

Beinsure Digital Media

# [ MEDIA KIT 2024 ]



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

**about**



**[Beinsure.com](https://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 your 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](#), fintech & [insurtech](#) 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 **2+ mn** readers per year.

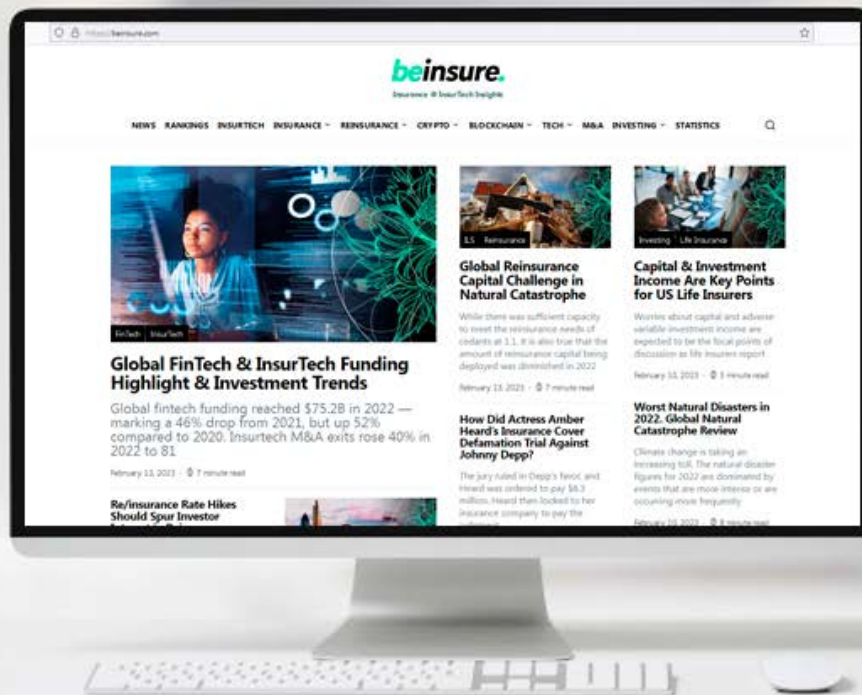
**beinsure.com**

**about**

**Beinsure Audience**

**180,000 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.com**



audience

## Largest Insurance & InsurTech Digital Media by SimilarWeb

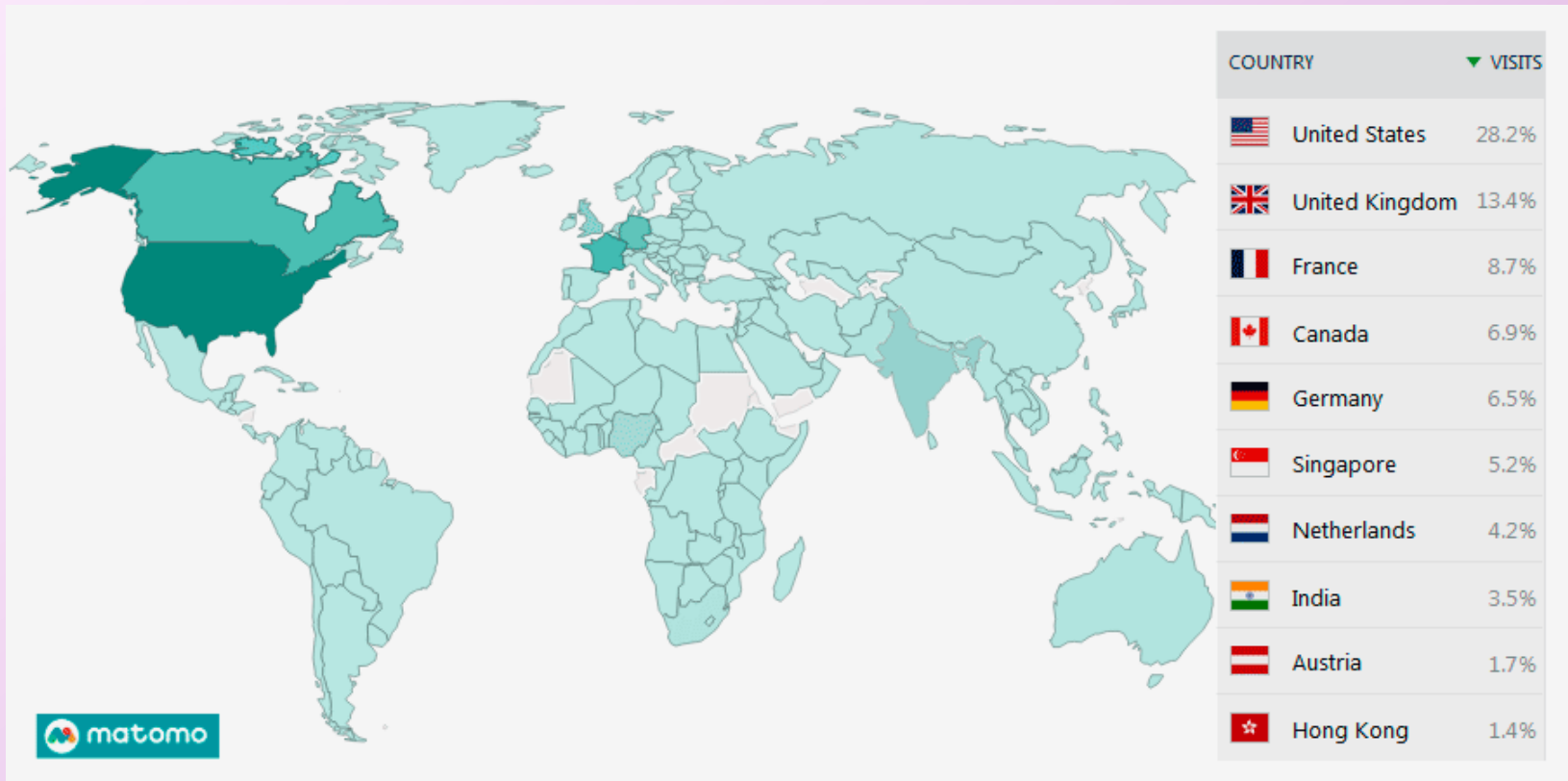
Rank	Insurtech Media	Total visits	Insurance Category Rank
1	<b>beinsure.com</b>	180,000	#1,538
2	dig-in.com	91,452	#2,361
3	coverager.com	85,315	#2,010
4	insurtechinsights.com	71,096	#2,760
5	insurtechdigital.com	16,010	#6,066

Rank	Re/Insurance Media	Total visits	Insurance Category Rank
1	insurancebusinessmag.com	362,393	#888
2	insurancejournal.com	245,242	#1,092
3	<b>beinsure.com</b>	180,000	#1,538
4	atlas-mag.net	146,152	#1,788
5	propertycasualty360.com	139,527	#1,728
6	reinsurancene.ws	129,055	#1,965
7	businessinsurance.com	91,815	#2,378
8	insurancethoughtleadership.com	67,444	#3,056
9	theinsurer.com	56,317	#2,716
10	insuranceinsider.com	54,016	#3,572

## Beinsure Audience by Region

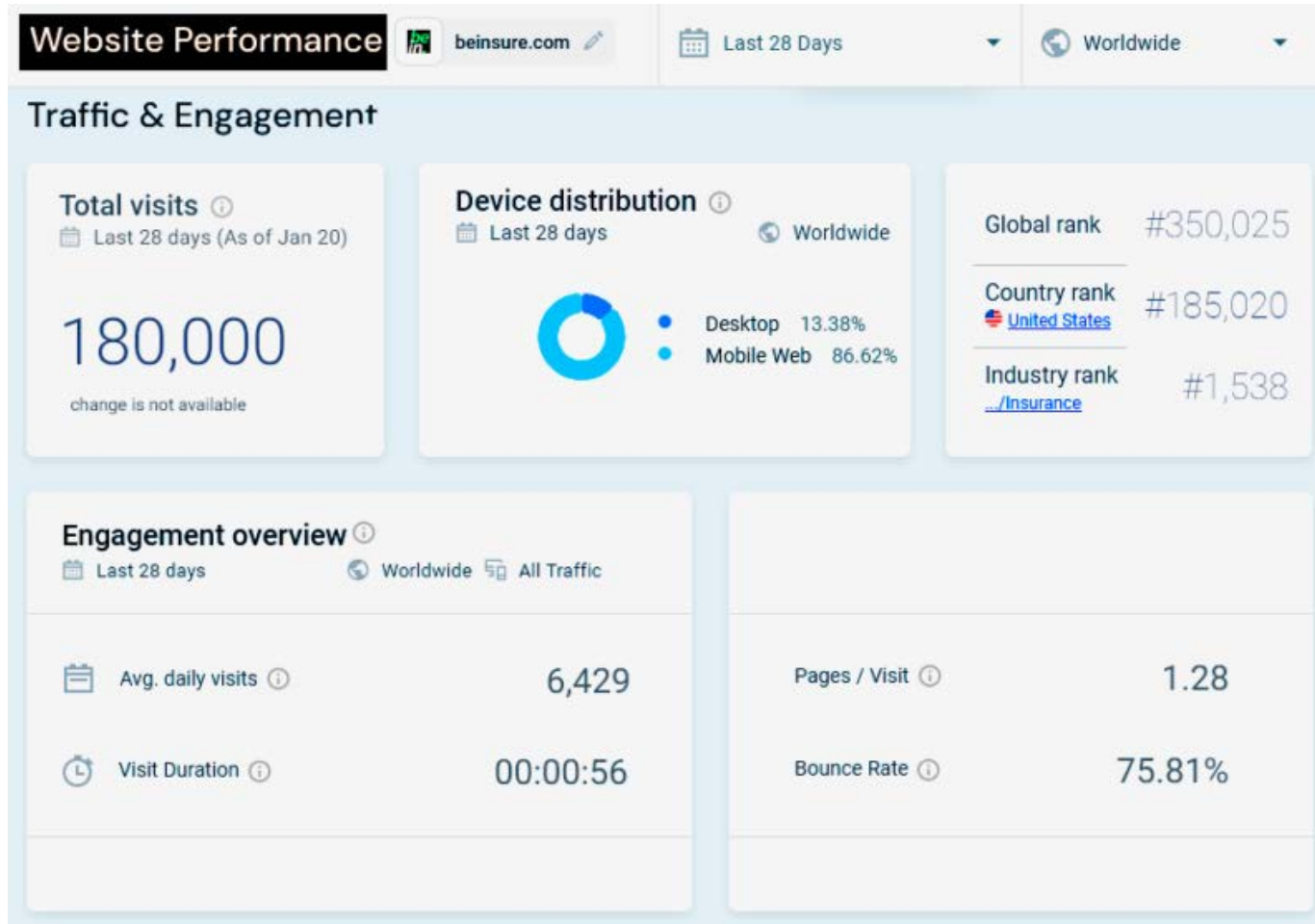
**Top 5 countries:** United States 28.2%, UK 13.4%, France 8.7%, Canada 6.9%, Germany 6.5%

**Top 3 continents:** North America 35.1%, Europe 34.5%, Asia 15.5%



# Beinsure Audience

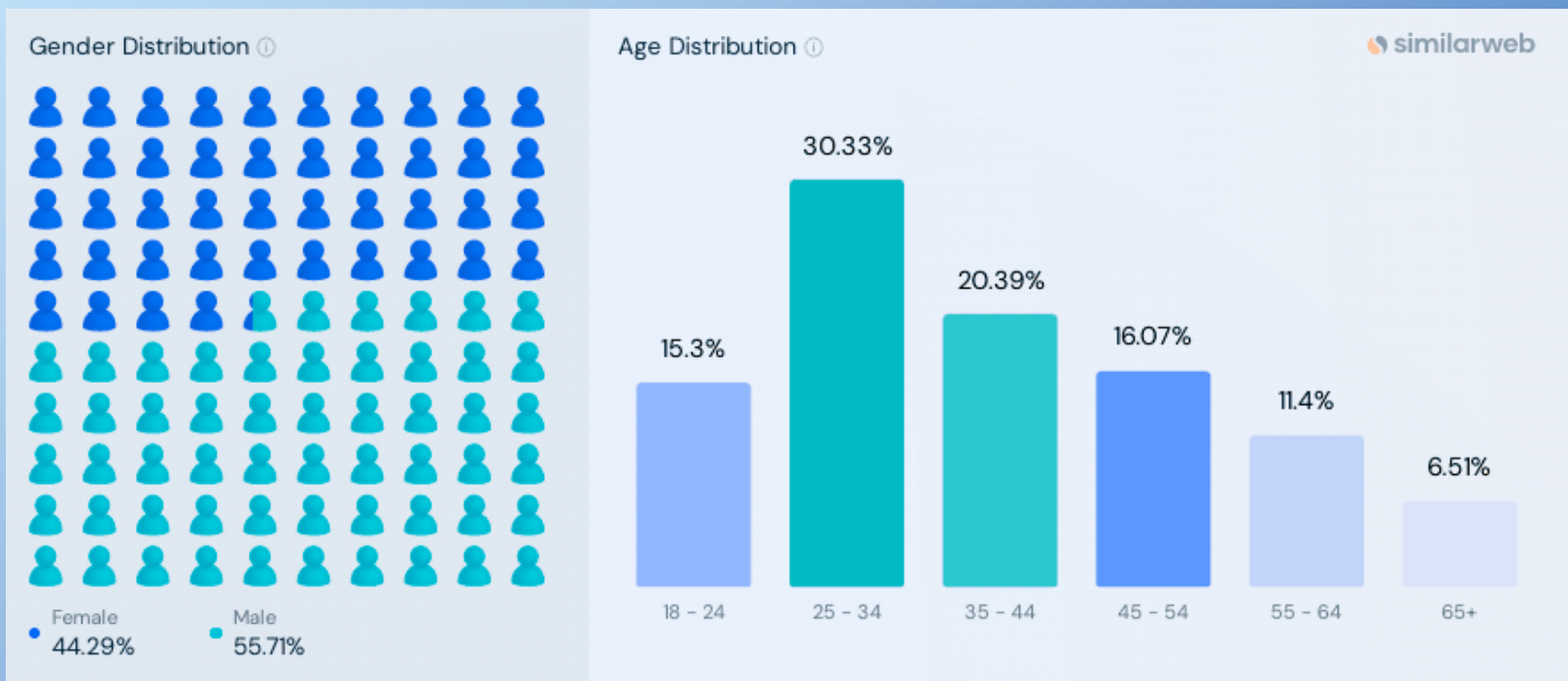
180,000 visits by month





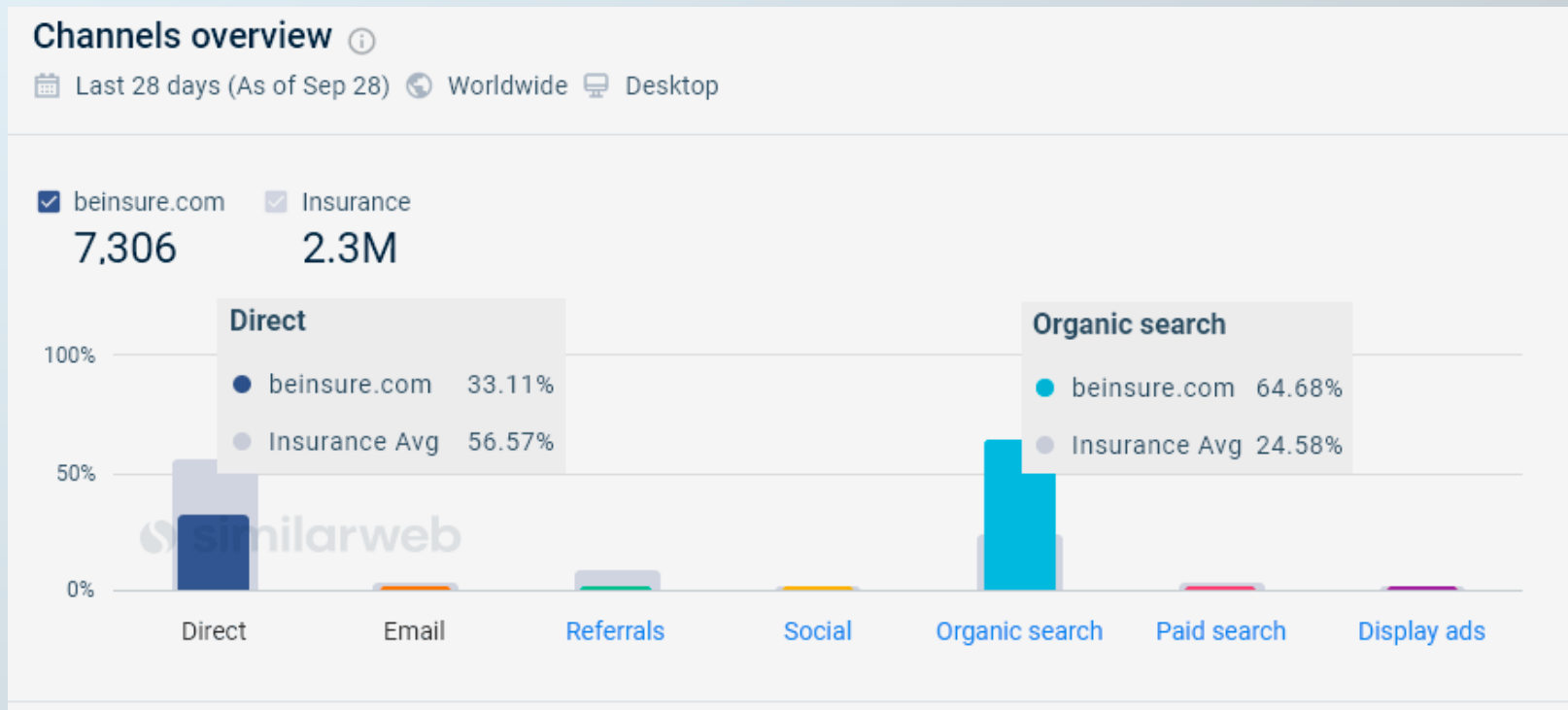
## Distribution & Top categories

Audience composition can reveal a site's current market share across various audiences. Beinsure audience is 55.7% male and 44.3% female. The largest age group of visitors are 25-34 year olds (30%), 25-44 year olds (50%).



## 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.



## 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
	5,19 %	Financial Services/Banking Services
Software/Business & Productivity Software	5,06 %	Business Services/Business Technology/Enterprise Software
Employment/Career Consulting Services	4,81 %	Software/Business & Productivity Software
	4,56 %	Financial Services/Insurance
Business Services/Business Technology/Enterprise Software	4,05 %	Employment/Career Consulting Services
Financial Services/Banking Services	3,42 %	Employment
Financial Services/Insurance	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

**advertising**

## [ Target Group

- ★ 44.3% female, 55.7% male
- ★ 30% of visitors are 24-34 year olds
- ★ 50% are 25-44 year olds
- ★ United States 28.2%, UK 13.4%, France 8.7%, Canada 6.9%, Germany 6.5%
- ★ Interests: 35% Finance, Investment, Business, Insurance, Banking & Software
- ★ 56% Mobile, 43% Desktop, 1% Tablets

**beinsure.com**



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# advertising

## Media advertising

#1: Banner 1200x120

#2: Banner 600x300

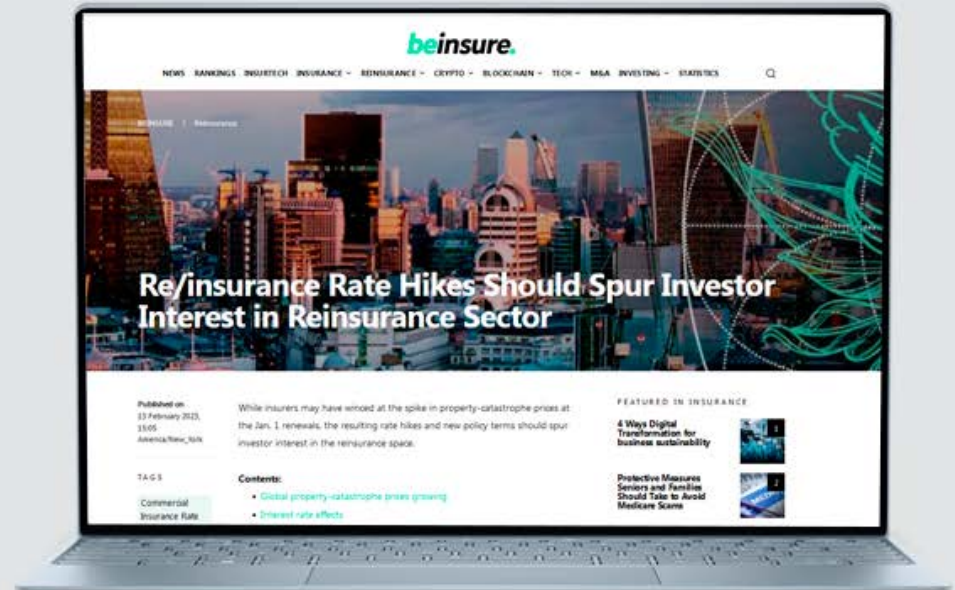
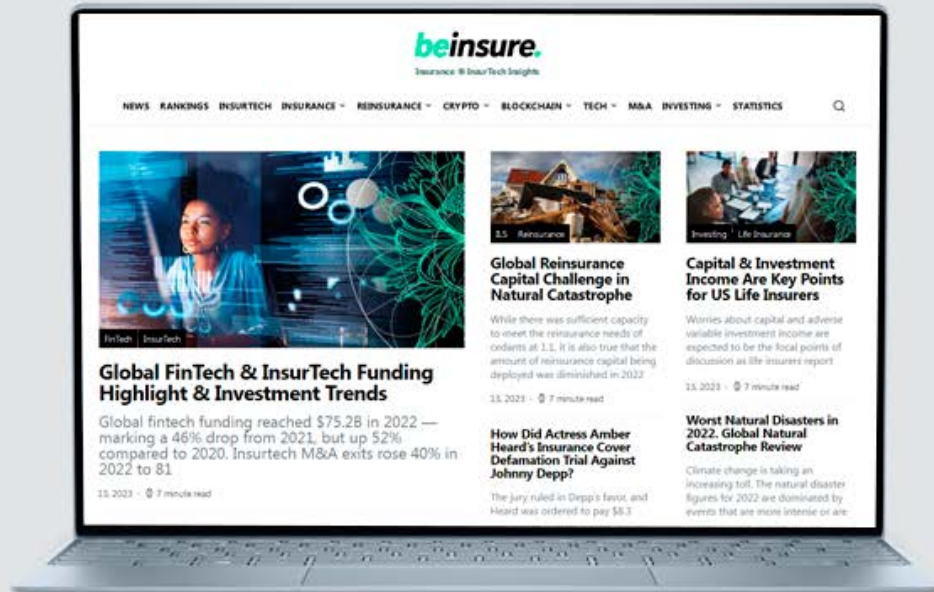
#3: Banner 300x600

#3: Banner 300x300

## Native advertising

★ *Re/Insurance, InsurTech, Finance, Tech, Crypto, Blockchain, Cyber, Invest:*

- News, Press release: 500-600 words
- Article, Review, Interview: 1,000+ words





## social & contacts

[ Get in touch

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

★ email: [go@beinsure.com](mailto:go@beinsure.com)



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