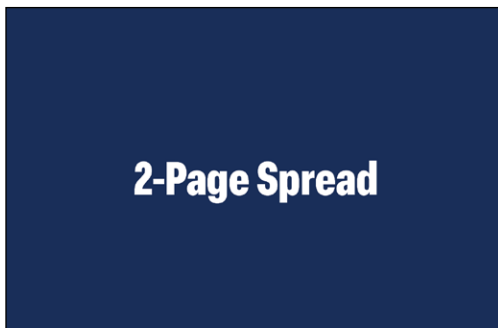


# Best's Review Featured Advertiser Special Editorial Sections

These special sections highlight prominent editorial themes each month, allowing advertisers to place their message near content geared toward their target market.

## 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 logo in the table of contents and the right-side running header of every page in the section, linked to a URL of your choice.
- Brand exposure to thousands through *Best's Review's* monthly subscriber email as well as the bi-monthly promotional email.
- A 10-minute Q&A podcast interview (audio only\*) with an editor of *Best's Review*.



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



Your company's name and/or logo will be featured throughout.



*Best's Review* monthly email.

|   | Pricing |
|---|---------|
| "Featured Advertiser" Special Editorial Section (with podcast*) | \$9,970 |

| Publication Date                    | Topic   | Description  |
|-------------------------------------|---|--|
| <b>January</b><br>Ad Close: 12/2/24 | Guide to Understanding the Insurance Industry | AM Best publishes the Guide as an overview for those working with and in one of the world's most interesting and vital industries.<br><br>Advertisers may sponsor one or more of the following six sections: <ul style="list-style-type: none"> <li>• Industry Overview</li> <li>• Property/Casualty</li> <li>• Life &amp; Annuity</li> <li>• Health</li> <li>• Reinsurance/Alternative Risk Transfer</li> <li>• Delegated Underwriting Authority Enterprises</li> </ul> |
| <b>February</b><br>Ad Close: 1/2/25 | Innovation Scoring                            | Innovation is becoming increasingly critical to the long-term success of insurers. A look at trends in AM Best's innovation scoring.   |
| <b>March</b><br>Ad Close: 2/3/25    | Growing Clout of Independent Agents           | How independent agents are gaining influence.  |
| <b>April</b><br>Ad Close: 3/3/25    | Evolving Commercial Risk                      | Insurers and risk managers discuss emerging trends in commercial risks.  |

\* Video interviews are also available. Speak with an Account Manager to learn more.

**Continued**



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| Publication Date                     | Topic                                      | Description  |
|--------------------------------------|--|--|
| <b>May</b><br>Ad Close: 4/1/25       | Real-World AI                              | How insurers are using and building new AI-enabled processes in underwriting and claims, and throughout their organizations.       |
| <b>June</b><br>Ad Close: 5/1/25      | Climate Risk Creates New Challenges        | Insurers grapple with the new challenges presented by climate risk as the Atlantic hurricane season begins.                        |
| <b>July</b><br>Ad Close: 6/2/25      | Leading Insurance Companies and Executives | The top insurers and brokers, and the people who lead them.  |
|                                      | Insurance Accounting                       | New developments in the insurance accounting sector.   |
| <b>August</b><br>Ad Close: 7/1/25    | The Evolving Reinsurance Market            | Emerging developments in the global reinsurance segment.   |
|                                      | Captives                                   | Captive managers, sponsors, reinsurers, domicile representatives and brokers discuss developments in the captive insurance sector. |
| <b>September</b><br>Ad Close: 8/1/25 | Surplus Lines                              | The latest data on the US surplus lines market.  |
| <b>October</b><br>Ad Close: 9/2/25   | New Developments in Insurance Technology   | How insurers are using new technology and digital processes to gain a competitive advantage.                                       |
| <b>November</b><br>Ad Close: 10/1/25 | Workers' Compensation                      | New developments in the workers' compensation sector.  |
|                                      | Property Claims                            | <i>Best's Review</i> surveys adjusters about property claims.  |
| <b>December</b><br>Ad Close: 11/3/25 | Auditor & Actuary Overview                 | An overview of emerging issues for auditors and actuaries.   |
|                                      | Regulatory Preview                         | A preview of global regulatory developments in the coming year.  |

Contact an Account Manager for pricing.