Suite 1702 | Level 17 | Boulevard Plaza Tower 1

Sheikh Mohammed Bin Rashid Boulevard | Downtown | Dubai

t: +971 4 4018965 | w: nichepublishers.me