

# BEST'S REVIEW®

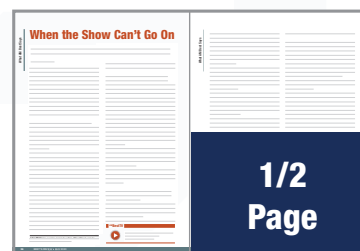
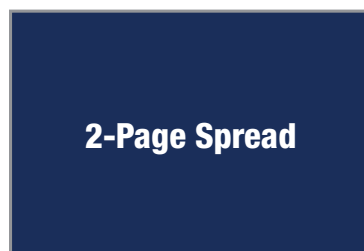
AM Best's Monthly Insurance Magazine

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

Contact us: [advertising\\_sales@ambest.com](mailto:advertising_sales@ambest.com) • (908) 439-2200, ext. 5399

# 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 Ad Close: 12/5/22	Insurance Technology & Innovation	Insurtechs are raising the bar on industry innovation, and established insurers are responding.
February Ad Close: 1/2/23	Cyber	The evolving cyber market responds to increasingly sophisticated threats.
March 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 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 Ad Close: 4/3/23	Insurer Expenses	Insurer efforts to reduce expenses are showing progress.
June 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 Ad Close: 6/5/23	Leaders	The insurers and brokers that lead the market and the executives who run them.
August 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 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 Ad Close: 9/4/23	Auto	Our annual examination of the developments in the largest line of business in the property/casualty sector.
November Ad Close: 10/2/23	Property Report	Commercial property and homeowners insurance play a crucial role in the property/casualty sector.
December 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.