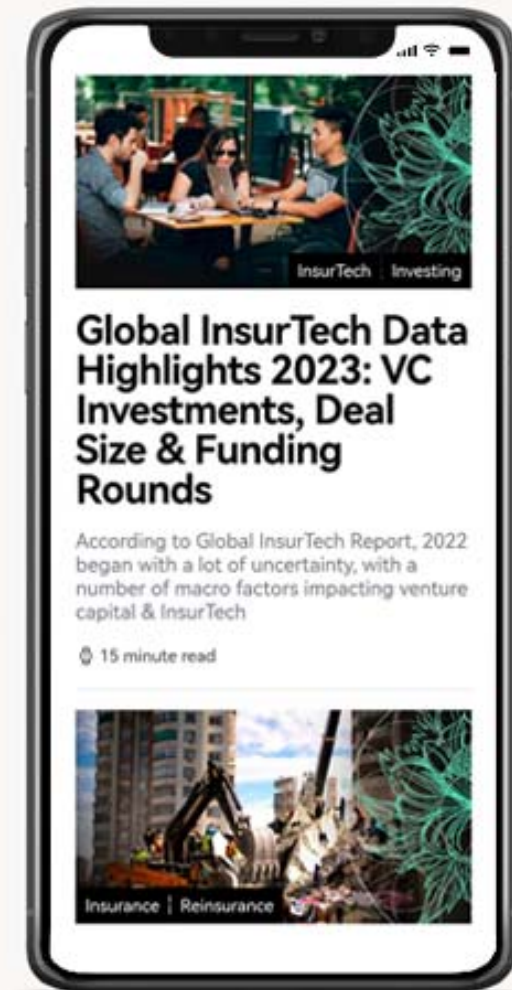


Beinsure Digital Media

[MEDIA KIT 2025]



beinsure.com



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

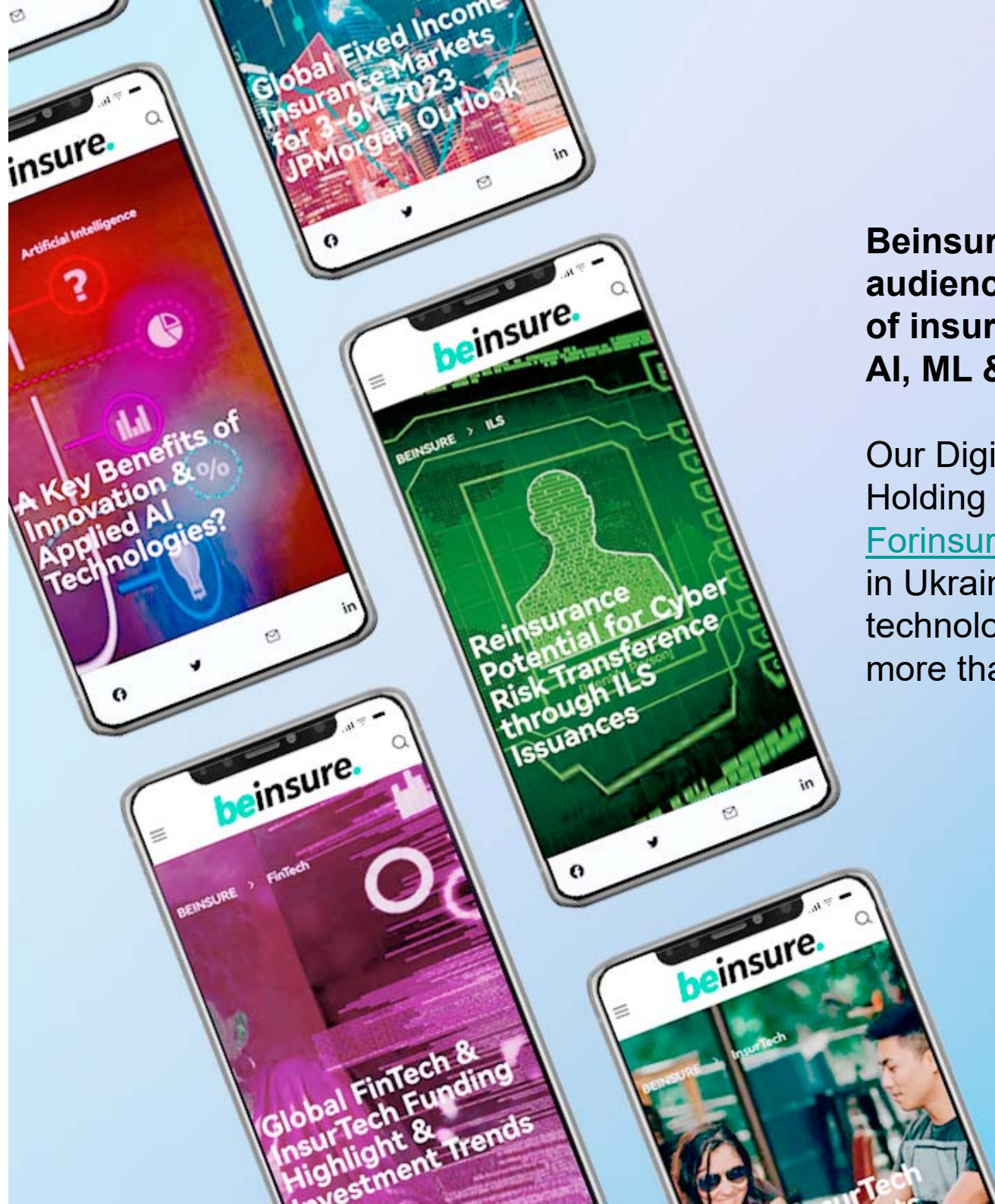


At Beinsure, we take away uncertainty of insurance and investment by connecting you with insightful, useful information, in order to help you understand your insurance needs.

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.





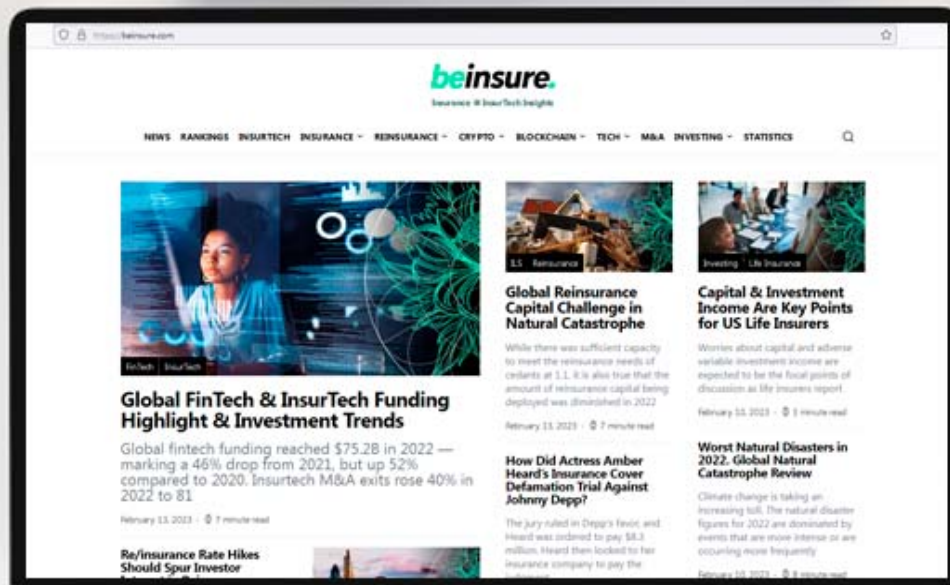
Beinsure aimed at an international audience interested in the topics of insurance, insurtech, investments, AI, ML & [blockchain](#) technologies.

Our Digital Magazine — part of the Media Holding «Finance Media», which owns [Forinsurer.com](#) — the #1 online magazine in Ukraine about insurance & reinsurance technologies and InsurTech with audience more than **2+ mn** readers per year.

Beinsure Audience

160,000 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.



Largest Insurance & InsurTech Digital Media by SimilarWeb

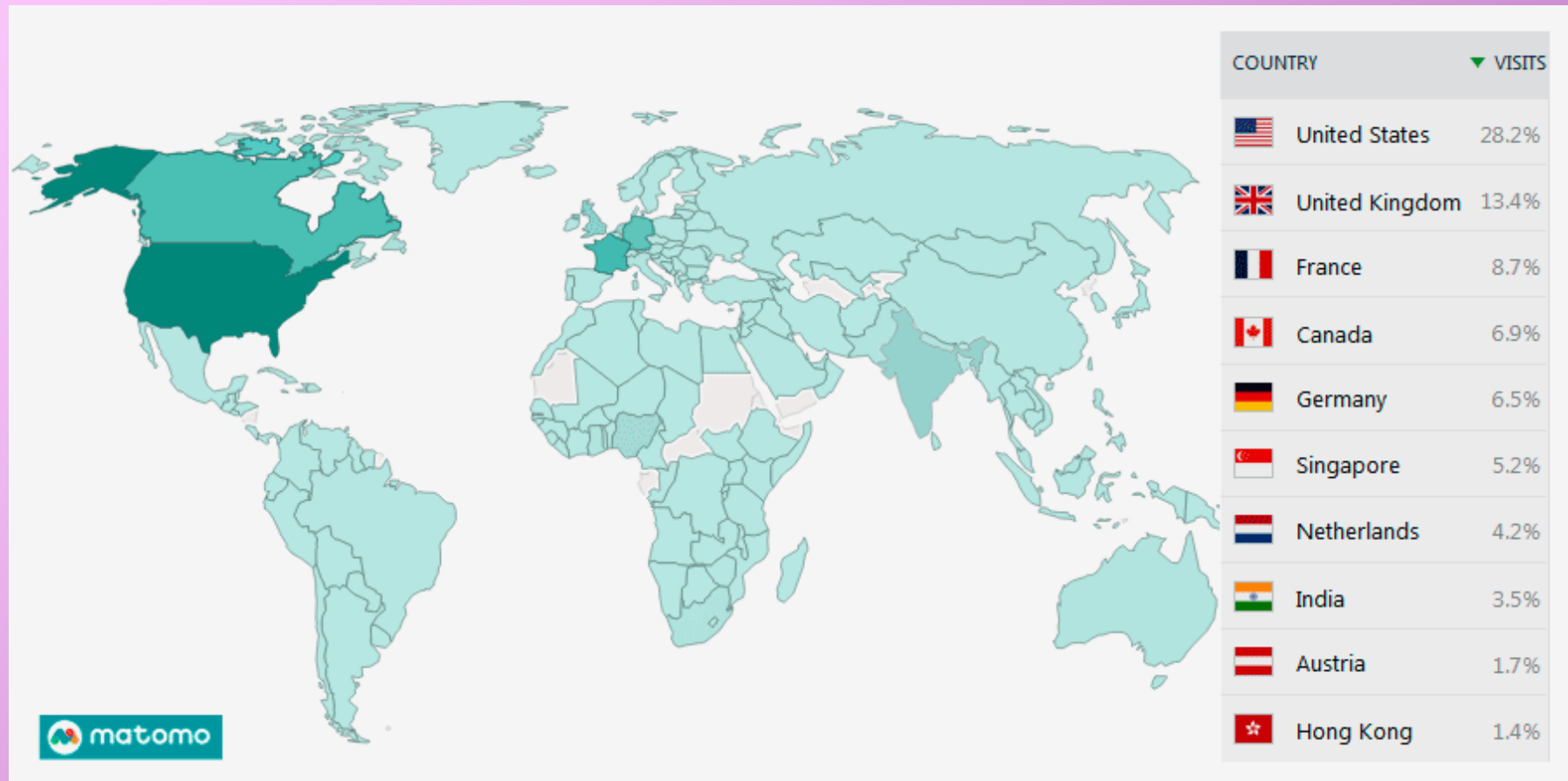
Rank	Insurtech Media	Total visits	Insurance Category Rank
1	beinsure.com	161,338	#1,742
2	coverager.com	73,205	#2,775
3	insurtechinsights.com	38,128	#4,347
4	dig-in.com	31,451	#4,785
5	the-digital-insurer.com	16,570	#5,923

Rank	Re/Insurance Media	Total visits	Insurance Category Rank
1	insurancebusinessmag.com	414,298	#919
2	insurancejournal.com	387,609	#898
3	beinsure.com	161,338	#1,742
4	propertycasualty360.com	149,845	#1,534
5	reinsurancene.ws	134,903	#2,069
6	businessinsurance.com	107,401	#2,270
7	atlas-mag.net	101,032	#2,218
8	insuranceinsider.com	84,743	#2,394
9	theinsurer.com	61,805	#2,972
10	insurancetimes.co.uk	64,113	#3,168
11	insurancenewsnet.com	51,741	#3,774
12	insurancethoughtleadership.com	45,317	#3,872
13	intelligentinsurer.com	34,054	#4,682
14	riskandinsurance.com	31,339	#4,840
15	insuranceinsiderus.com	27,798	#4,716
16	insuranceage.co.uk	17,580	#7,351
17	iamagazine.com	10,963	#7,000
18	insuranceerm.com	6,000	#8,667
19	insidepandc.com	<5,000	#10,400
20	insuranceasianews.com	<5,000	#10,500

Beinsure Audience by Region

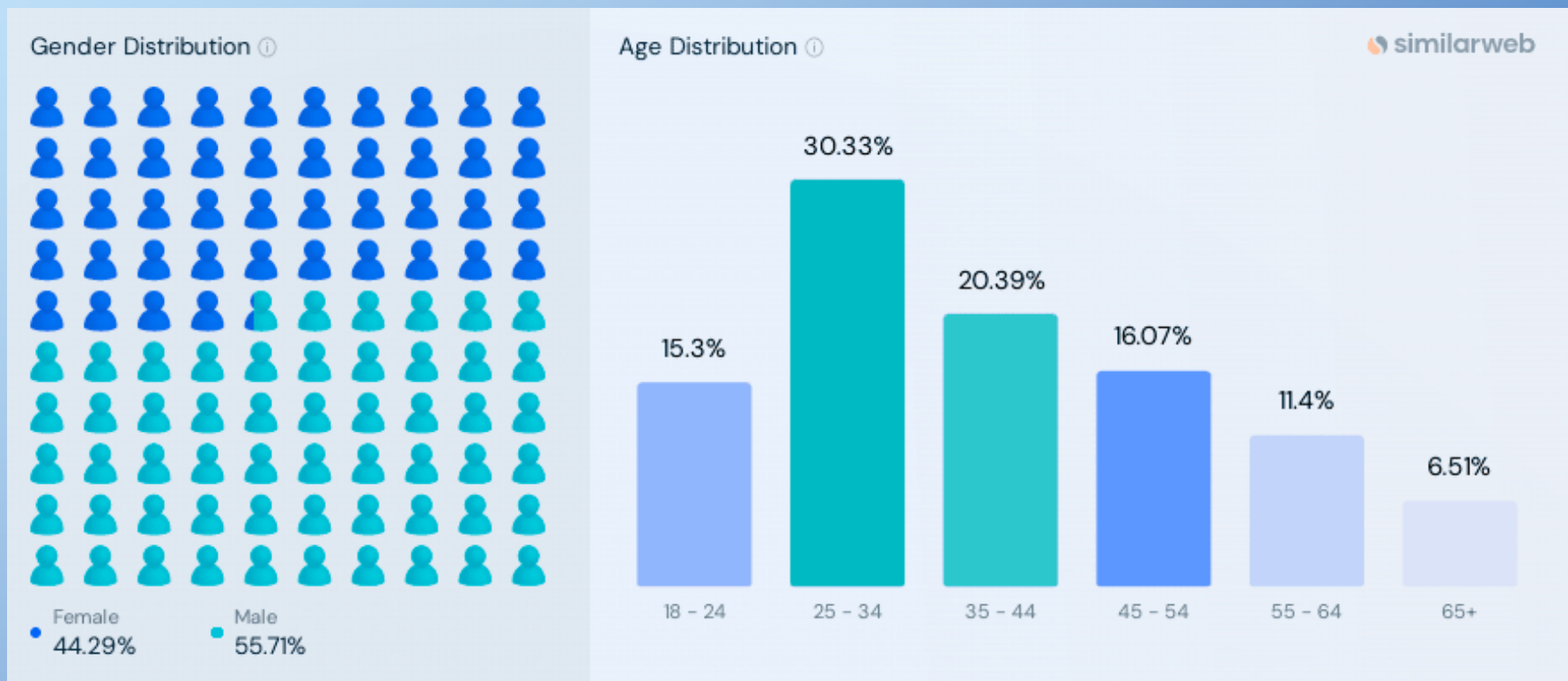
Top 5 countries: United States 28.2%, UK 13.4%, France 8.7%, Canada 6.9%, Germany 6.5%

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



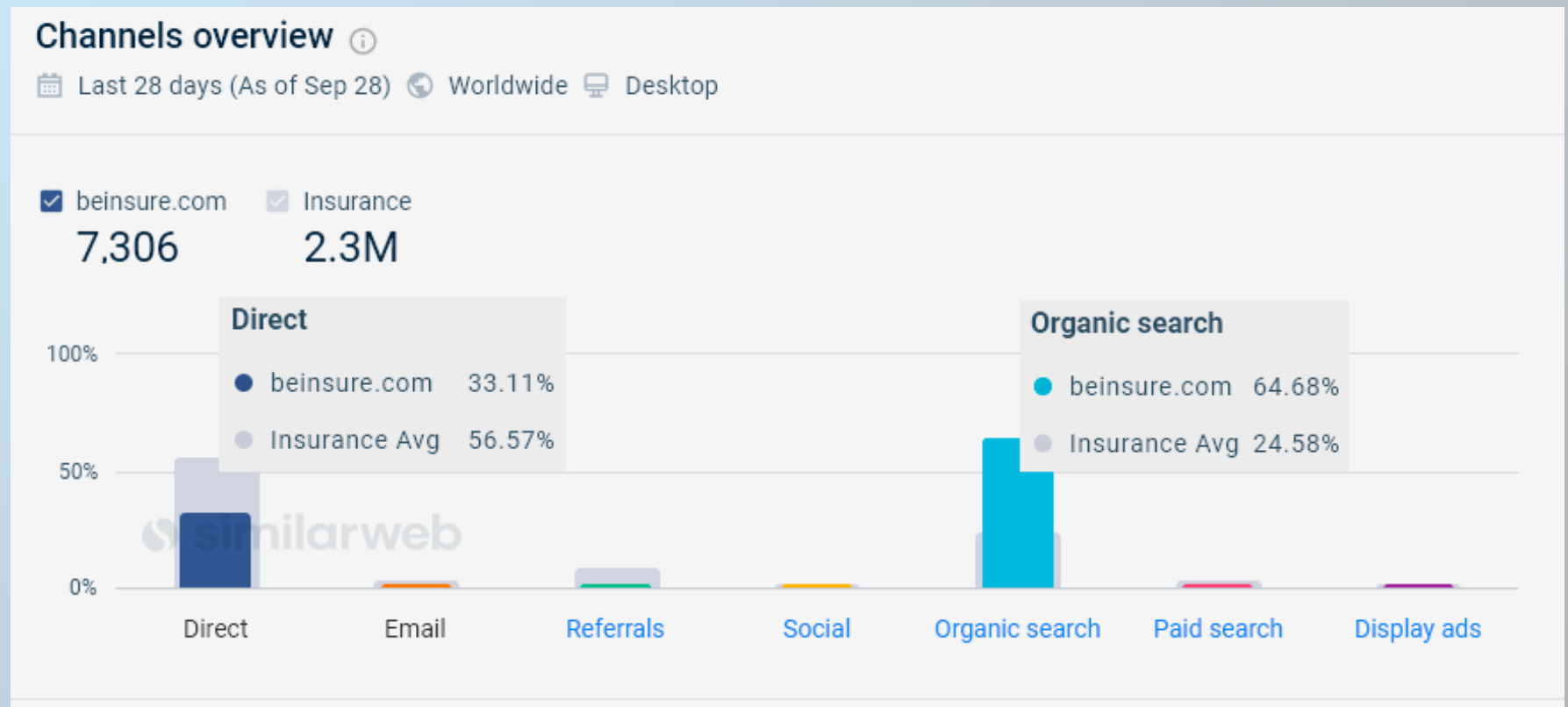
Distribution & Top categories

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
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

- ★ 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

★ 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 81.
February 13, 2023 • 7 minute read

Re/insurance Rate Hikes Should Spur Investor Interest in Reinsurance Sector
While insurers may have winced at the spike in property-catastrophe prices at the Jan. 1 renewals, the resulting rate hikes and new policy terms should spur investor interest.
February 13, 2023 • 3 minute read

Global Reinsurance Capital Challenge in Natural Catastrophe
While there was sufficient capacity to meet the reinsurance needs of cedants at 1.1, it is also true that the amount of reinsurance capital being deployed was diminished in 2022.
February 13, 2023 • 7 minute read

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 reports.
February 20, 2023 • 3 minute read

Worst Natural Disasters in 2022: Global Natural Catastrophe Review
Climate change is taking an increasing toll. The natural disaster figures for 2022 are dominated by events that are more intense or are occurring more frequently.
February 20, 2023 • 8 minute read

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...
February 13, 2023 • 3 minute read

How Earthquakes in Turkey & Syria Impacts for Re/Insurance Industry?
According to Global InsurTech Report, 2022 has been a year of macro-realism for many InsurTechs, investors and risk partners, micro company hardship.
February 13, 2023 • 5 minute read

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.
February 13, 2023 • 4 minute read

New EU Legislation Bolsters Cybersecurity Requirements & Insurance to Protect Infrastructure
New EU Legislation came into force to bolster cybersecurity requirements to protect critical and digital infrastructure for applicable entities in member states.
February 13, 2023 • 4 minute read

Insurtech startup launches condo insurance

UP NEXT

FEATURED IN INSURANCE

How Digital Twins Can Help Insurance Industry? Use 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

REINSURE NEWS Marthe B. CargoInsurance

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

Published on 13 February 2023, 18:21 America/New_York

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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 repeatedly 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

banner #2: 600x300

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 #3: 300x600 300x300

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

Re/insurance rate hike raised \$10.5 m in a Series B funding round

Insurer Saga talks with AI-insurtech Open about sale of Acoramas underwriting

Kotak Mahindra Bank is considering selling a Kotak General Insurance

Insurance industry in Bangladesh is grappling with major crisis with unpaid to reinsurers

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

UP NEXT

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February 13, 2023 • 7 minute read

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.
February 13, 2023 • 6 minute read

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

dgyhuwlvlgj



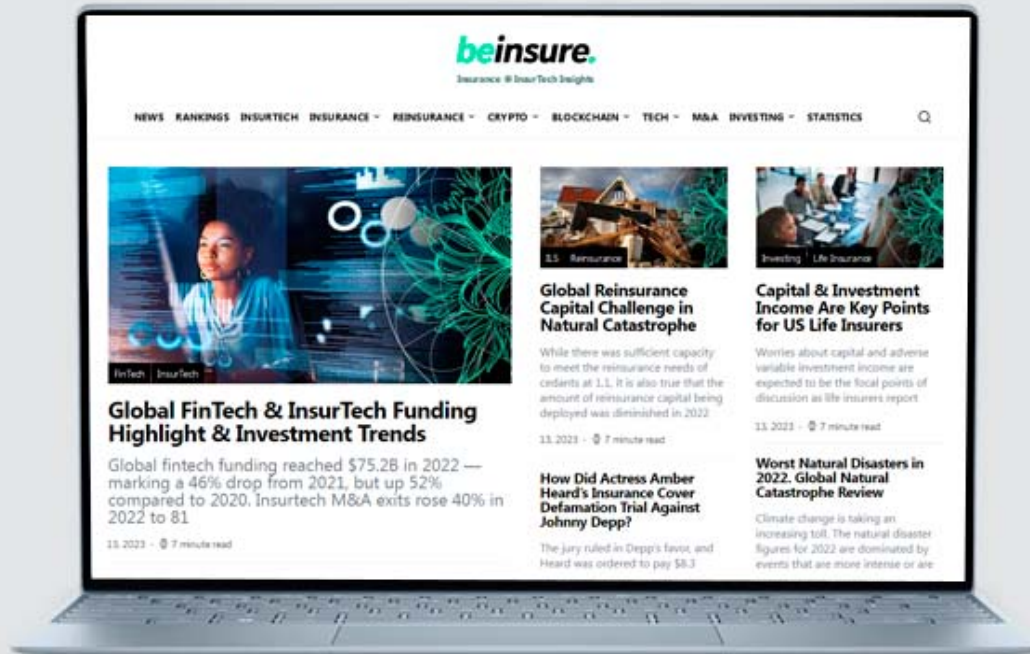
Media advertising

#1: Banner 1200x120

#2: Banner 600x300

#3: Banner 300x600

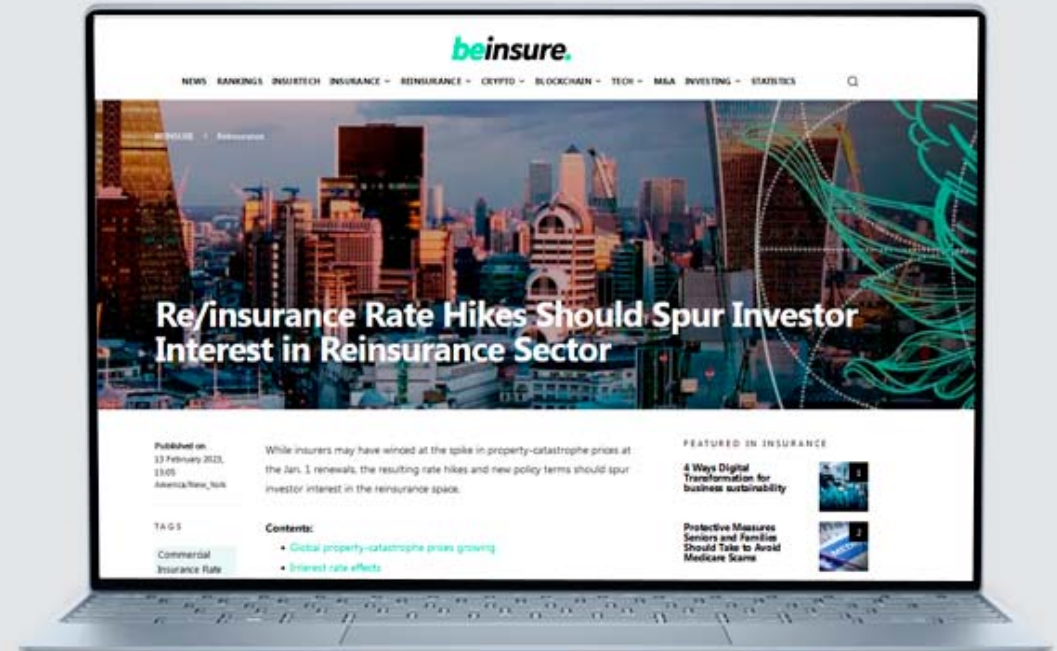
#3: Banner 300x300



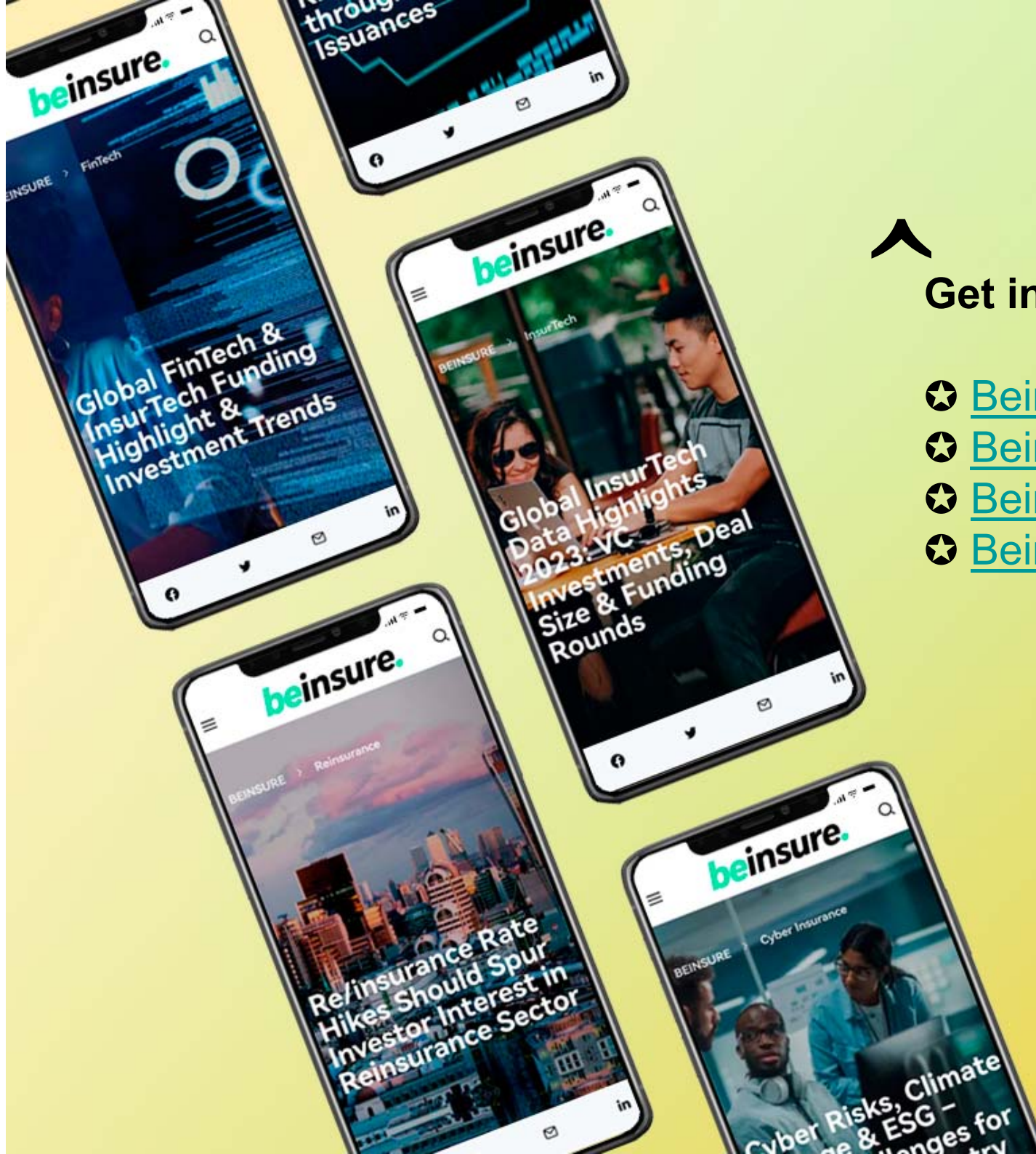
Native advertising

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

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



vrfldc# #frqwdfw



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★ email: go@beinsure.com



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