

Beinsure Digital Media

[MEDIA KIT 2023]



beinsure.com



[Beinsure.com](https://www.beinsure.com) — Digital Media about re/insurance, insurtech, investments & crypto. The latest news, ratings, review and technologies of Insurance & InsurTech market.



At Beinsure, we take away uncertainty of insurance and investment by connecting you with insightful, useful information, in order to help you understand you insurance needs.

With this unbiased information, you can get insurance and investment products.

[By positioning your brand with Beinsure you can access our growing global readership of finance, insurance, crypto, cyber & insurtech / fintech industry participants, including both buyers and sellers of protection, service providers, investors and other interested stakeholders.



about

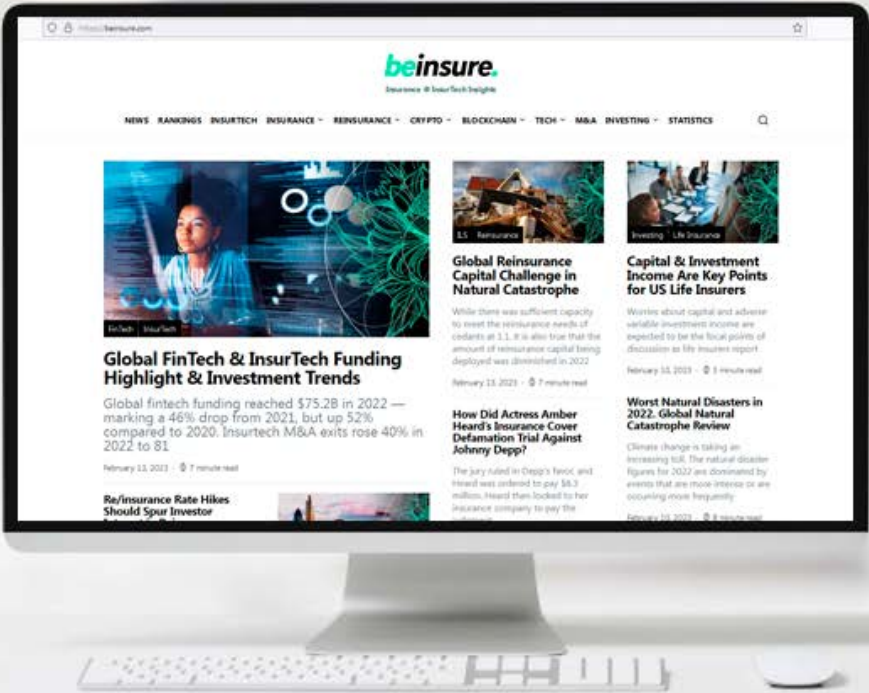
Beinsure aimed at an international audience interested in the topics of insurance, insurtech, investments, AI, ML & blockchain technologies.

Our Digital Magazine — part of the Media Holding «Finance Media», which owns [Forinsurer.com](https://forinsurer.com) — the #1 online magazine in Ukraine about insurance & reinsurance technologies and InsurTech with audience more than **1.8+ mn** readers per year.

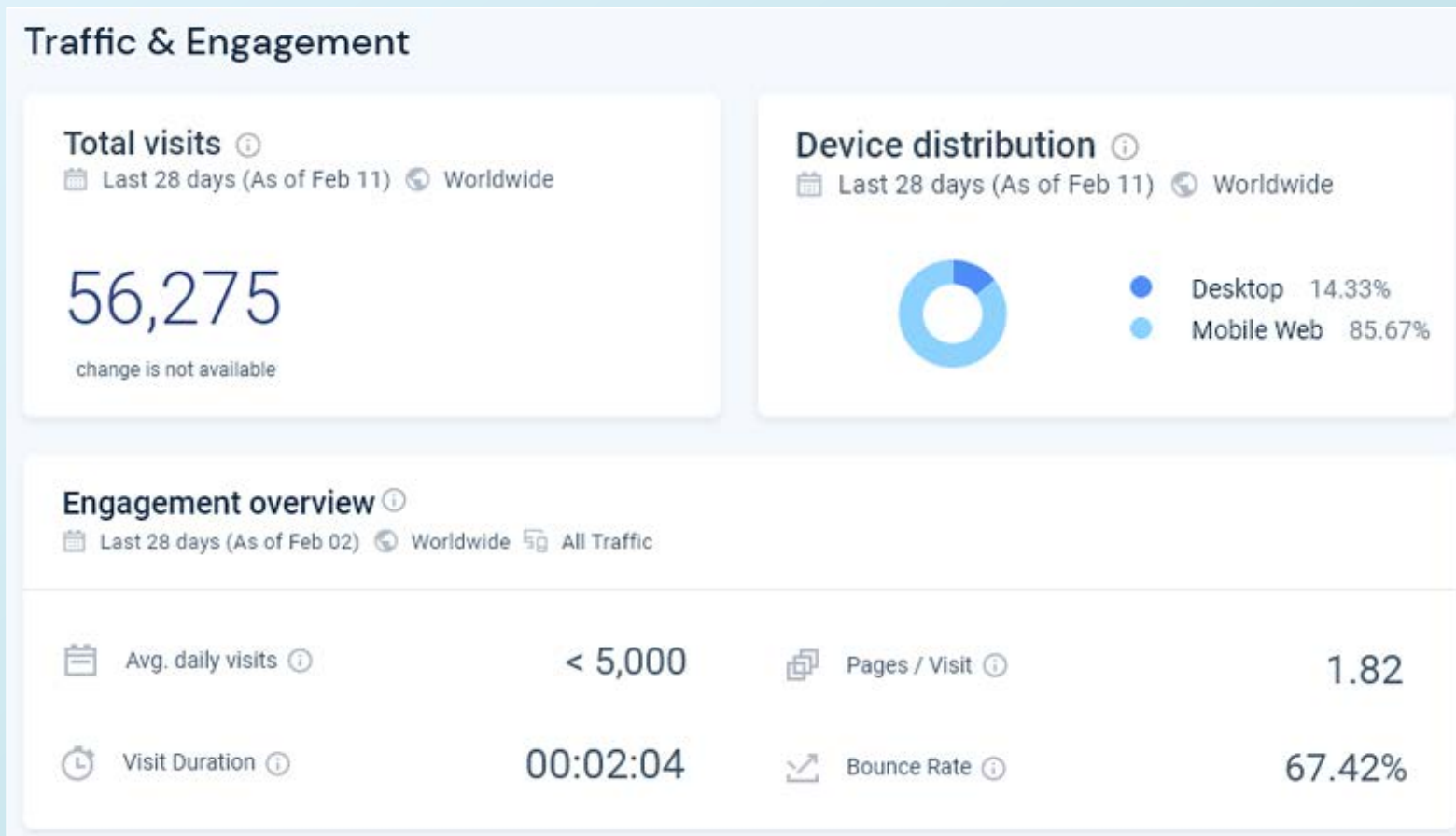
Beinsure Audience

>56,000 visits by month

Our media can help you raise the profile of your brand, attract new customers, as well as gain direct responses to meet specific campaign targets.



Beinsure Audience by SimilarWeb



audience

Largest Insurance & InsurTech Digital Media by SimilarWeb

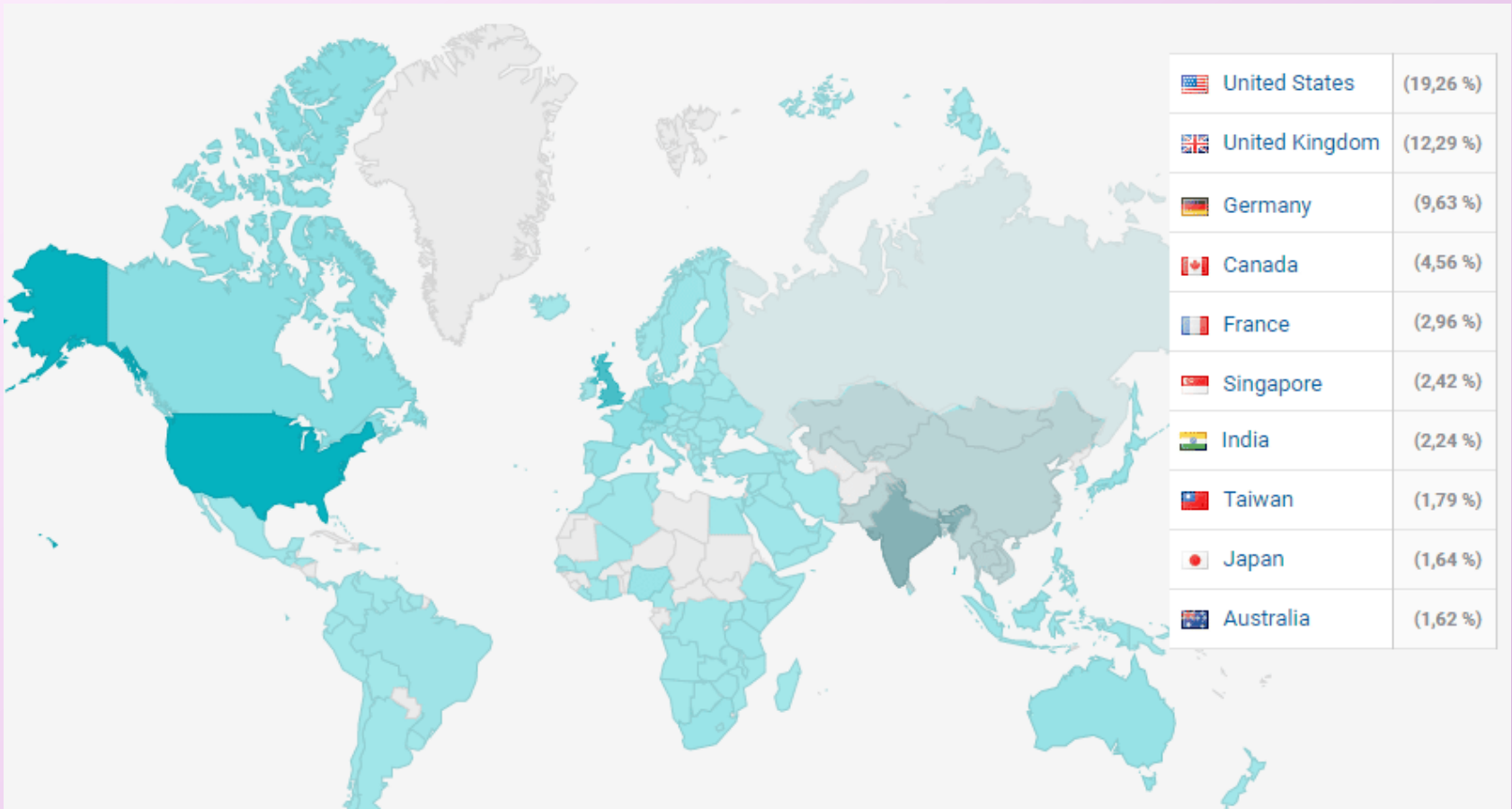
#	Insurtech Media	Total visits	Global Rank
1	coverager.com	82,661	#390,902
2	beinsure.com	56,275	#770,010
3	the-digital-insurer.com	50,024	#923,350
4	insurtechinsights.com	27,815	#1,318,280
5	insurtechdigital.com	16,735	#2,192,763
6	dig-in.com	15,715	#2,271,896
7	insurtechnews.com	4,850	#10,342,923

#	Re/Insurance Media	Total visits	Global Rank
1	insurancebusinessmag.com	371,857	#172,651
2	insurancejournal.com	291,345	#201,200
3	reinsurancene.ws	148,801	#371,455
4	businessinsurance.com	135,936	#255,806
5	insurancenewsnet.com	85,756	#578,660
6	beinsure.com	56,275	#770,010
7	insuranceinsider.com	52,774	#846,000
8	riskandinsurance.com	49,941	#868,360
9	insurancetimes.co.uk	39,797	#1,221,866
10	theinsurer.com	35,476	#1,263,565
11	insurancenews.com.au	27,819	#1,677,499
12	intelligentinsurer.com	13,047	#2,560,999
13	globalreinsurance.com	12,560	#2,281,288
14	insuranceasianews.com	9,884	#2,600,069

beinsure.com

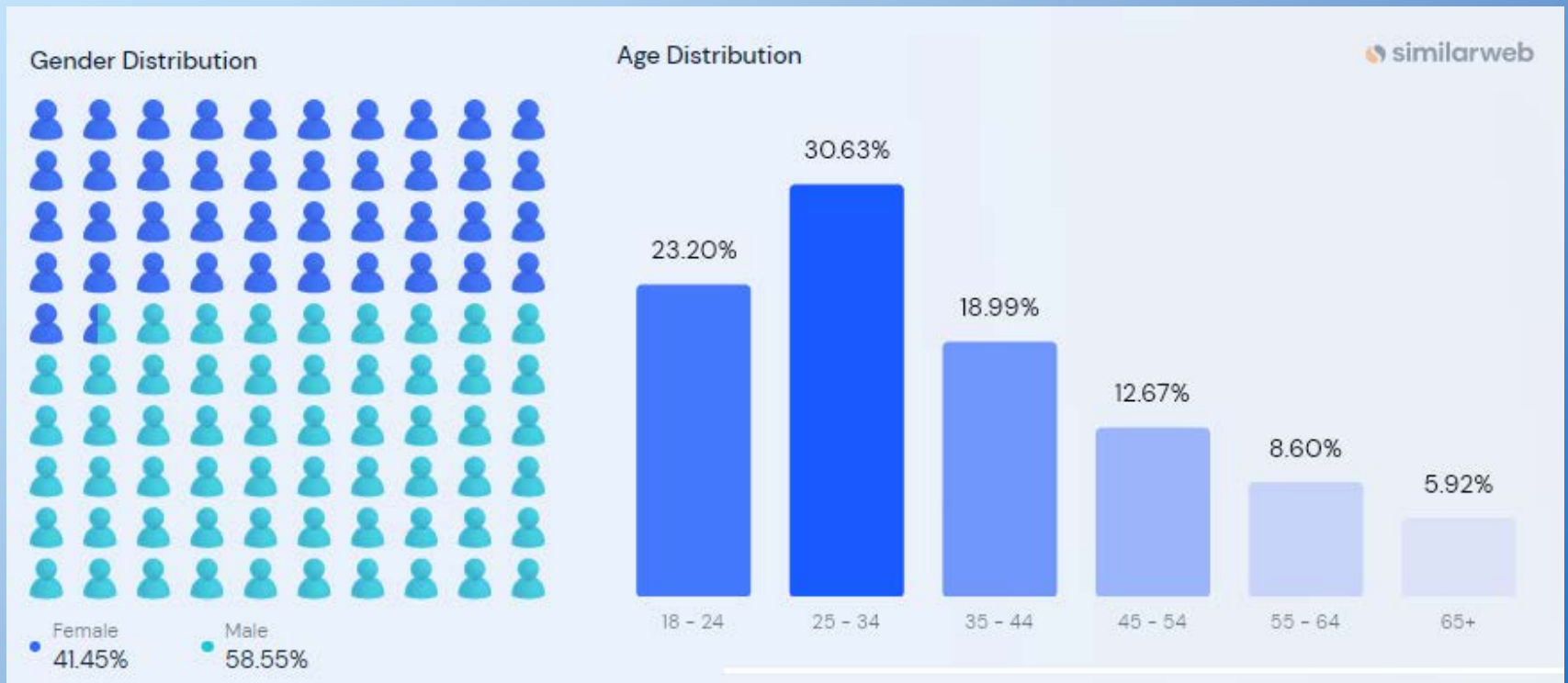
Beinsure Audience by Region

Top 3 countries: United States 19,2%, United Kingdom 12,3%, Germany 9,6%



Distribution & Top categories

Audience composition can reveal a site's current market share across various audiences. Beinsure's audience is 58.55% male and 41.45% female. The largest age group of visitors are 25-34 year olds (Desktop).

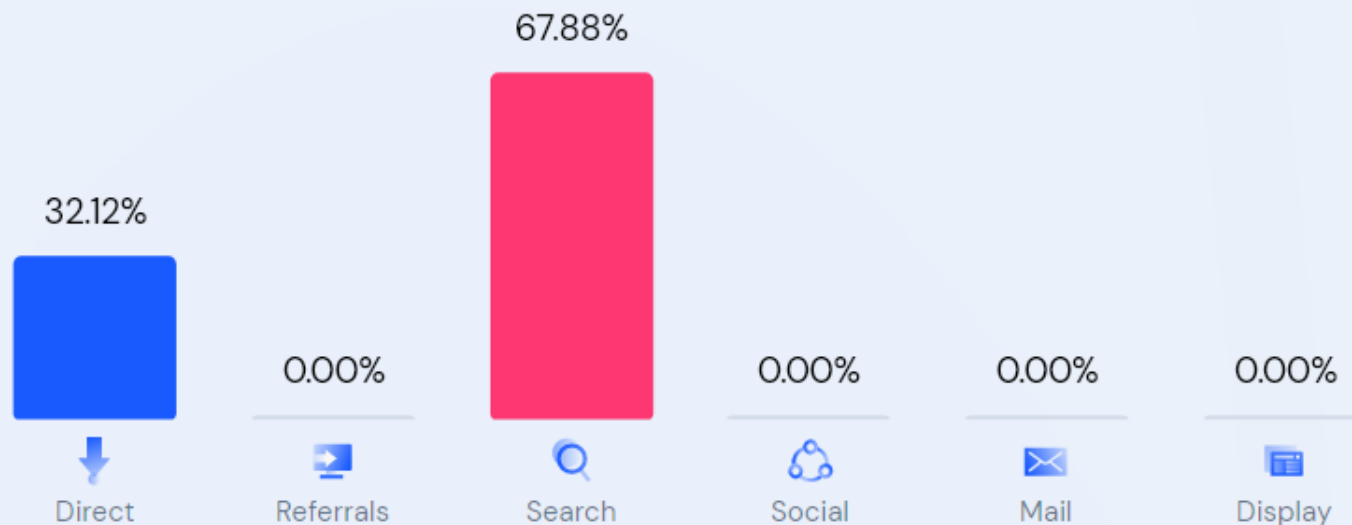


The top traffic source

The top traffic source to Beinsure.com is search traffic, driving 73.67% of desktop visits last month, and direct is the 2nd with 22.83% of traffic. The most underutilized channel is referrals. Drill down into the main traffic drivers in each channel below.

Marketing Channels Distribution

similarweb





Interests by Category by Google Analytics

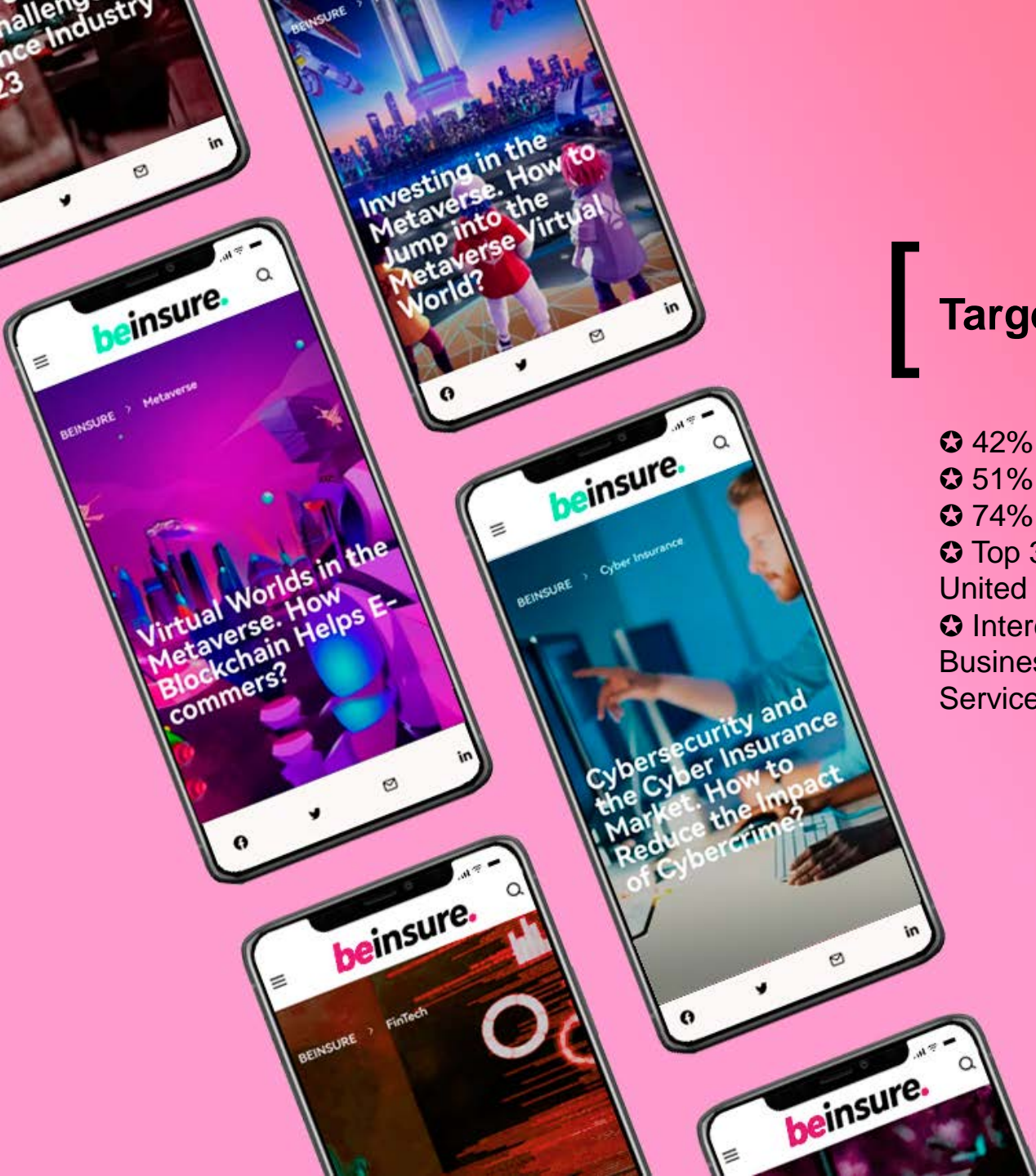
35% Finance, Investment, Business, Insurance, Banking & Software Services

Financial Services/Investment Services	10,51 %	Financial Services/Investment Services
Business Services/Business Financial Services	5,70 %	Business Services/Business Financial Services
Software/Business & Productivity Software	5,19 %	Financial Services/Banking Services
Employment/Career Consulting Services	5,06 %	Business Services/Business Technology/Enterprise Software
Business Services/Business Technology/Enterprise Software	4,81 %	Software/Business & Productivity Software
Financial Services/Banking Services	4,56 %	Financial Services/Insurance
Financial Services/Insurance	4,05 %	Employment/Career Consulting Services
	3,42 %	Employment
	3,42 %	Gifts & Occasions/Holiday Items & Decorations
	3,29 %	Business Services/Advertising & Marketing Services

7,18 %	News/Business News/Financial Markets News
5,40 %	Arts & Entertainment/Celebrities & Entertainment News
4,94 %	Reference/General Reference/Dictionaries & Encyclopedias
4,78 %	Finance/Insurance
4,71 %	News/Politics
3,94 %	Finance/Investing/Stocks & Bonds
3,70 %	Finance/Banking
3,63 %	Business & Industrial/Business Finance/Venture Capital
3,16 %	Finance/Investing/Currencies & Foreign Exchange/Digital Currencies
3,16 %	Sports/Team Sports/Soccer

[Target Group

- ★ 42% female, 58% male
- ★ 51% of visitors are 25-44 year olds
- ★ 74% are 18-44 year olds
- ★ Top 3 countries: United States 19,2%, United Kingdom 12,3%, Germany 9,6%
- ★ Interests: 35% Finance, Investment, Business, Insurance, Banking & Software Services



★ Main page

beinsure.
Insurance # InsurTech insights

NEWS RANKINGS INSURTECH INSURANCE REINSURANCE CRYPTO BLOCKCHAIN TECH M&A INVESTING STATISTICS

banner #1: 1200x120

banner #2: 600x300

Global FinTech & InsurTech Funding Highlight & Investment Trends
Global fintech funding reached \$75.2B in 2022 — marking a 46% drop from 2021, but up 52% compared to 2020. Insurtech M&A exits rose 40% in 2022 to \$1.

Re/insurance Rate Hikes Should Spur Investor Interest in Reinsurance Sector
While insurers may have worked at the spike in property-catastrophe prices at the Jan. 1 renewal, the resulting rate hikes and new policy terms should spur investor interest.

Global Reinsurance Capital Challenge in Natural Catastrophe
While there was sufficient capacity to meet the reinsurer needs of events at 1.1, it is also true that the amount of reinsurance capital being deployed was diminished in 2022.

Capital & Investment Income Are Key Points for US Life Insurers
Worries about capital and adverse variable investment income are expected to be the focal points of discussion at life insurers report.

Worst Natural Disasters in 2022. Global Natural Catastrophe Review
Climate change is taking an interesting toll. The natural disaster figures for 2022 are dominated by events that are more intense at sea occurring more frequently.

How Earthquakes in Turkey & Syria Impacts for Re/Insurance Industry?
According to Global InsurTech Report, 2022 has been a year of macro-challenges for many InsurTechs, investors and risk partners, more company hardship.

U.S. Property & Casualty Insurance Market Results & Performance
U.S. Property & Casualty (P/C) insurers should see stabilizing to modestly better industry operating performance in 2023.

New EU Legislation Bolsters Cybersecurity Requirements & Insurance to Protect Infrastructure
New EU Legislation came into force to further operational requirements to protect critical and digital infrastructure for applicable entities in member states.

banner #4: 800x300

banner #3: 300x600 300x300

FEATURED IN INSURANCE

How Digital Tech Can Help Insurance Industry? The Cases

Global Insurance Report 2022: bumper year for the insurance industry

5 Most Popular Investment Strategies

INSURANCE & INSURTECH NEWS

★ Internal pages

beinsure.

NEWS RANKINGS INSURTECH INSURANCE REINSURANCE CRYPTO BLOCKCHAIN TECH M&A INVESTING STATISTICS

banner #1: 1200x120

REINSURANCE NEWS Maritime & Cargo Insurance

Re/Insurers are waiting for answers on whether new price cap on Russian refined product export

Published on 11 February 2023, 16:12 America/New_York

SHARE ARTICLE

Facebook Twitter LinkedIn Mail

banner #3: 300x600 300x300

Western nations are seeking to restrict Russia's oil exports in response to the war in Ukraine. The insurance industry is waiting for answers on whether the new price cap on Russian refined product exports will be applied to delivered bunker fuel, according to Ship & Bunker.

The UK government will ban the provision of insurance for ships carrying Russian oil, the Treasury confirmed, cutting off access to the vital Lloyds of London market for seaborne Russian cargoes.

- The EU is also introducing a ban on services like insurance for ships transporting Russian oil, and the US is set to follow suit.
- Western governments are attempting to limit Moscow's oil revenues
- Russia has reportedly said it will not sell oil to any country implementing the price cap.
- The UK Treasury said it had established a new team in the Office of Financial Sanctions Implementation to set up the licensing and enforcement system for the oil price cap.
- Insurance Companies will no longer be permitted to transport oil from Russia by sea, or to insure such shipments.

FEATURED IN INSURANCE

Insurers' Key Role in Strengthening of Human Mental Health & Wellness Resilience

Aviation, Marine & Cargo Global Insurance Market Forecasts, Dynamics, Key Regions & Major Players

11 Types of Merger & Acquisition and Ways of Structuring an M&A Deal

INSURANCE & INSURTECH NEWS

Good Insurtech thought raised \$18.5 m in a Series B funding round

Insurer Saga talks with AI-Insurtech Open about role of AI in underwriting

Hotak Mahindra Bank is considering selling a Kotak General Insurance

Insurance industry in Bangladesh is grappling with a major crisis with unpaid reinsurance

Andrew Brooks takes up the Deputy Chair of the Council of Lloyds

UP NEXT

Insurtech startup Branch launches condo insurance

It was not yet clear how bunkers taken on board vessels in fuel tanks — rather than as cargo — would be treated under the new rules.

banner #2: 600x300

Global FinTech & InsurTech Funding Highlight & Investment Trends
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How Did Actress Amber Heard's Insurance Cover Defamation Trial Against Johnny Depp?
The jury ruled in Depp's favor, and Heard was ordered to pay \$8.3 million. Heard then looked to her insurance company to pay the judgment.

INSURANCE & INSURTECH NEWS

Banner Formats

★ Main page

- #1: 1200x120
- #2: 600x300
- #3: 300x600
- #3: 300x300
- #4: 800x300

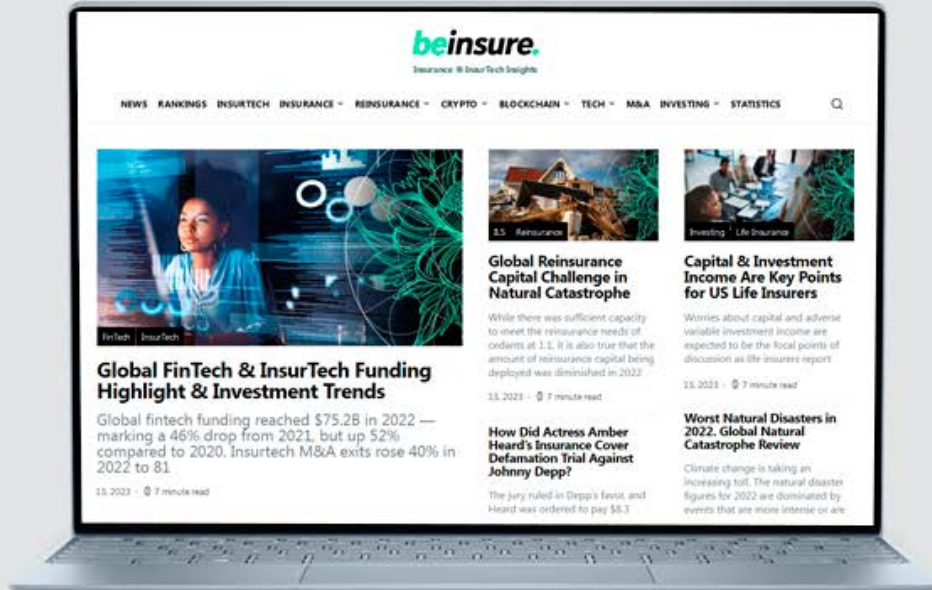
★ Internal pages

- #1: 1200x120
- #2: 600x300
- #3: 300x600
- #3: 300x300

advertising

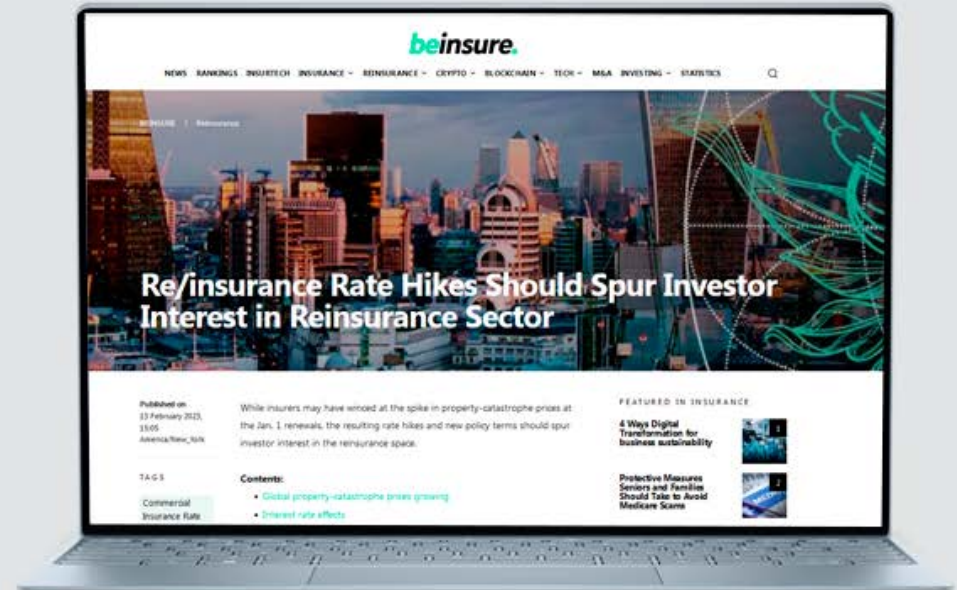
Media advertising

- #1: 1200x120 = **\$1,500** / month
- #2: 600x300 = **\$1,500** / month
- #3: 300x600 = **\$1,500** / month
- #3: 300x300 = **\$1,000** / month



Native advertising

- ★ News = **\$500**
- ★ Article = **\$700**



social & contacts

Get in touch

- ★ [Beinsure on Crunchbase](#)
- ★ [Beinsure on LinkedIn](#)
- ★ [Beinsure on Facebook](#)
- ★ [Beinsure on Twitter](#)
- ★ [Beinsure on Google News](#)

★ email: go@beinsure.com

