

# Advertising Services: Your Fast Track to Insurance Industry Leaders

## 2023 Media Kit



[www.ambest.com/adv](http://www.ambest.com/adv)

# Choose the Right Path for Your Media Strategy

AM Best is a global credit rating agency, news publisher and data analytics provider specializing in the insurance industry. High-profile industry leaders turn to us for our unique expertise and original, cutting-edge content. Reach this engaged audience with exclusive advertising opportunities offered throughout the year—available through multiple channels to meet your media buying needs. Learn more about our popular news sources:

## BEST'S REVIEW®



## BEST'S NEWS



### Monthly Insurance Magazine - Online/Print/Multimedia/Email

The industry's leading news magazine examines the issues, strategies and management trends impacting the insurance world.

*Online: page 4 • Print: page 5-6 • Multimedia: pages 7-8 • Email: page 13  
• Best's Calendar: page 14 • Best's Guide to Understanding the Insurance Industry: page 15*

### Video - Online/Email

Our free, streaming video programming includes exclusive reports and interviews with experts, plus coverage of key industry events and developments.

*Pages 9-10*

### Webinars - Online

Experts showcase their thought leadership on specific industry topics in these HD streaming video events.

*Page 11*

### Online/Email

Our comprehensive, real-time insurance industry news site is a portal to all of AM Best's news content. Our weekly email provides a recap of the latest insurance news, a comprehensive roundup of regulation coverage, and vital information on market segments.

*Online: page 12 • Email: page 13*

### Daily Insurance News - Email

Our email delivers 24 hours of insurance news and Best's Credit Rating actions, plus news videos and podcasts—directly to subscribers' inboxes.

*Page 13*

Your Account Manager will work with you to create a tailored solution to deliver your target audience. Ask about our multimedia package options.

### To learn more:

- Watch our video: [www.ambest.com/adv/video](http://www.ambest.com/adv/video)
- Visit our website: [www.ambest.com/adv](http://www.ambest.com/adv)
- Contact us at [advertising\\_sales@ambest.com](mailto:advertising_sales@ambest.com) or (908) 439-2200, ext. 5399



Note: We print on recycled paper when it is available in the commercial paper market. That market is currently experiencing fluctuations in availability.

# BEST'S REVIEW®

*Best's Review* takes a hard look at emerging insurance issues and trends from every angle, and evaluates their effect on different segments of the industry. It's the type of critical insight and analysis the decision makers rely on us for—and what our audience needs to stay competitive in a dynamic environment.

## ***Best's Review* Readers:**

**98%** have taken one or more of the following actions:<sup>1</sup>

- Purchased/recommended purchase of advertised product/service
- Visited advertiser website
- Contacted an advertiser
- Requested additional advertiser information
- Discussed ad with others
- Quoted material in a memo, report or speech
- Discussed article with others
- Shared article via social media/email

Among home office executives:

**80%** influence the purchase of information technology (hardware, software applications, etc).<sup>1</sup>

**61%** have involvement or input in the decision-making process for the purchase of reinsurance for their organization.<sup>1</sup>

**41%** are AVPs or higher.<sup>2</sup>

**#1** Our readers rate *Best's Review* as the insurance industry's most valued magazine and website.<sup>1</sup>

**47%** work for an insurance agency/brokerage.<sup>2</sup>

**36%** work for an insurance/reinsurance company.<sup>2</sup>

**77%** say *Best's Review* provides information they can't get elsewhere.<sup>1</sup>

**89%** would recommend *Best's Review* to a colleague.<sup>1</sup>

Among agents, brokers and producers:

**76%** describe their agency or organization as Insurance Agency: Independent.<sup>1</sup>

**84%** are involved in determining the insurance companies their agency or organization will do business with.<sup>1</sup>

<sup>1</sup> Statistics are from an Audience Study of *Best's Review*, conducted by Harvey Research Inc., August 2021.

<sup>2</sup> Publisher's data, November 2021 Qualified Circulation.

# BEST'S REVIEW® 2023 Editorial Calendar<sup>1</sup>

|                                         | Feature Packages                                                                                           | Exclusive Rankings & Listings                                                                                                                                                             | Issues & Answers <sup>2</sup> (Advertorial)                                | Bonus Distribution                                                                                                                                                                                                                                                                                                                                                                                                                         | AM Best TV Conference Opportunities                                                                                                                                                                    |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>January</b><br>Ad Close:<br>12/5/22  | <b>Insurance Technology &amp; Innovation</b>                                                               | <ul style="list-style-type: none"> <li>• Middle Eastern/African Insurers</li> <li>• Indian Insurers</li> <li>• Industry Events Calendar</li> </ul>                                        | <b>Innovative Products &amp; Services</b><br><br><b>Reinventing Claims</b> | <ul style="list-style-type: none"> <li>• Nat. Assoc. of Catastrophe Adjusters Annual Convention</li> </ul>                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• St. John's University Insurance Leader of the Year 27th Annual Award Dinner</li> </ul>                                                                        |
| <b>February</b><br>Ad Close:<br>1/2/23  | <b>Cyber</b>                                                                                               | <ul style="list-style-type: none"> <li>• World's Largest Insurers</li> <li>• Surety Insurers</li> </ul>                                                                                   | <b>Cyber</b>                                                               | <ul style="list-style-type: none"> <li>• PLUS D&amp;O Symposium</li> </ul>                                                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• PLUS D&amp;O Symposium</li> </ul>                                                                                                                             |
| <b>March</b><br>Ad Close:<br>2/6/23     | <b>The Changing Role of Reinsurance Intermediaries</b>                                                     | <ul style="list-style-type: none"> <li>• Crop Insurers</li> </ul>                                                                                                                         | <b>Excess &amp; Surplus Lines</b><br><br><b>Broker Initiatives</b>         | <ul style="list-style-type: none"> <li>• Captive Ins. Cos. Assoc. Annual Int. Conf.</li> <li>• AM Best's 30<sup>th</sup> Annual <i>Review &amp; Preview</i> Conf.</li> <li>• Nat. Assoc. of Ins. Cos. (NAIC) Spring Nat. Meeting</li> </ul>                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>• Captive Ins. Cos. Assoc. Annual Int. Conf.</li> </ul>                                                                                                         |
| <b>April</b><br>Ad Close:<br>3/6/23     | <b>New &amp; Emerging Risks</b> <ul style="list-style-type: none"> <li>• Crypto &amp; Insurance</li> </ul> | <ul style="list-style-type: none"> <li>• Asia-Pacific Insurers</li> </ul>                                                                                                                 | <b>Data &amp; AI</b>                                                       | <ul style="list-style-type: none"> <li>• Risk and Ins. Mgmt. Society (RIMS), Inc. Annual Conf.</li> <li>• Buffalo I-Day</li> </ul>                                                                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>• RIMS Annual Conf.</li> <li>• Verisk Envision</li> </ul>                                                                                                       |
| <b>May</b><br>Ad Close:<br>4/3/23       | <b>Insurer Expenses</b>                                                                                    | <ul style="list-style-type: none"> <li>• Protection &amp; Indemnity (P&amp;I) Clubs</li> </ul>                                                                                            | <b>ESG</b><br><br><b>Recruitment</b>                                       | <ul style="list-style-type: none"> <li>• Nat. Assoc. of Independent Ins. Adjusters Annual Conf.</li> <li>• Accelerate, Powered by Netvu</li> </ul>                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                        |
| <b>June</b><br>Ad Close:<br>5/1/23      | <b>Catastrophes</b><br><br><b>Student Challenge</b>                                                        | <ul style="list-style-type: none"> <li>• European Insurers</li> <li>• Industry Events Calendar</li> </ul>                                                                                 | <b>Asset Management</b>                                                    | <ul style="list-style-type: none"> <li>• Ins. Accounting &amp; Systems Assoc. (IASA) Annual Conf.</li> </ul>                                                                                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• IASA Annual Conf.</li> <li>• Ins. Marketing &amp; Communications Assoc. (IMCA) 2023 Annual Conf.</li> </ul>                                                   |
| <b>July</b><br>Ad Close:<br>6/5/23      | <b>Leaders</b>                                                                                             | <ul style="list-style-type: none"> <li>• Top Global Brokers</li> <li>• Top 200 U.S. Property/Casualty Writers</li> <li>• Top 200 U.S. Life/Health Insurers</li> </ul>                     | <b>Specialty Coverage</b>                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                        |
| <b>August</b><br>Ad Close:<br>7/3/23    | <b>Reinsurance</b>                                                                                         | <ul style="list-style-type: none"> <li>• Latin American Insurers</li> <li>• Cyber Insurers</li> <li>• U.S. Property/Casualty Direct Premiums Written by Line</li> </ul>                   | <b>Captive Services &amp; Domiciles</b><br><br><b>Reinsurance</b>          | <ul style="list-style-type: none"> <li>• Vermont Captive Ins. Assoc. (VCIA) Annual Conf.</li> <li>• NAIC Summer Nat. Meeting</li> </ul>                                                                                                                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>• VCIA Annual Conf.</li> </ul>                                                                                                                                  |
| <b>September</b><br>Ad Close:<br>8/7/23 | <b>Mutuals</b>                                                                                             | <ul style="list-style-type: none"> <li>• Leading U.S. Life/Health Writers</li> <li>• Top 50 Global Reinsurance Groups</li> <li>• Mutual Insurers</li> </ul>                               | <b>Mutuals</b><br><br><b>Insurtech</b><br><br><b>Surplus Lines</b>         | <ul style="list-style-type: none"> <li>• Wholesale &amp; Specialty Ins. Assoc. (WSIA) Annual Marketplace</li> <li>• Rendez-Vous de Septembre</li> <li>• AM Best's Canada Ins. Market Briefing – Toronto</li> <li>• National Assoc. of Mutual Ins. Cos. (NAMIC) Annual Convention</li> <li>• Bermuda Captive Conf.</li> <li>• American Council of Life Ins. Annual Conf.</li> <li>• Society of Insurance Research Annual Meeting</li> </ul> | <ul style="list-style-type: none"> <li>• WSIA Annual Marketplace</li> <li>• Rendez-Vous de Septembre</li> <li>• InsureTech Connect</li> <li>• Philly I-Day</li> <li>• Bermuda Captive Conf.</li> </ul> |
| <b>October</b><br>Ad Close:<br>9/4/23   | <b>Auto</b>                                                                                                | <ul style="list-style-type: none"> <li>• Top Auto Writers</li> <li>• Life/Health Asset Distribution</li> <li>• Caribbean Insurers</li> </ul>                                              | <b>Customer Experience</b><br><br><b>Auto Insurance Partnerships</b>       | <ul style="list-style-type: none"> <li>• InsureTech Connect</li> <li>• Target Markets Program Administrators Assoc. Annual Meeting</li> </ul>                                                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>• Singapore International Reinsurance Conf.</li> </ul>                                                                                                          |
| <b>November</b><br>Ad Close:<br>10/2/23 | <b>Property Report</b>                                                                                     | <ul style="list-style-type: none"> <li>• Top Homeowners Insurers</li> <li>• Top Workers' Compensation Insurers</li> <li>• P/C Asset Distribution</li> </ul>                               | <b>Workers' Comp</b>                                                       | <ul style="list-style-type: none"> <li>• Cayman Captive Forum</li> <li>• NAIC Fall National Meeting</li> <li>• American Property Casualty Ins. of America (APCIA) Annual Meeting</li> </ul>                                                                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>• Cayman Captive Forum</li> <li>• APCIA Annual Meeting</li> </ul>                                                                                               |
| <b>December</b><br>Ad Close:<br>11/6/23 | <b>Insurance Outlook</b>                                                                                   | <ul style="list-style-type: none"> <li>• Top U.S. Ocean Marine, Inland Marine, Fire &amp; Allied Writers (Ranked by Direct Premiums Written)</li> <li>• Auditors and Actuaries</li> </ul> | <b>Accounting &amp; Actuarial Services</b>                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                        |

<sup>1</sup> Editorial content, bonus distribution and conference opportunities are subject to change. Publication date: First week of each month.

<sup>2</sup> Ad commitment deadlines for Issues & Answers are the first of the prior month.

# BEST'S REVIEW® Online

AM Best's Monthly Insurance Magazine

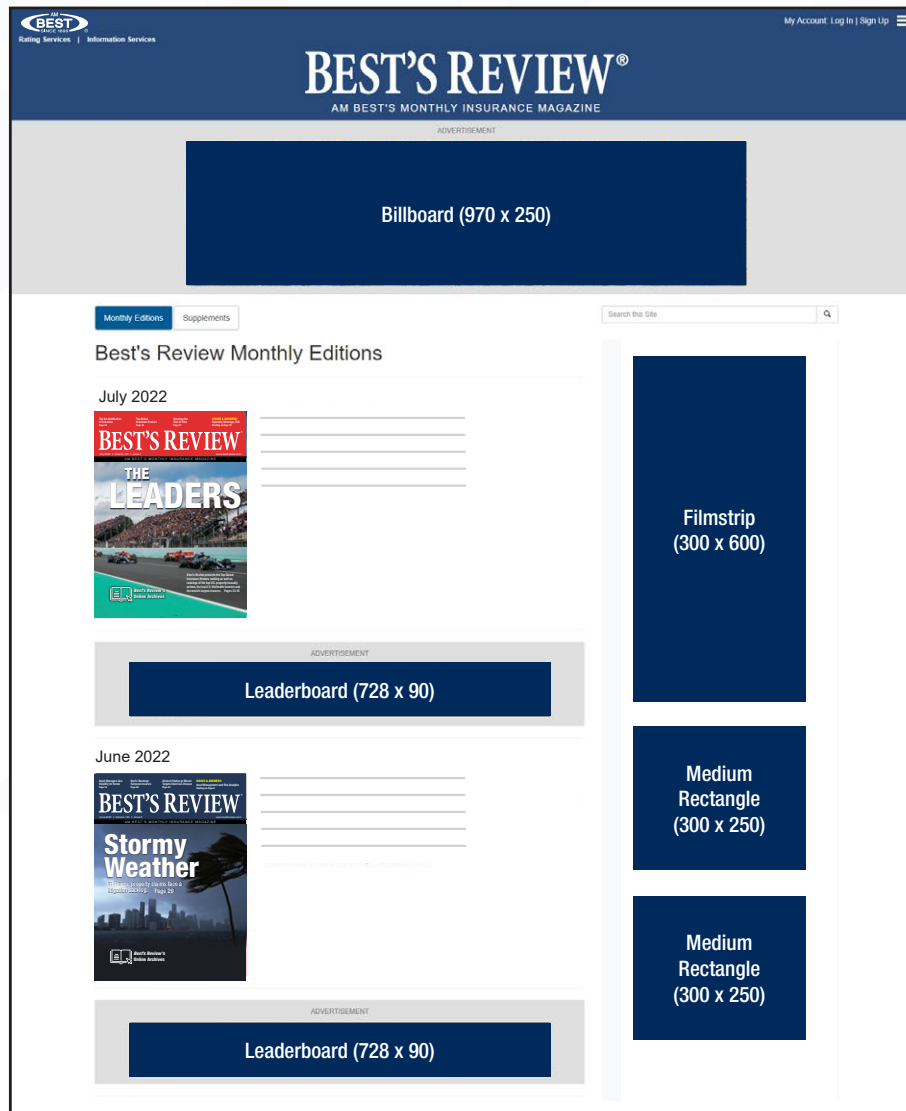
[www.bestsreview.com](http://www.bestsreview.com)

Extend your brand's reach within the insurance industry with *Best's Review* Online. Readers get full access to engaging content without a subscription and can share articles via social media and email, expanding advertisers' exposure to a larger audience.

## Home Page

Grab the attention of *Best's Review*'s online readers through billboard and filmstrip ad spaces.

| Ad Rates <sup>1</sup> | 1x      | 3x      | 6x      | 9x      | 12x     |
|-----------------------|---------|---------|---------|---------|---------|
| Billboard             | \$2,570 | \$2,440 | \$2,185 | \$2,055 | \$1,925 |
| Leaderboard           | \$2,335 | \$2,215 | \$1,985 | \$1,865 | \$1,750 |
| Filmstrip             | \$1,915 | \$1,820 | \$1,630 | \$1,535 | \$1,435 |
| Medium Rectangle      | \$1,730 | \$1,645 | \$1,470 | \$1,385 | \$1,300 |



<sup>1</sup> All ads are sold on a rotating basis. The total number of ads run in a 12-month period determines the frequency discount rate.

# BEST'S REVIEW®

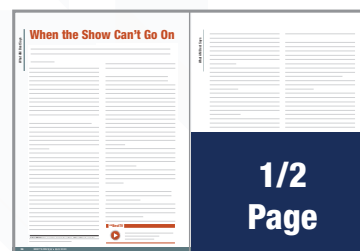
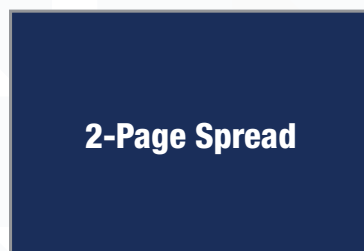
AM Best's Monthly Insurance Magazine

www.bestsreview.com

Best's Review offers a variety of print advertising opportunities that help you get maximum exposure, including premium positioning, regional and national inserts and more. For an overview of our content, reader demographics and editorial calendar, please see pages 2-3. For online advertising opportunities, see page 4.



| Four-Color Print Ad Rates <sup>1</sup> |          |          |          |          |          |
|----------------------------------------|----------|----------|----------|----------|----------|
| Size                                   | 1x       | 3x       | 6x       | 9x       | 12x      |
| 2-Page Spread <sup>2</sup>             | \$16,975 | \$16,330 | \$15,045 | \$14,400 | \$13,755 |
| Full Page <sup>3</sup>                 | \$9,145  | \$8,825  | \$8,180  | \$7,855  | \$7,535  |
| 1/2 Page <sup>2</sup>                  | \$6,890  | \$6,680  | \$6,260  | \$6,055  | \$5,845  |



Ads can be horizontal or vertical.

| Mechanical Requirements |        |        |                  |        |       |
|-------------------------|--------|--------|------------------|--------|-------|
| Size                    | Inches |        |                  | Inches |       |
|                         | Width  | Depth  |                  | Width  | Depth |
| 2-Page Spread           |        |        | Fractionals      |        |       |
| Live Area               | 15     | 10     | 1/2 (Horizontal) | 7      | 4.75  |
| Bleed                   | 16.25  | 11.125 | 1/2 (Vertical)   | 4.5    | 7.5   |
| Trim                    | 16     | 10.875 |                  |        |       |
| Full Page               |        |        |                  |        |       |
| Live Area               | 7      | 10     |                  |        |       |
| Bleed                   | 8.25   | 11.125 |                  |        |       |
| Trim                    | 8      | 10.875 |                  |        |       |

## Additional advertising opportunities available upon request:

- Premium positioning
- Gatefolds
- Tip-ins
- Postcards
- Full- and half-cover tip-ons
- Belly-band wrap
- Regional inserts
- National inserts
- Black & white advertising

<sup>1</sup> All prices are per month.

<sup>2</sup> Price calculated by adding the 4-color process spread charge of \$4,095 to the corresponding black & white ad price.

<sup>3</sup> Price calculated by adding the 4-color process charge of \$2,705 to the corresponding black & white ad price.

# BEST’S REVIEW® Featured Advertiser Special Editorial Section

Throughout the year, prominent editorial themes are highlighted in *Best’s Review*, allowing advertisers to place their message within specialized content geared toward their target market. Featured advertisers also receive enhanced online exposure through *Best’s Review*’s monthly subscriber email.

| Publication Date              | Topics                                          | Description                                                                                                                                                                                                             |
|-------------------------------|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| January<br>Ad Close: 12/5/22  | Insurance Technology & Innovation               | Insurtechs are raising the bar on industry innovation, and established insurers are responding.                                                                                                                         |
| February<br>Ad Close: 1/2/23  | Cyber                                           | The evolving cyber market responds to increasingly sophisticated threats.                                                                                                                                               |
| March<br>Ad Close: 2/6/23     | The Changing Role of Reinsurance Intermediaries | The landscape for reinsurance brokers continues to change, driven by consolidation, startups and new approaches to risk financing.                                                                                      |
| April<br>Ad Close: 3/6/23     | New & Emerging Risks                            | A look at new and emerging risk areas that are likely to present new opportunities to nimble insurers and challenges to those who are unprepared.                                                                       |
| May<br>Ad Close: 4/3/23       | Insurer Expenses                                | Insurer efforts to reduce expenses are showing progress.                                                                                                                                                                |
| June<br>Ad Close: 5/1/23      | Catastrophes                                    | High-impact storms and man-made events account for a huge share of insurers’ losses in any year, with the ever-greater possibility of record losses.                                                                    |
|                               | Student Challenge                               | AM Best presents the winner, finalists and entrants in the third annual AM Best Student Innovation and Data Challenge.                                                                                                  |
| July<br>Ad Close: 6/5/23      | Leaders                                         | The insurers and brokers that lead the market and the executives who run them.                                                                                                                                          |
| August<br>Ad Close: 7/3/23    | Reinsurance                                     | Reinsurers play a critical and changing role in a number of important segments of the insurance industry, and more frequently are becoming drivers of innovation, product development and startup activities.           |
| September<br>Ad Close: 8/7/23 | Mutuals                                         | Mutual insurers have emerged as one of the more resilient and long-running sectors of the global insurance industry. What was once viewed as a static sector is home to a surprising amount of activity and innovation. |
| October<br>Ad Close: 9/4/23   | Auto                                            | Our annual examination of the developments in the largest line of business in the property/casualty sector.                                                                                                             |
| November<br>Ad Close: 10/2/23 | Property Report                                 | Commercial property and homeowners insurance play a crucial role in the property/casualty sector.                                                                                                                       |
| December<br>Ad Close: 11/6/23 | Insurance Outlook                               | Industry experts look ahead to 2024 and share their views about the issues and trends that will impact the industry.                                                                                                    |

## As a Featured Advertiser, you will receive:

- Two full-page, four-color ads or a spread within the editorial pages of the special section.
- Your company’s name and/or logo in the right-side running header of every editorial page in the special section.
- Exposure through *Best’s Review*’s monthly subscriber email that highlights that issue’s editorial coverage.
- A 10-minute audio file, which includes:
  - A Q&A podcast interview with a *Best’s Review* editor.
  - A copy of the audio file for placement on your website.

| Advertising Opportunity <sup>1</sup>                         |          |
|--------------------------------------------------------------|----------|
| Featured Advertiser Special Editorial Section (with podcast) | \$11,055 |



Shown as a spread. Also offered as two separate full-page ads in this section.

<sup>1</sup> See mechanical requirements on page 5.



# BEST'S REVIEW® Issues & Answers

<http://www.ambest.com/adv/bria.html>

Issues & Answers are special advertising sections published in the online and print editions of *Best's Review*. Reach our readers with a topic-driven executive interview conducted by a *Best's Review* editor and additional company exposure with a full-page advertisement. You have the option to come to our video production studio<sup>1</sup> or participate remotely via video conference.

| Publication Date              | Topics                          | Description                                                                                                                                                                                                                                                                                  |
|-------------------------------|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| April<br>Ad Close: 3/1/23     | Data & AI                       | Insurers, reinsurers, brokers, tech providers and consultants explain how they are helping to convert data into knowledge and actionable information.                                                                                                                                        |
| May<br>Ad Close: 4/1/23       | ESG                             | Insurers, reinsurers, technology providers and consultants explain how they help insurance organizations better assess and implement strategies to meet regulatory and societal expectations for environmental, social and governance issues.                                                |
|                               | Recruitment                     | Recruiters, insurance and reinsurance companies and educational organizations explain how they are helping meet the talent needs of the fast-changing global insurance industry.                                                                                                             |
| June<br>Ad Close: 5/1/23      | Asset Management                | Asset managers and related services explain how they are helping insurers to meet their management, growth and compliance needs.                                                                                                                                                             |
| July<br>Ad Close: 6/1/23      | Specialty Coverage              | Insurers, reinsurers, technology and service providers examine new strategies that help to create highly focused products to meet new and increasingly specialized risk needs.                                                                                                               |
| August<br>Ad Close: 7/1/23    | Captive Services & Domiciles    | Captive insurance is finding increasing favor as a coverage option for the risk needs of large and medium-sized organizations. Sponsoring a captive requires subject matter expertise, strong partnerships with insurers and reinsurers and the foresight to select an appropriate domicile. |
|                               | Reinsurance                     | Reinsurers, reinsurance intermediaries, technologists, financial and legal services providers explain their role in supporting the risk needs of organizations.                                                                                                                              |
| September<br>Ad Close: 8/1/23 | Mutuals                         | Reinsurers, insurers, technology providers and consultants explain how they help meet the risk needs of one of the oldest and most enduring forms of insurance.                                                                                                                              |
|                               | Insurtech                       | Technologists, insurers, reinsurers and service providers explain how they support the capital, risk and structural needs of startups, growth companies and established insurers meeting the challenge of the insurtech movement.                                                            |
|                               | Surplus Lines                   | Insurers, reinsurers, technology and service providers explain why surplus lines remains the most dynamic and responsive sector of the property/casualty industry and how they support innovation in an increasingly specialized risk environment.                                           |
| October<br>Ad Close: 9/1/23   | Customer Experience             | Technologists, service providers, reinsurers and insurers explain how insurers are moving closer to creating seamless, secure and responsive customer interactions across all channels.                                                                                                      |
|                               | Auto Insurance Partnerships     | Reinsurers, insurers and technology and service providers explain how they are working with automobile manufacturers and distributors to make driving safer and selling cars and related coverages more effective and profitable.                                                            |
| November<br>Ad Close: 10/1/23 | Workers' Comp                   | Reinsurers, insurers, technology and service providers and legal organizations explain how they are supporting the risk needs of the third-largest sector of property/casualty insurers.                                                                                                     |
| December<br>Ad Close: 11/1/23 | Accounting & Actuarial Services | Accounting and actuarial services, technology and other service providers explain how they are helping insurers and reinsurers better understand and operate their businesses, meet regulatory needs and develop innovative products and services.                                           |

## As an Issues & Answers advertiser, you will receive:

- **Two-Page:** a spread featuring your full-page, four-color advertisement, a brief profile of your organization and highlights from your executive's interview.<sup>2</sup>
- **Three-Page:** a spread featuring a brief profile of your organization and highlights from your executive's interview. Your full-page, four-color advertisement will appear in a different section within the magazine.
- A video and audio recording of your interview for your own promotional use.
- A PDF copy of the spread for your company's use.
- Additional exposure on *Best's Review* Online.

|                                            | 1x       | 3x       | 6x       | 9x       | 12x      |
|--------------------------------------------|----------|----------|----------|----------|----------|
| Two-Page Issues & Answers <sup>3,4</sup>   | \$11,795 | \$11,205 | \$10,025 | \$9,435  | \$8,850  |
| Three-Page Issues & Answers <sup>3,4</sup> | \$19,330 | \$18,365 | \$16,430 | \$15,465 | \$14,500 |



Watch our video to learn more about Issues & Answers at <http://www.ambest.com/adv/ia.html>

<sup>1</sup> Subject to change.

<sup>2</sup> Although this offer includes two pages of advertising, only one page is counted toward the frequency discount for print ads in *Best's Review* in a given contract year.

<sup>3</sup> Ad commitment deadlines are the first of the prior month.

<sup>4</sup> See mechanical requirements on page 5.

# BEST'S REVIEW® Digital Supplement

www.bestreview.com

The new *Best's Review* Digital Supplement will be released alongside *Best's Review* magazine and will feature a list of insurers, organized by state, that offer the type of insurance highlighted in the publication. Fast-track your message to your target audience with an ad in the digital supplement and corresponding email.

| Publication Date             | Topics                                          | Description                                                                                                                                                                  |
|------------------------------|-------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| February<br>Ad Close: 1/2/23 | Workers' Compensation                           | The latest coverage in workers' compensation, along with a 50-state listing of insurers writing the business in every U.S. state and territory, ranked by market share.      |
| June<br>Ad Close: 5/1/23     | Cyber                                           | The latest coverage in cyber and related coverage, along with a 50-state listing of insurers writing the business in every U.S. state and territory, ranked by market share. |
| July<br>Ad Close: 6/5/23     | Medical Professional Liability Insurance (MPLI) | The latest coverage in MPLI, along with a 50-state listing of insurers writing the business in every U.S. state and territory, ranking by market share.                      |
| October<br>Ad Close: 9/4/23  | Flood                                           | The latest coverage in flood coverage, along with a 50-state listing of insurers writing the business in every U.S. state and territory, ranked by market share.             |

| Ad Rates                          | Pricing |
|-----------------------------------|---------|
| 2-Page Spread + Email Leaderboard | \$8,750 |
| Full Page + Email Leaderboard     | \$5,000 |
| 2-Page Spread                     | \$7,000 |
| Full Page                         | \$4,000 |
| ½ Page                            | \$2,600 |

Ask your Account Manager about premium positioning.

**BEST'S REVIEW®**

Medical Professional Liability Insurance

**Preventive Medicine**

Medical Professional Liability Insurance  
Rankings as of Year-End 2022 Under \$1M

Leaderboard (728 x 90)

2-Page Spread

Full Page

1/2 Page

Ads can be horizontal or vertical.



www.ambest.tv

## Building Engagement through High-Visibility Opportunities

AM Best TV is our free, streaming video service that features exclusive reports and interviews with key industry players, plus coverage of crucial events and developments in the global insurance industry.

### Industry News Section<sup>1</sup>

Advertising in this section is sold in one-month units and includes:

- One 15-second pre-roll video ad that may also appear at a natural break further into applicable videos.
- One companion ad displayed below the video.
- One banner ad in AM Best TV subscriber emails.

### Best's Event Coverage<sup>1</sup>

Get your message to a specific audience by placing your ad alongside **Best's Event Coverage.**<sup>1</sup> Advertisers receive:

- One 15-second pre-roll video ad.
- One companion leaderboard ad displayed below the video of the major industry event of their choice.
- Additional media exposure on AM Best TV if the event coverage is promoted via *Best's Review* (online and print) and *Best's News* (online and email).

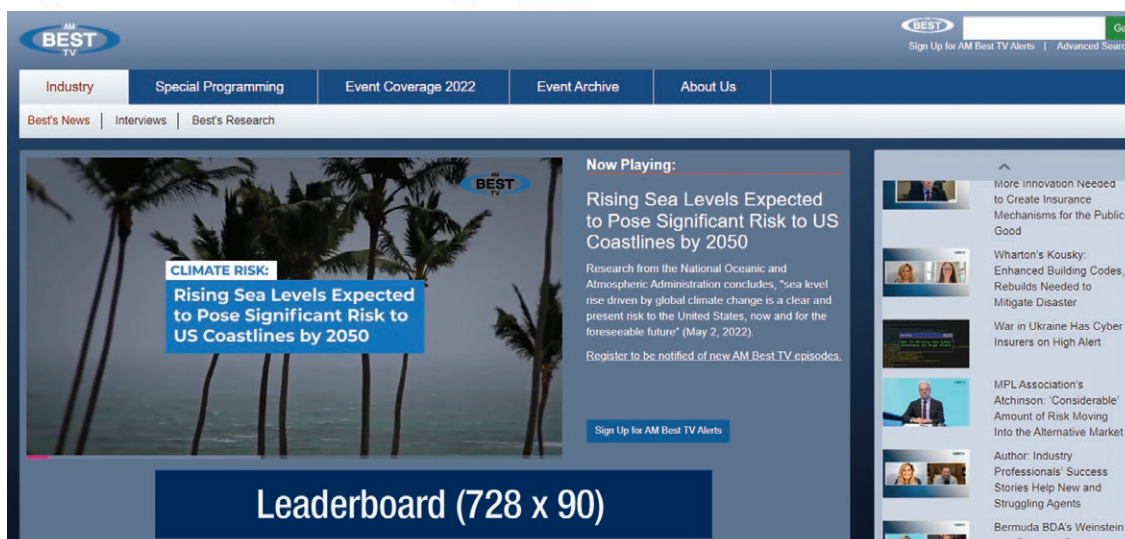
### Email

When you advertise in our daily email to subscribers, your message will be seen by insurance professionals of every level who follow AM Best TV's exclusive coverage of industry events.

#### Exposure by the numbers<sup>2</sup>:

- Your ad appears in our AM Best TV email with approximately **6,380** opt-in subscribers.
- An average of **105,164** emails are sent per month.

Call your Account Manager for pricing.



<sup>1</sup> The total number of ads run in a 12-month period determines the frequency discount rate. All ads for the qualifying advertiser will be quoted at the frequency rate. All advertising runs only in the month for which it was purchased.

<sup>2</sup> Publisher's data, January 2022–April 2022.



www.ambest.tv

## Special Industry Presentations

Based on topics of interest to AM Best's audience of insurance industry professionals, AM Best TV produces a series of special presentations on a semi-annual basis that span digital and print media. Connect with insurance professionals at every level by advertising in AM Best's award-winning cross-media series.

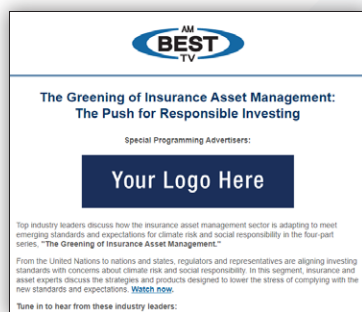
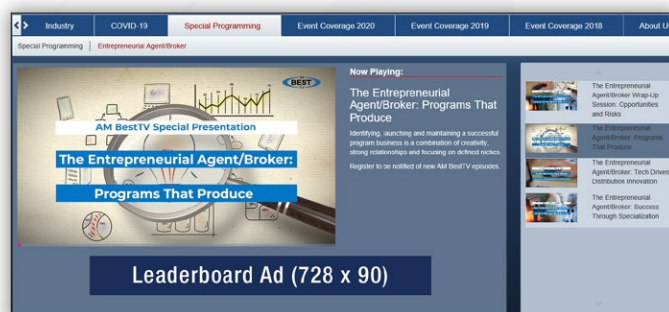
| Publication Date   | Topics                                                                          | Description                                                                                                                                                                                                                                                                                            |
|--------------------|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| May*/June**        | Asset Management                                                                | Insurers explore new paths.                                                                                                                                                                                                                                                                            |
| October*/November* | What the AI Revolution Means for Insurers, Insureds and the Insurance Workforce | Artificial intelligence is transforming underwriting, distribution, claims, investment management and the work of insurance and related professionals. Find out how AI, ChatGPT and its peers, smart automation and more is changing insurers' relations with prospects, policyholders and regulators. |

\*The following components go live: landing page with ad and links to video/podcast; AM Best TV video; email; podcast.

\*\*The following components go live: *Best's Review* magazine with full-page ad; links to *Best's Review* Online articles will be added to the existing landing page.

Take advantage of our **Cross-Media Advertising Package for Special Industry Presentations** and get:

- One video ad and one companion ad per video.
- Optional production of a pre-roll video advertisement with a voice-over.
- Logo inclusion in AM Best TV episode-specific emails.
- One full-page, four-color ad in *Best's Review* (online and print).
- One audio advertisement that will appear in each video panel's corresponding AM Best Audio podcast.
- One medium rectangle ad on the Special Industry Presentation's landing page within *Best's Review* Online.
- The opportunity to participate in the fourth episode discussion, which will examine the most thought-provoking points made in the first three episodes.



View a past cross-media series: <http://www.ambest.com/adv/crossmediaexample.html>



[www.ambest.com/webinars](http://www.ambest.com/webinars)

## Sponsorships

Showcase your company's expertise and thought leadership by sponsoring a webinar focused on a subject of your choice. Whether you visit our video production studio<sup>1</sup> or participate remotely via video conference, these topical and thought-provoking online events consistently generate an enthusiastic response from the industry. Call your Account Manager today to start planning a customized webinar that allows you to demonstrate your knowledge and insight.

### As a webinar sponsor, you will receive:

#### Before the webinar:

- Choice of exclusive or dual webinar sponsorship.
- Guidance in selecting the webinar topic and panelists.
- Emails promoting your webinar.
- Press release announcing your webinar.
- Print promotions in *Best's Review* (time permitting).

#### During the webinar:

- Your company's logo in the webinar and in any playback or download of the archived file.

#### After the webinar:

- Continued media exposure in our webinar archive.<sup>2</sup> Possible exposure in *Best's Review* (online and print) and *Best's News* (online and email).
- A link to the webinar playback for your own promotional use.<sup>2</sup>
- A list of webinar registrants and a list of visitors who accessed the archived webinar playback.

**Webinar Highlights** that broaden and extend your webinar's exposure.

These focused segments feature video excerpts from the webinar that pinpoint information most useful to your audience. **Benefits include:**

- A link and file to use in your own promotional efforts, including your website and social media platforms.
- Continued exposure on AM Best's website for at least one year.
- Additional visibility from AM Best promotional efforts, including a press release, an email sent to all webinar registrants, and an announcement in *Best's Review* (online and print).

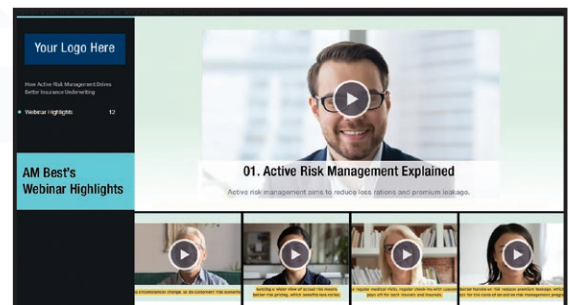
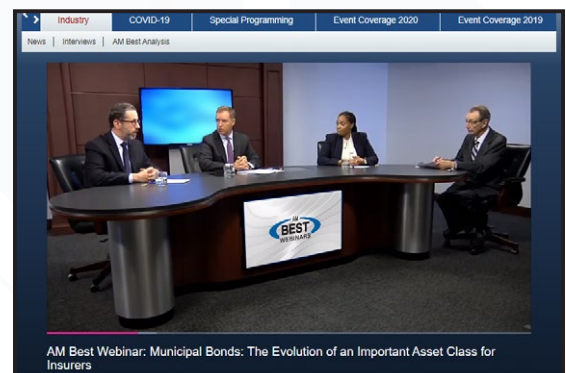
**Call your Account Manager for pricing.**

Reach **58,769** engaged, opted-in AM Best members.<sup>3</sup>

**44%** Insurance agency/brokerage<sup>3</sup>

**26%** Insurance/reinsurance company<sup>3</sup>

**5%** Financial services<sup>3</sup>



### Frequency Discounts:

Interested in sponsoring multiple webinars? Contact your Account Manager for details on frequency discounts.

Watch a video about this opportunity:

<http://www.ambest.com/adv/ambwebinars.html>

<sup>1</sup> Subject to change.

<sup>2</sup> Posted on AM Best's website.

<sup>3</sup> Publisher's data, January 2021–June 2022.

# BEST'S NEWS

http://news.ambest.com

*Best's News* is our content-rich, streamlined online portal that provides subscribers with convenient access to insurance industry news, research and media.

## Home Page<sup>1,2</sup>

Put yourself front and center with an ad on our home page, where subscribers and industry professionals come to find the latest industry news and trends.

| Ad Rates <sup>1</sup> | 1x      | 3x      | 6x      | 9x      | 12x     |
|-----------------------|---------|---------|---------|---------|---------|
| Large Leaderboard     | \$4,470 | \$4,245 | \$3,800 | \$3,575 | \$3,355 |
| Filmstrip             | \$4,065 | \$3,860 | \$3,455 | \$3,250 | \$3,050 |
| Leaderboard           | \$3,335 | \$3,170 | \$2,835 | \$2,670 | \$2,500 |
| Medium Rectangle      | \$3,015 | \$2,865 | \$2,565 | \$2,410 | \$2,260 |

## Individual News Stories<sup>1,2</sup>

Get noticed by AM Best's influential readership with a news story ad. Story headlines appear on the *Best's News* home page and in daily and weekly emails, driving traffic to your ad.

| Ad Rates <sup>1</sup> | 1x      | 3x      | 6x      | 9x      | 12x     |
|-----------------------|---------|---------|---------|---------|---------|
| Leaderboard           | \$2,525 | \$2,400 | \$2,145 | \$2,020 | \$1,895 |
| Medium Rectangle      | \$1,870 | \$1,775 | \$1,590 | \$1,495 | \$1,405 |
| Full Banner           | \$1,600 | \$1,520 | \$1,360 | \$1,280 | \$1,200 |

The screenshot shows the Best's News Home Page layout. At the top is a navigation bar with links for Rating Services, Information Services, and Corporate Information. Below the navigation bar is a large blue banner labeled "Large Leaderboard (970 x 90)". To the left of the banner is a news article titled "Update: Heritage Closes Florida Book in Three Regions" with a photo of a red house. To the right of the article is a blue box labeled "Medium Rectangle (300 x 250)". Below the article is a filmstrip of five small images, with a blue box labeled "Filmstrip (300 x 600)" to its right. At the bottom of the page is a blue banner labeled "Leaderboard (728 x 90)".

The screenshot shows the Best's News Individual News Story layout. At the top is a navigation bar with links for Rating Services, Information Services, and Corporate Information. Below the navigation bar is a blue banner labeled "Leaderboard (728 x 90)". To the left of the banner is a news article titled "Bright Health Group Pulling Out of Six States Following Layoffs" with a photo of a group of people. To the right of the article is a blue box labeled "Medium Rectangle (300 x 250)". Below the article is a blue box labeled "Medium Rectangle (300 x 250)". At the bottom of the page is a blue banner labeled "Full Banner (468 x 60)".

<sup>1</sup> The total number of ads run in a 12-month period determines the frequency discount rate. All ads for the qualified advertiser will be quoted at that frequency rate. All ads are sold on a rotating basis. The frequency of the rotation may change throughout the year. All advertising runs from the first through the last day of the month. Advertising will not appear in rating-event articles.

<sup>2</sup> Pages are subject to change.

# BEST'S REVIEW® Email

This new opportunity will help you reach your target audience of engaged insurance industry leaders with an ad in our bimonthly email promoting articles from the latest issue of *Best's Review*.

## Best's Review Email

| 1x      | 3x      | 6x      | 9x      | 12x     |
|---------|---------|---------|---------|---------|
| \$2,100 | \$1,995 | \$1,785 | \$1,680 | \$1,575 |

Monthly average number of emails sent: **10,497<sup>3</sup>**

# BESTDAY®

AM Best's Daily Insurance News

Connect with top insurance professionals every morning by placing your ad in our *BestDay* email, AM Best's wrap-up of the previous day's top news stories.

## BestDay Email<sup>1,2</sup>

| 1x      | 3x      | 6x      | 9x      | 12x     |
|---------|---------|---------|---------|---------|
| \$2,925 | \$2,780 | \$2,485 | \$2,340 | \$2,195 |

Monthly average number of emails sent: **306,635<sup>3</sup>**

# BEST'S NEWS

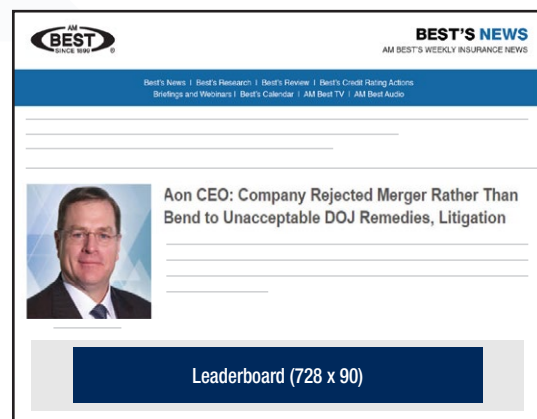
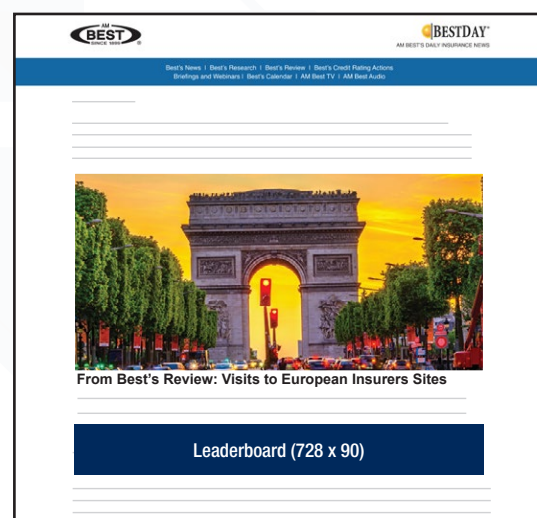
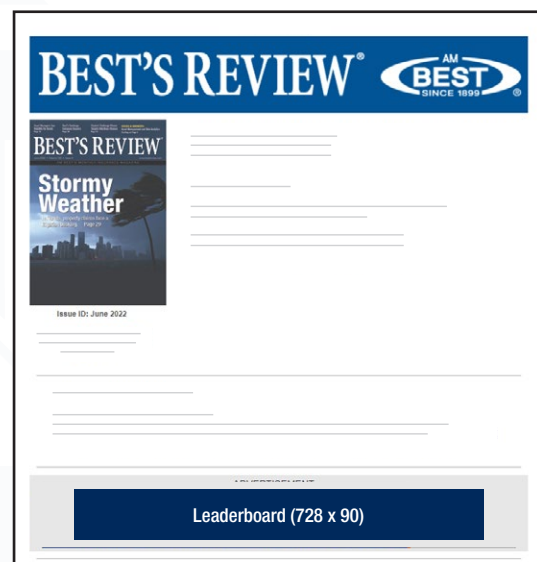
AM Best's Weekly Insurance News

Place your ad in our *Best's News* email to reach senior insurance and reinsurance executives, risk managers and others who look to this resource for a recap of the industry's top stories and the latest AM Best industry research.

## Best's News Email<sup>2</sup>

| 1x      | 3x      | 6x    | 9x    | 12x   |
|---------|---------|-------|-------|-------|
| \$1,080 | \$1,025 | \$920 | \$865 | \$810 |

Monthly average number of emails sent: **15,704<sup>3</sup>**



<sup>1</sup> The total number of ads run in a 12-month period determines the frequency discount rate. All ads for the qualified advertiser will be quoted at that frequency rate. All ads are sold on a rotating basis. The frequency of the rotation may change throughout the year. All advertising runs from the first through the last day of the month. Advertising will not appear in rating-event articles.

<sup>2</sup> The total number of ads run in a 12-month period determines the frequency discount rate. All ads for the qualifying advertiser will be quoted at the frequency rate. All advertising runs only in the month for which it was purchased.

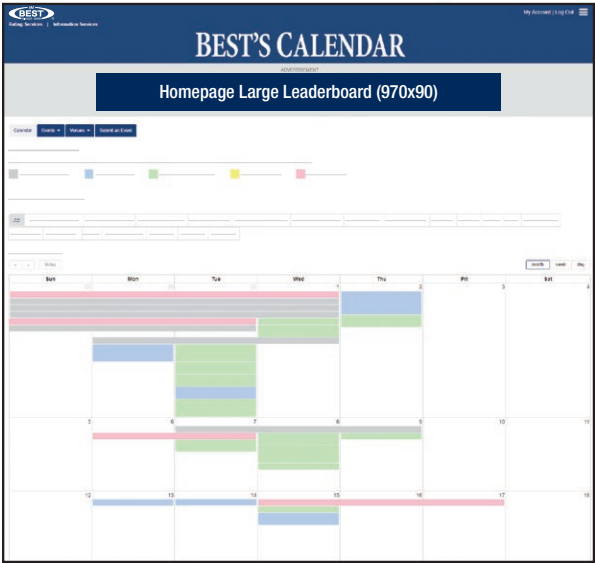
<sup>3</sup> Publisher's data, January 2022–April 2022.

Additional Advertising Opportunities

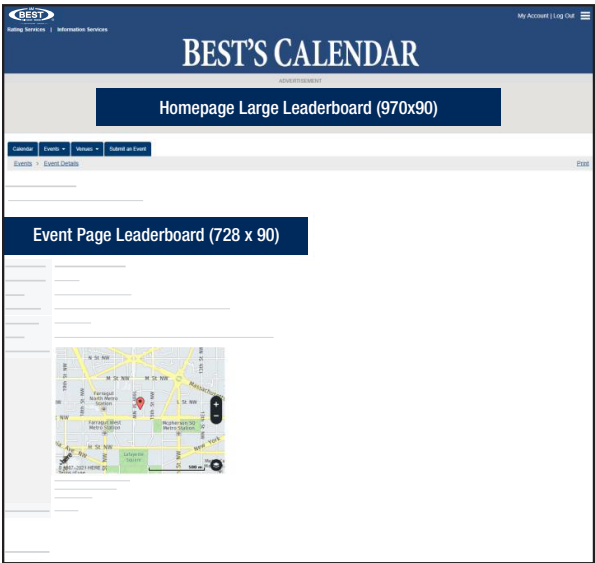
BEST’S CALENDAR

www.bestreview.com/calendar

Place your ad on *Best’s Calendar*, the insurance industry’s one-stop resource for conferences, meetings and online events. This free resource helps industry professionals plan for events worldwide, with detailed information on happenings and venues. Users can register for AM Best events and submit their own as they are announced.



| Best's Calendar Homepage   |         |         |         |         |         |
|----------------------------|---------|---------|---------|---------|---------|
| Ad Type                    | 1x      | 3x      | 6x      | 9x      | 12x     |
| Homepage Large Leaderboard | \$2,570 | \$2,440 | \$2,185 | \$2,055 | \$1,925 |



| Best's Calendar Event Page                                                                          |         |
|-----------------------------------------------------------------------------------------------------|---------|
| Ad Type                                                                                             | Pricing |
| Event Page Leaderboard ad without the purchase of the Best's Calendar Homepage Large Leaderboard ad | \$775   |
| Event Page Leaderboard ad with the purchase of the Best's Calendar Homepage Large Leaderboard ad    | \$500   |

## Additional Advertising Opportunities

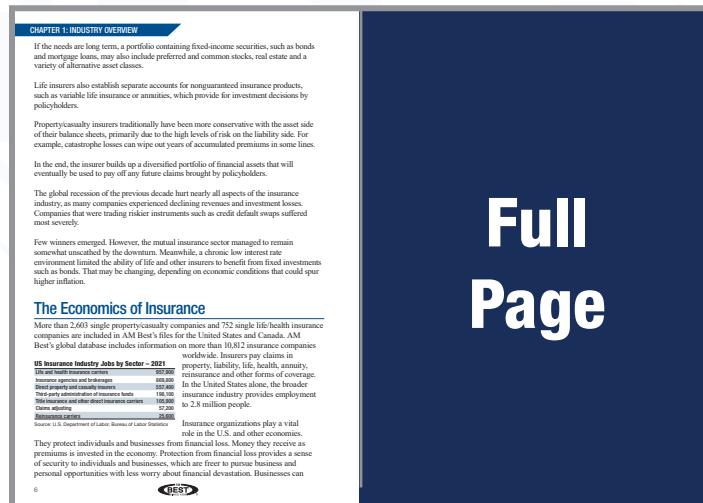
# Best's Guide to Understanding the Insurance Industry

<https://bestsreview.ambest.com/edition/2023/supplements/guidetounderstanding/>

*Best's Guide to Understanding the Insurance Industry* is an online resource ideal for anyone interested in learning more about the insurance industry. Initiate brand recognition with students, new employees and prospects with an ad in both the publication and in the corresponding quarterly email. A limited number of high-visibility ad spots are available, so reserve early.

| Ad Type                       | Pricing |
|-------------------------------|---------|
| Full Page + Email Leaderboard | \$8,100 |

Ask your Account Manager about premium positioning.



## Consistent Exposure:

- **30,000+** quarterly emails sent to engaged industry professionals
- Year-round promotion and access to *Best's Guide to Understanding the Insurance Industry*

## Contact Us



### **Brian McGoldrick**

Senior Account Manager — USA  
(West, Midwest, Southwest, Southeast Regions)  
AM Best — Information Services  
brian.mcgoldrick@ambest.com  
(908) 894-9552



### **Suzanne Ruffa**

Account Manager — BMU; CAN; CAR; LATAM, USA  
(Northeast Region) & US Territories (PR & VI)  
AM Best — Information Services  
suzanne.ruffa@ambest.com  
(908) 399-6275



### **Bryan Martyn**

Director — EMEA; AP & US Territories (AS, GU & MP)  
AM Best Europe — Information Services  
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+44 7970 799332



### **Aidan Porter**

Account Manager — UK  
AM Best Europe — Information Services  
aidan.porter@ambest.com  
+44 7702 947679

## **Advertising Production Department**

(For all other locations)

advertising\_sales@ambest.com  
(908) 439-2200, ext. 5399

## **2023 Commission and Advertising Acceptance**

**Commission:** Accredited advertising agencies and in-house advertising agencies are eligible for selected discounts.

**Advertising Acceptance:** Regarding advertising in *Best's Review*, publisher is absolved of all responsibility for ad material sent directly to the printer, including but not limited to reproduction quality, ad placement, positioning, orientation, content, accuracy and condition of original material. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time and to reject any URL link or meta-tag embedded in the advertisement.

**All media kit content and opportunities are subject to change.**

# Ad Submission Guidelines

## Print Ads

**File Format:** PDF; all fonts and images must be embedded.

**Color:** CMYK format only. Convert all spot colors to CMYK.

**Proof:** Contract-quality color proof required.<sup>1</sup>

**Cancellations:** No cancellations after closing dates. A space cost penalty will apply.

### Postcards and Business Reply Cards

**Minimum:** 3.5" h by 5" w

**Maximum:** 4.25" h by 6" w

Allow additional .125" for head trim and .125" for grind-off

**Perforation:** .75" from binding edge.

**Minimum paper weight:** 75 lb./7 pt. high bulk.

### Advertorials

"Advertisement" must be clearly printed at top of ad.

### Email inserts to:

advertising\_sales@ambest.com

### Mail preprinted inserts<sup>2</sup> to:

Julie Stevens

Fry Communications, Bldg 4

101 Fry Drive

Mechanicsburg, PA 17050

(717) 766-0211, ext. 4541

Please allow .125" trim on all four sides.

### Email print creative to:

bridget.cooper@ambest.com

## Email Ads

**File Formats:** GIF, JPG or PNG

- Provide an active click-through URL for each ad.
- Maximum 30 words; your company's link is the 30th word.
- Submit as an email attachment.

## Online Ads

**File Formats:** GIF, JPG or PNG

- Provide an active click-through URL for each ad.
- Supply ALT text up to 65 characters if desired.
- Submit as an email attachment.

Note: Ads containing a light-colored background should include a one-pixel border of a darker color.

### Static Image Ads

**GIF:** Image cannot be interlaced and must be indexed with 216-color web-safe palette.

**JPG:** 50 K maximum file size.

**Animated Image Ads:** Can be formatted in GIF

### GIF Animation

- Three loops maximum.
- Five frames maximum per loop.
- Each frame must be at least two seconds long, except transition frames (i.e., fade, blend, wipe).
- Time frame must be no faster than 5 fps.

**JPG:** No restrictions.

### Tracking

- AM Best tracking uses the clickTag method. Embedded URLs are client-side tracking only.
- Any embedded URL must open in a new window.
- Third-party vendors.<sup>3</sup>

**RSS Feed:** 50 words maximum.

**Button:** 300 dpi EPS or Illustrator.

### Email online creative to:

bridget.cooper@ambest.com

## Video Ads

**Format:** MP4

**Resolution:** 1920 x 1080 (recommended)

**Aspect ratio:** 16:9

**Pre-roll video length:** 15 seconds

**Maximum file size:** 5 MB

Contact us for details on our advertising design services and video studio rental.

<sup>1</sup> Advertisements submitted without an acceptable color proof will be printed to SWOP standards.

<sup>2</sup> Five review copies must be sent to the Advertising Production Department at 1 Ambest Road, Oldwick, NJ 08858.

<sup>3</sup> All other vendors will be verified at placement. We cannot provide statistics for advertisers who use third-party vendors.





[www.ambest.com/adv](http://www.ambest.com/adv)