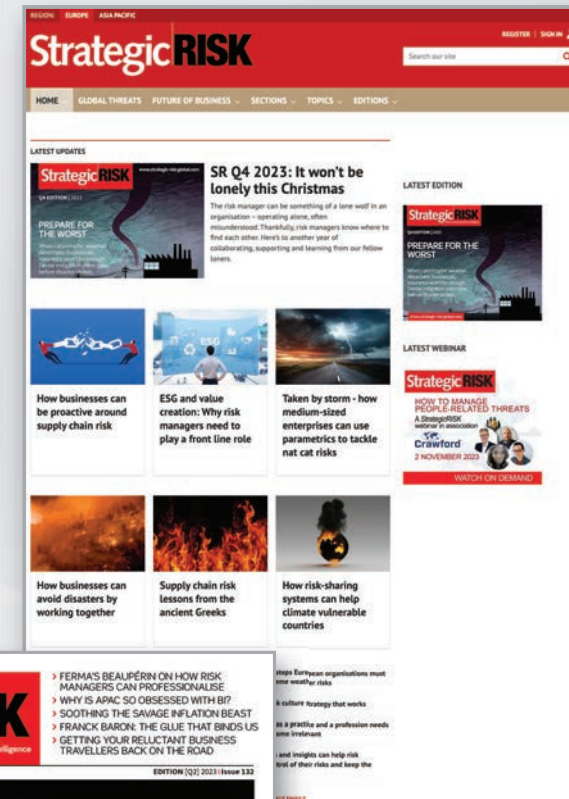


# StrategicRISK

## MEDIA INFORMATION 2024

THE MOST RESPECTED SOURCE OF ANALYSIS  
FOR CORPORATE RISK PROFESSIONALS



# WORD FROM THE EDITOR

Everything you need to know about managing, mitigating and transferring risks.



### EDITOR

- SARA BENWELL
- [sara.benwell@nqsm.com](mailto:sara.benwell@nqsm.com)

Over the past decade, the world of risk management has transformed. The profession has been elevated and its remit has broadened, looking beyond financial risks to consider key emerging issues including cyber, climate, ESG, geopolitics, and people-related threats.

It is now increasingly common for a risk manager to have a seat at the board, and for risk mitigation to sit on the C-suite agenda.

Companies are waking up to the fact that good enterprise risk management is critical for organisational success.

In turn, those responsible for risk need to ensure that they are speaking the board's language. Risk management must no longer be seen as something that prevents businesses from seizing opportunities, but rather a scientific approach that allows them to take the right risks, in the right way.

Strategic risk managers empower senior decision-makers to move quickly in a world besieged by seemingly never-ending crisis. They improve decision-making and collaborate across teams and value chains. Risk is everyone's business, and organisations must ensure that everyone is on the same page, from the CEO and CFO to HR, IT, legal, compliance, and chief sustainability officers.

To achieve this, risk professionals need a new armoury of tools. They must understand the ever-evolving challenges facing businesses in

today's world – everything from ransomware to CEO impersonation fraud – to climate change and social risks.

Of course, insurance is still a crucial piece of the puzzle, but quantitative risk analysis, risk engineering, culture, and mitigations are all key. Even insurance is growing more complicated, as organisations turn to parametric and captive solutions to tackle harder-to-insure risks.

As the landscape has changed, *StrategicRISK* has evolved, too. We are laser focused on creating content that allows businesses to manage their risks better. Our series of 'spotlight' articles takes deep dives into sectors, risks, tools, and countries, highlighting the key issues that companies, risk managers, and corporate insurance buyers need to understand.

We've held webinars with seasoned experts to delve into issues such as talent risks and how to improve risk culture. Our case study series shares key learnings from the organisations that are getting it right.

Rather than focusing on 'news', instead we add real value by focusing on analysis of key events, with specific insights for organisations on how they need to respond. Our new website brings all this together as a one-stop shop for organisations across the globe.

In 2024, our mission is the same. *StrategicRISK* is widely recognised as the most trusted and respected source of insight and analysis and debate for the business community. We will continue to work with and for businesses leaders and their risk managers, bringing them the insight they need to achieve their goals. **SR**

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# THE QUARTERLY MAGAZINE

*StrategicRISK's* flagship magazine provides insight and strategy for risk managers at the world's largest and most successful companies. Providing analysis since 2000, the magazine is the go-to source for individuals responsible for insurance buying and defining enterprise risk management strategies.

Each edition is published digitally and includes market commentary, opinion from risk management leaders, and dedicated sector, risk and country spotlights (subject matter may change). The Q2 and Q3 editions are also produced in print for distribution at the Airmic and FERMA events, respectively.

## Q1 – MARCH

**Report:** Risk management – benchmarking survey

**Risk spotlight:** Emerging risks

**Sector spotlight:** Automotive manufacturing

**Country spotlight:** Australia

**Tool spotlight:** Risk engineering

## Q2 – JUNE

**Report:** Cyber and technology risk

**Risk spotlight:** Terrorism

**Sector spotlight:** Shipping and cargo

**Country spotlight:** Ukraine

**Tool spotlight:** Risk culture

## Q3 – SEPTEMBER

**Report:** ESG and climate change

**Risk spotlight:** Supply chain risk

**Sector spotlight:** Financial services

**Country spotlight:** India

**Tool spotlight:** Risk measurement and analysis tools

## Q4 – DECEMBER

**Report:** People risk

**Risk spotlight:** Reputational risk

**Sector spotlight:** Construction

**Country spotlight:** Israel

**Tool spotlight:** Insurance and captives

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## PRICES

Double-page expert view or case study (max. 1,000 words) £7,950 / US\$9,950

Full-page expert view or case study (max. 500 words) £5,500 / US\$7,250

Full-page advertisement £4,950 / US\$6,500

Half-page advertisement £3,500 / US\$4,750

## Ad specs:

**Full page** Trim area 210 x 297mm. Bleed 216 x 303mm, 300 dpi

**Half page** Trim area 210 x 150mm. Bleed 216 x 156mm, 300 dpi



## ANNUAL REPORTS

Our Risk Benchmarking and Climate Change stand-alone digital reports are distributed via email to all *StrategicRISK* subscribers, promoted on the *StrategicRISK* website, and included in the quarterly magazine.

### CLIMATE CHANGE REPORT

September / Q3 edition

Now in its fifth year, our annual climate change report has developed a reputation for providing risk managers with practical advice on how to meet the net zero challenges head on and turn climate change risks into opportunities.

The report includes the results of an annual survey which asks risk managers a series of questions about how their organisations are mitigating climate change risks.



### RISK BENCHMARKING REPORT

March / Q1 edition

Our benchmarking survey asks risk managers for their views on the current, near and future risk landscape and how their organisation is preparing to mitigate them with questions including:

- What are their top risk concerns for the year ahead?
- Where are resources being invested?
- How engaged is the organisations senior management team?



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Advertising and sponsored content is available for sponsors of both reports. The sponsorship package can be tailored to suit but typically includes:

- Branding on the front cover and inside the report, alongside other sponsors
- Branding in emails promoting the report and associated survey
- Thought leadership article, case study, or expert view (max 1,000 words)
- Full page advertisement

### PRICES

Climate change report sponsorship	£12,950 / US\$16,950
Risk benchmarking report sponsorship	£12,950 / US\$16,950

# THE WEBSITE

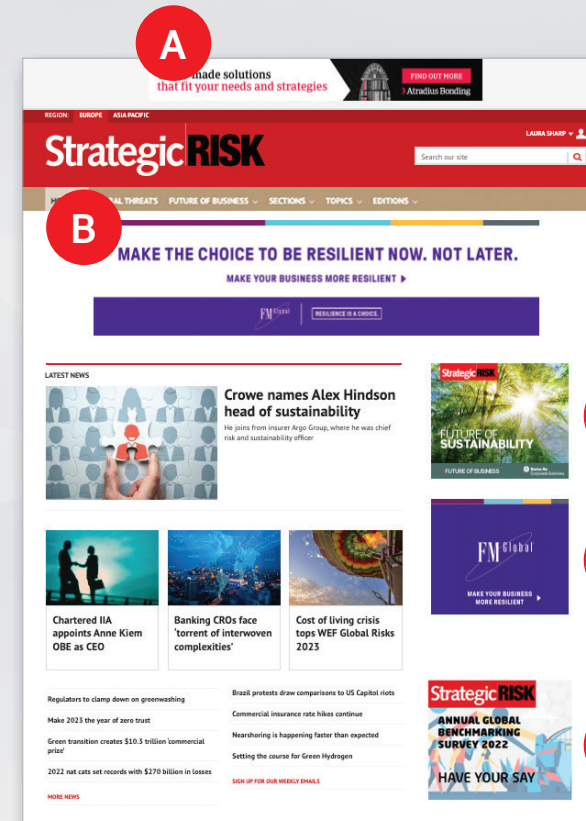
StrategicRISK's new website provides a vastly improved user experience and is anticipated to accelerate growth in audience numbers and engagement. Page views in 2023 were 50% higher than the year before, with the average time spent on site more than doubling.

The new website includes dedicated channels for specific regions, risk types, risk tools, and industry sectors – all of which are available to advertise on and sponsor exclusively.

Contact the commercial team for further details about channel sponsorship.

 **MONTHLY VISITORS**  
7,600

 **MONTHLY PAGE VIEWS**  
60,000



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## CREATIVE

## SIZE

## PRICE PER MONTH

### TENANCY

### MINIMUM 25% SHARE

- A** Leaderboard
- B** Billboard
- C** Upper MPU
- D** Middle MPU
- E** Lower MPU
- F** Wallpaper

728 x 90  
940 x 200  
300 x 250  
300 x 250  
300 x 250  
1920 x 1080

£6,750 / US\$ 8,850  
£8,950 / US\$ 11,950  
£7,650 / US\$ 10,500  
£6,750 / US\$ 8,850  
£5,850 / US\$ 8,250  
£6,950 / US\$ 8,950

£2,250 / US\$ 2,950  
n/a  
£2,550 / US\$ 3,500  
£2,250 / US\$ 2,950  
£1,950 / US\$ 2,750  
n/a

# THE WEEKLY E-NEWSLETTER

*StrategicRISK* produces dedicated weekly e-newsletters for the APAC and Europe regions. Each e-newsletter can be sponsored on a monthly basis by up to two organisations.

Each sponsorship package includes 'sponsored by' branding and a static 300 x 250 MPU advertisement.



## E-NEWSLETTER SUBSCRIBERS

**SR EUROPE** 3,500

**SR APAC** 2,000



## WEEKLY EMAIL



## EDITION LAUNCH EMAIL

### EMAIL ALERT

Weekly Email News Alert

Edition Launch Email

Special Report Email

### LIMITS

Max. 2 sponsors per email & min. 4 email alerts per month  
Max. 2 sponsors per email & 1 email per quarter  
Single sponsor

### PRICE

£4,250 / US\$5,500 per calendar month  
£2,750 / US\$3,750 per calendar month  
Price on application

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## EVENTS

Throughout the year, *StrategicRISK* organises a range of bespoke events for clients. Roundtables and webinars provide the opportunity to demonstrate thought leadership on key issues facing risk professionals to highly engaged audiences.

## WEBINARS

### **StrategicRISK will:**

- Organise and host the webinar – with a running time of approx. 1 hour
- Working with the sponsor, develop the agenda, incorporating themes that the sponsor would like to cover
- Develop the speaker list in collaboration with the sponsor, and invite participants
- Promote the webinar to its audience of risk managers via email, advertising and social media
- Chair the webinar, with a senior representative of the sponsoring organisation participating in the discussion
- Display the sponsor's logo prominently on pre-webinar marketing, registration pages, etc.
- Email all viewers of the webinar post-event, thanking them for their attendance and sponsor's support
- Record and host the webinar on the *StrategicRISK* website and promote it in weekly email alerts for 1 month
- Publish an article based on the webinar discussion, to appear on the *StrategicRISK* website and in the magazine



## ROUNDTABLES

### **StrategicRISK will:**

- Host the private invite-only roundtable
- Working with the sponsor, develop the agenda, incorporating themes that the sponsor would like to cover
- Identify and invite up to 10 risk managers to participate, in collaboration with the sponsor
- Chair the debate, with a senior representative of the sponsoring organisation participating in the discussion
- Organise the event under Chatham House Rules so that risk managers can speak freely
- Email all participants post-event, thanking them for their attendance and for the sponsor's support
- Publish an article based on the roundtable discussion, to appear on the *StrategicRISK* website and in the magazine

## PRICES

Webinar	£17,950 / US\$23,500
Online roundtable	£14,950 / US\$19,500
Physical roundtable	Price dependent on requirements. Enquire for further details.

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## OUR AUDIENCE

*StrategicRISK* is widely recognised as the most trusted and respected source of risk management insight and analysis. Our editorial goal is to support the corporate risk manager and help them progress and succeed within their own organisations.

In addition to our risk management audience, we also provide corporate brokers, insurers, technology firms and consultants with invaluable insight into the requirements of their clients. Our trusted position within the global risk management community provides us with enviable insight into the most important industry issues and market trends.

**MONTHLY UNIQUE USERS**  
7,600

**REGISTERED USERS**  
6,500

**EMAIL SUBSCRIBERS**  
5,500

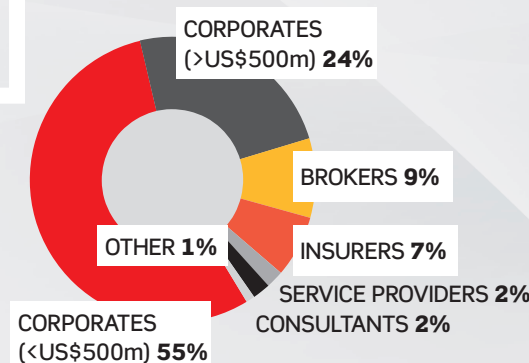
**X**  
4,500

**LINKEDIN**  
3,320

### BY REGION

UNITED KINGDOM 29%  
ASIA 24%  
EUROPE 20%  
AUSTRALASIA 11%  
NORTH AMERICA 8%  
MIDDLE EAST & AFRICA 5%  
OTHER 3%

### BY COMPANY TYPE



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#### IN EUROPE

GERMANY & AUSTRIA 32%  
FRANCE 29%  
SWITZERLAND 24%  
BENELUX 7%  
NORDIC 4%  
OTHER 4%

#### IN ASIA

SINGAPORE 32%  
MALAYSIA 21%  
HONG KONG 18%  
PHILIPPINES 12%  
INDIA 8%  
THAILAND 5%  
OTHER 4%

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### INDUSTRY SECTORS

Energy • Utilities • Infrastructure •  
Food & Beverage • Healthcare & Medical  
• Engineering • Financial Services •  
Manufacturing • Retail • Technology  
• Education • Logistics & Transport •  
Hospitality • Real Estate • Government

### JOB TITLES

Chief Risk Officer • Head of Group Risk  
Management • Head of Insurance & Risk •  
Vice-President, Risk Management •  
Head of Enterprise Risk Management •  
Director, Risk Management & Compliance  
• Head of Business Continuity & Resilience



# CONTENT MARKETING

Engaging with customers through content is at the heart of many of our clients' marketing strategies. *StrategicRISK* has developed a range of content marketing opportunities to help companies position their expertise on specific topics that engage our audience of risk professionals.

## SPECIAL REPORTS

These are an editorial deep dive into some of the most challenging topics impacting risk managers and are distributed across *StrategicRISK*'s digital platform. Each special report is sponsored exclusively by one organisation and includes a full-page 'expert view'.

**FORMAT:** 6 pages of editorial plus cover and full-page advertisement.

**DISTRIBUTION:** 8-page PDF hosted on our website and promoted to our audience via weekly email alerts, digital editions and social media.

## BESPOKE CAMPAIGNS

We recognise that our clients have specific marketing and business development objectives. That's why we offer bespoke content marketing campaigns that target specific industry sectors and geographies. These campaigns can include a variety of platforms and touch points such as surveys, microsites, emails and interviews.

## SPECIAL REPORT TOPICS

Alternative risk transfer • Captives • Complex claims • D&O • ESG • GRC • International programmes • Operational risk • People risk • Women in risk



## PRICES

Special report  
Bespoke campaigns

£12,500 / US\$16,500

Contact us for further information about packages and prices.

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# THE INSURANCE & RISK PORTFOLIO

*StrategicRISK* is part of Newsquest Specialist Media's portfolio of insurance and risk titles. Together with *Insurance Times* and *Global Reinsurance*, this portfolio provides access to an unrivalled audience of risk and insurance professionals both in the UK and around the world.



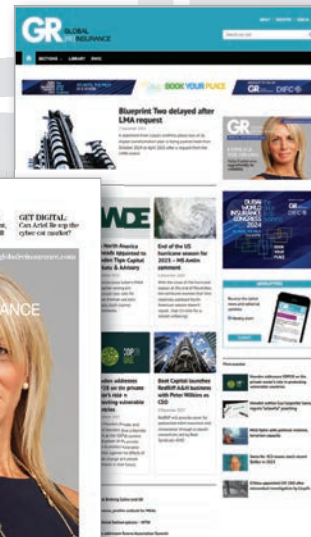
*Global Reinsurance* delivers news on the international insurance and reinsurance markets, and interviews with the key personalities. It also organises the most prestigious insurance event in the MENA region: the Dubai World Insurance Congress.

[globalreinsurance.com](https://globalreinsurance.com)

# Insurance Times

*Insurance Times* is the premier news and insight brand for general insurance in the UK. 60,000 people visit [insurancetimes.co.uk](https://insurancetimes.co.uk) every month with the vast majority working for insurers, MGAs and broking firms.

[insurancetimes.co.uk](https://insurancetimes.co.uk)



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# THE TEAM

Bringing many decades of experience in the B2B publishing industry, our knowledgeable team is passionate about building engagement across the risk industry.

## OPERATIONS

**HEAD OF OPERATIONS & EVENTS**  
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