

# 2022 RIMS

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

# MEDIA KIT



# CONTENTS

- 2 Audience Demographics
- 3 Audience Demographics
- 4-5 Online Advertising Opportunities
- 6 White Paper Sponsorships
- 7 Webinar Sponsorships
- 8 RIMScast Sponsorships
- 9 Sponsored Content
- 10 Opis: A community powered by RIMS
- 11 *RiskWire* E-Newsletter Advertising Opportunities
- 12 *Risk Management Magazine* E-Newsletter Sponsorship Opportunities
- 13 Digital Advertising Requirements
- 14 *Risk Management Magazine* Editorial Calendar
- 15 *Risk Management Magazine* Print Ad Rates
- 16 RIMS 2022 RISKWORLD Brand Visibility Opportunities
- 17-18 RIMS Buyers Guide

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

# 2022 RIMS AUDIENCE DEMOGRAPHICS

RIMS connects, engages and demonstrates competitive advantages among corporate insurance buyers across multiple platforms that include print, digital, thought-leadership and events.

RIMS, the risk management society®, is a global not-for-profit committed to advancing the practice of risk management throughout the world. We bring networking, professional development, certification, and education opportunities to our membership of 10,000 risk management professionals in over 60 countries. Founded in 1950, the Society represents more than 3,500 industrial, service, nonprofit and government entities globally. For more information on RIMS, visit [www.RIMS.org](http://www.RIMS.org).

## Exclusive Audience

**The largest, most established community of risk management professionals.**

RIMS members possess tremendous purchasing power. Collectively, on average, they budget \$16.0 million annually for commercial insurance and risk management services and an additional \$3.9 million annually for risk management technology purchases and updates.

## Audience Demographic Highlights

### \*Company Revenue

|                |     |
|----------------|-----|
| \$15B+         | 10% |
| \$1B - \$15B   | 34% |
| \$100M - \$1B  | 26% |
| \$100M<        | 9%  |
| No gross sales | 12% |
| No response    | 9%  |

### \*Job Titles

|                               |     |
|-------------------------------|-----|
| Risk management executive     | 67% |
| Risk analyst                  | 12% |
| Claims adjuster/manager       | 3%  |
| General manager/other manager | 3%  |
| C-level                       | 4%  |
| Other                         | 11% |

\*Source: Risk Management's 2020 Reader Profile Study of Organizational Risk Managers (conducted by Readex Research)

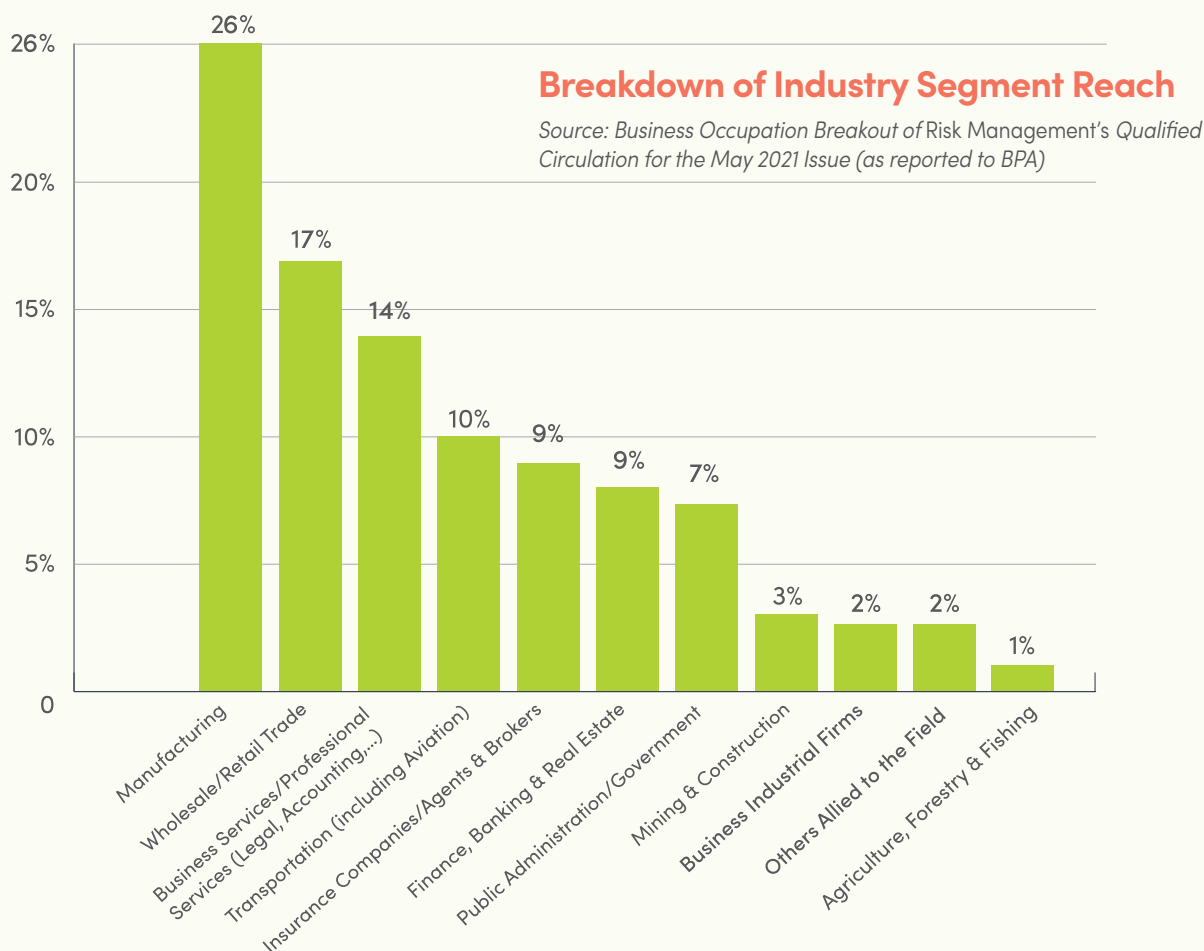
To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

# 2022 RIMS AUDIENCE DEMOGRAPHICS

- > RIMS member organizations represent 78% of the **Fortune 1000**, 85% of the **Fortune 500** and 90% of the **Fortune 250**
- > **45%** of our corporate insurance customer audience works for large risk businesses that have annual gross sales revenues exceeding \$1B or more
- > **35%** of our corporate insurance customer audience works for middle market businesses with annual gross sales up to \$999 million
- > The typical RIMS member works for an organization that has annual gross sales revenues averaging \$3.69 billion
- > **65%** of our corporate insurance customer audience purchase property/casualty insurance
- > **63%** of our corporate insurance customer audience purchase brokerage services
- > **62%** of risk managers indicated that they were directly involved in purchasing cyber risk insurance programs for their organizations
- > **62%** of risk managers purchase directors' & officers' liability insurance services
- > **55%** purchase claims administration/TPA services



To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

# 2022 RIMS ONLINE ADVERTISING OPPORTUNITIES

## Online Specifications and Digital Pricing

### RIMS.org

| Display Unit  | Dimensions (pixels) | Monthly Cost |
|---|---------------------|--------------|
| HP and ROS Leaderboard Banner, above the fold (ATF) | 728 x 90            | \$5,500      |
| HP and ROS Leaderboard Banner, below the fold (BTF) | 728 x 90            | \$3,500      |
| RIMS Log-in page banner                             | 1261 x 1003         | \$6,500      |
| RiskWire leaderboard banner                         | 728 x 90            | \$4,500      |
| RiskWire first content well                         | 650 x 90            | \$5,000      |
| RiskWire second content well                        | 650 x 90            | \$4,000      |
| RiskWire native banner                              | 180 x 150           | \$5,000      |
| The Weekend Read e-newsletter banner                | 650 x 90            | \$7,000      |
| The Weekend Read e-newsletter banner                | 300 x 250           | \$8,000      |

### Average Monthly Web Traffic

**RIMS.org**

Users: 81,658

Sessions: 107,429

Homepage views: 18,591

RIMS log-in page views: 53,265

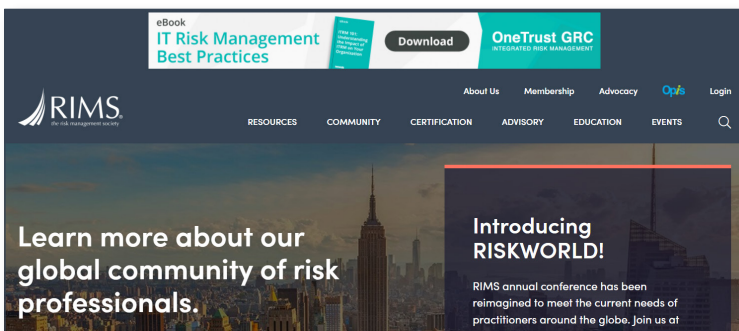
Unique pageviews: 183,692

Monthly pageviews: 292,248

Visit duration: 00:01:31

Source: Google Analytics Dashboard Report for RIMS.org: 11/1/21-11/30/21

RIMS.org Homepage



RIMS.org Log-in Page



To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

# 2022 RIMS ONLINE ADVERTISING OPPORTUNITIES

Online Specifications and Digital Pricing

## Average Monthly Web Traffic

RMMagazine.com

| Display Unit  | Dimensions (pixels) | Monthly Cost |
|---|---------------------|--------------|
| HP and ROS leaderboard banner, above the fold (ATF) | 728 x 90            | \$5,000      |
| HP and ROS leaderboard banner, below the fold (BTF) | 728 x 90            | \$4,500      |
| RIMS Log-in Page                                    | 1261 x 1003         | \$6,500      |

## RMMagazine.com

Users 20,997

Sessions: 24,471

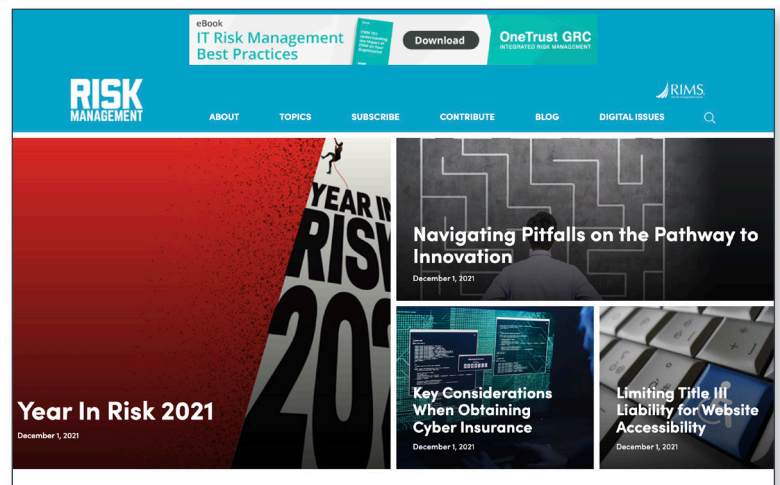
Unique pageviews: 28,655

Total pageviews: 32,160

Visit duration: 00:02:21

Source: Google Analytics Dashboard Report for RMMagazine.com: 11/1/21-11/30/21

RMMagazine.com Homepage



## SITE POSITIONING STATEMENT

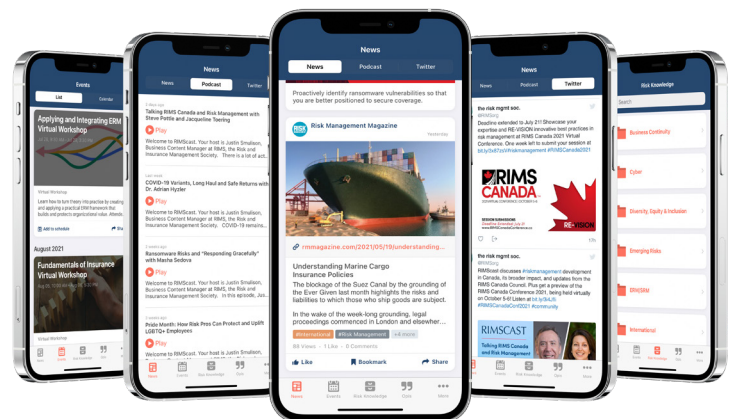
RMMagazine.com, the official website of Risk Management, provides analysis, insight, and news for the risk management community. RMMagazine.com explores the foundational and dynamic concepts and strategies used by those tasked with protecting the physical, financial, human, and intellectual assets of their organizations, and provides the in-depth insight into new and emerging risks to help risk and insurance professionals meet the evolving challenges of today's business landscape.

## ONLINE CAMPAIGN MEASUREMENT

You have the option of using RIMS' third-party ad server, Google Ad Manager, or your approved third-party ad server to monitor the results of your online campaigns on RIMS' digital platforms.

## RIMS MOBILE APP

The RIMS mobile app provides members with a new way to connect and engage with each other and with RIMS. Users can read the latest RIMS news and articles from Risk Management, view upcoming events and workshops, listen to RIMScast, the Society's podcast, browse Risk Knowledge and read white papers, and connect with RIMS members via Opis. The free app is available for download in the Apple Store and Google Play.



To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: +1.212.655.5917 | cell: +1.917.318.2155 | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: +1.212.655.5915 | cell: +1.828.962.1646 | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

# 2022 RIMS WHITE PAPER SPONSORSHIPS

Utilize a proven marketing vehicle by engaging risk management professionals with your thought-leadership content. Sponsored white papers give your brand a competitive advantage and generates highly-qualified sales leads.

*65% of RIMS members access white papers most frequently when seeking new information related to risk management.\**

## Background

All sponsored white papers are hosted on Risk Knowledge, our online library that includes white papers, webinars, podcasts, articles and benchmarking data. Your sponsored white paper will be archived on Risk Knowledge indefinitely.

## Process

We will review our email inventory calendar to recommend and schedule a date for your white paper marketing email. After you select a date, your copy, logo and white paper PDF are due 5 business days before your scheduled launch. All sponsored white paper submissions are reviewed and vetted by RIMS' content team. RIMS will send you a test email for approval.

## Promotion

RIMS will publish your white paper on Risk Knowledge and distribute your co-branded email to 50,000+ risk professionals. Additionally, we will promote the white paper on RIMS' LinkedIn, Facebook and Twitter to help drive traffic among our corporate risk management audience.

## Download Reports

Within 2 to 3 business days of hosting your white paper, we will send you an initial report with contact information of everyone who downloaded your white paper (including email addresses). At the end of the following week, we will send you a second report that captures any remaining leads.

## Average Downloads

These white paper topics average 125 to 150 downloads per white paper. Niche topics average 50 to 75 downloads per white paper.



To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

# 2022 RIMS WEBINAR SPONSORSHIPS

Sponsored webinars are one of your strongest solutions to generate revenue through your marketing efforts.

*42% of RIMS members access our webcasts most frequently when seeking new information related to risk management.\**

## Reasons for Attending a Webinar

- Develop short list of vendors
- Justify potential purchase
- Compare products as part of analysis
- General interest
- Identify features
- Preliminary info gathering
- Evaluating new products and services
- Staying up to date

RIMS will develop a multiple touch point webinar campaign to build your brand awareness and increase your customer engagement among corporate risk management professionals who are members of RIMS.

## Process

In order to launch your webinar, we require the title, description and speaker biography and headshot. We request 4-6 weeks of lead time to set up and promote your webinar.

One week before the live date, we will do a test webinar to determine final details, i.e. slide control, Q&A delivery, polls, surveys and handouts. Three business days after the live date, your webinar presentation will be made available to registered users.

## Promotion

After your webinar is launched, we will send you a marketing schedule that includes dedicated mails to 50,000+ risk professionals and social media marketing outreach to RIMS' followers on LinkedIn, Twitter, and Facebook.

## Audience Engagement

Attendee numbers are driven by how interested risk managers are in the topic presented. Topics such as emerging risks, data privacy and cybersecurity, property/casualty insurance, enterprise risk management, ESG, benchmarking, workplace safety, third-party vendor risk and crisis management may command webinar attendance from 250 to 300 executives, on average. Niche topics may draw 100 to 125 attendees, on average.

*\*Risk Management's 2020 Reader Profile Study of Organizational Risk Managers (conducted by Readex Research)*

*\*Risk Management's 2020 Reader Profile Study conducted by Readex Research*

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)


**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

[www.RIMS.org](http://www.RIMS.org)

### Building a Framework for Managing Climate-Related Damage Potential

Thursday, June 3, 2021 | 1:00 pm - 2:00 pm EDT  
RIMS Member FREE | Non-member \$50

Sponsored by Beazley



REGISTER


Climate change continues to disrupt local economies. Losses from record temperatures and devastating storms are now billion-dollar events. The research community has produced a wealth of historical simulations and future projections of climate extremes, but simply generating future climate scenarios is not enough to support resiliency. Companies need reliable and actionable climate modelling tools to manage the long-term exposure to assets and supply chains.

Note: All downloads and related contact information will be accessible to the webinar sponsor.


#### Agenda

- How scientists generate the necessary data to evaluate climate risk
- How weather thresholds influence the economy and business decisions
- How climate risk models combined with robust geo-reference data platforms can help manage portfolio-level vulnerabilities

#### Speakers



**Nicholas Pearson**  
Underwriter, Environmental  
Beazley



**Willy Aceme**  
Director of Risk Management  
Panattoni Development Company, Inc.  
Industry Advisor  
National Center for Atmospheric Research

#### Who Should Attend

Risk professionals, supply chain managers, business leaders, and operational officers.

REGISTER

#### About the Speakers

**Nicholas Pearson**  
Nicholas joined Beazley's Environmental Product team in July of 2010. Nicholas is underwriting risks with a focus on fixed site environmental liability (operational and transactional), and pollution and professional liability business for contractors and service firms within the US, Canada and the Rest of the World. Nicholas has a BSc (Eng) Engineering with Environmental Science from Queen Mary and Westfield College, University of London and a MSc in Environmental Management and Technology from Oxford Brookes University. Prior to joining Beazley, Nicholas worked for seven years as an Environmental Consultant in both the US & UK and three years as an Specialty Lines underwriter with a major international insurer.

**Willy Aceme**  
At Panattoni Development Company, Willy oversees the implementation of initiatives consistent with the company's commitment to environmental stewardship and sustainability. He manages risk throughout Panattoni's operations in 13 countries and advises on the acquisition and development of properties with environmental challenges. Willy also serves as Industry Advisor at the National Center for Atmospheric Research (NCAR) where he is part of the Capacity Center for Climate and Weather Extremes (C2WE). He formerly served as the Industry Liaison for climate adaptation at the University of Maryland's Earth System Science Interdisciplinary Center (ESSIC), contributed to The Royal Society's Human Resilience to Climate Change and Disasters study, and participated in the launch of the Climate Data Initiative of the White House under the Obama administration. His work has helped advance climate resilience by bridging communication between private industry and climate scientists in the United States and Europe.



# 2022 RIMSCAST SPONSORSHIPS

RIMScast is the Risk and Insurance Management Society's official podcast. In a conversation-style format, these weekly 20-minute episodes explore different topics impacting the global risk management community. RIMS business content manager and host Justin Smulison explores a topic through interviews with an expert or experienced risk professional.

From new laws and international risk guidelines to emerging trends and opportunities, RIMScast informs the audience of developments in various industries and how risk professionals might consider and act on them.

**Hard Reality: A Look at Rising Rates in Property & Excess Casualty**  
July 12, 2021

Download this exclusive interview with Michele Sansone, President of AXA XL's North America Property, and Donnacha Smyth, President, Excess Casualty at AXA XL. During this episode:

- Develop a greater understanding of the issues driving continued property and excess casualty rates increase
- Hear how AXA XL is working with brokers and clients to build effective insurance programs under challenging market conditions
- Learn what businesses can do to enhance their risk profiles and be best prepared for renewals

## Downloads

- Total episodes: **164**
- **75,000** total unique downloads
- **457** average downloads per episode

Source: RIMScast's metrics since launch in September 2018 as of 12/15/21

## Audience

- Globally-based risk management professionals
- Executive leaders
- RIMS members

## Custom Campaign Sponsorship

- You will have considerable creative input. RIMS will partner with you to meet your customer engagement goals.
- Episodes may have a storyline or narrative. Structure will depend on your strategic objectives.
- Each campaign episode runs on average, between 8-12 minutes.
- Episodes will be hosted on a dedicated RIMScast page, with your company logo featured prominently on the sponsor banner.
- RIMS will deliver the final version of the episode file to the client to use at their discretion.
- RIMS will host sponsored episodes on dedicated pages that allow us to share user-download information with clients.

## Potential Topics

- Technology (e.g. risktech, insurtech, artificial intelligence, etc.)
- Financial risk management
- Strategic and Enterprise risk management
- Safety (e.g. workplace, worksite, travel, National Safety Month in June)
- Environmental, Social & Governance (ESG) risks
- Cybersecurity (e.g. National Cyber Security Awareness Month in October)
- Infrastructure (e.g. National Critical Infrastructure Security and Resilience Month in November)
- Violence preparedness (e.g. active shooter, terrorism, workplace violence)
- Workers compensation
- Global risks
- Business continuity
- Legal/Regulatory/Compliance

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

# 2022 RIMS SPONSORED CONTENT

A brand-sponsored content piece such as an article that lives on RIMS.org will position your brand as a thought-leader among risk management professionals. Sponsored content executions will engage potential customers with your brand and establish your organization as the go-to source in a respective risk management area.

## Background

All sponsored content pieces are hosted on Risk Knowledge, our online library that includes white papers, webinars, podcasts, articles and benchmarking data. Your sponsored content article will be archived on Risk Knowledge indefinitely.

## Process

The *Risk Management* Editorial Team will conduct an interview(s) among your subject matter experts to generate one piece of content. A general project timeline for developing partner content takes 4-6 weeks on average. This includes interviews/research, writing, editing/layout and final edits/approvals from our sponsor. Your completed article will be immediately posted on a dedicated webpage on Risk Knowledge.

## Promotion

RIMS will publish your sponsored article on Risk Knowledge and distribute your co-branded email to 50,000+ risk professionals. Additionally, we will promote the article on RIMS' LinkedIn, Facebook and Twitter to help drive traffic among our corporate risk management audience.

## Brand Engagement Report

Within 5 to 7 business days, we will send you a brand engagement report that will include the following metrics: total number of emails delivered, total opens, unique opens, total clicks generated to your homepage URL and total clicks generated to the landing page that you have set up for visitors to download additional content. **Those sponsors, that provide a link to download a report or other piece of branded content within their sponsored article, have the highest click-through and engagement rates among our audience.**

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: +1.212.655.5917 | cell: +1.917.318.2155 | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: +1.212.655.5915 | cell: +1.828.962.1646 | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

 **RISK PERSPECTIVE**

Sponsored Content by:  **NetClaim**  
By NAVEX Global®

### Meeting the Needs of Businesses During a Disaster

**A**s the business landscape is constantly undergoing change—including facing increased threats from natural and manmade disasters—company leaders should be prepared to respond in a timely and efficient manner in order to avoid costly disruptions.

Weather-related disasters and cyberattacks are just two perils facing organizations today, and a company's ability to respond to such events is crucial. In 2018 alone, there were 15 named storms, including eight hurricanes, causing more than \$50 billion in damages and killing 172. For many companies, their employees face enormous risks during these times, which is exactly when an efficient crisis response and claims intake system can help. For example, oil and gas employees, many of whom had their homes destroyed during the 2018 hurricane season, should be able to call a hotline and immediately receive next-step instructions, which, among other things, gives them access to a hotel, gas and food. It serves as a lifeline for the employees and the affected company alike.

Cyberattacks can pose an even greater threat to business continuity and a company's bottom line. In 2018, the average estimated cost of a cyberattack—including malware, phishing and distributed-denial-of-service (DDoS) attacks—was \$1.1 million, up 52% from 2017, according to a 2019 report from Radware. The research found that the top impact from a cyberattack on a business is operational/productivity losses. Again, this is where an effective crisis response system comes in. Employees, beginning with senior management, should be notified immediately after a disaster regarding the next steps they should take to ensure the continuity of business operations and to address customer concerns.



Whether it is natural disasters, product recalls, workers compensation claims or reputational firestorms, it is important that carriers, TPAs, CEOs and business owners find a crisis response and claims intake solution that can change with the industry and adapt to today's risks.

**What Makes for an Efficient Disaster Response System?**

Ideally, a business's disaster response system will be customizable, flexible and scalable to meet the needs of both established and growing businesses. The more customized the system, the faster and more targeted the disaster response will be, which is especially important when a crisis affects many people at once. If there is a data breach and customer information is stolen, for example, an efficient disaster response system should be able to provide a hotline number where all affected customers can call in and get instructions about next steps.

"It's about reputational risk," said Haywood Marsh, general manager of NetClaim, a software provider for insurance claims intake. "That customer reaction is so strong and quick nowadays. Having a solution set up

ahead of time is imperative. A good crisis response system can be crucial when it comes to a company's response to a weather, product or cyber event."

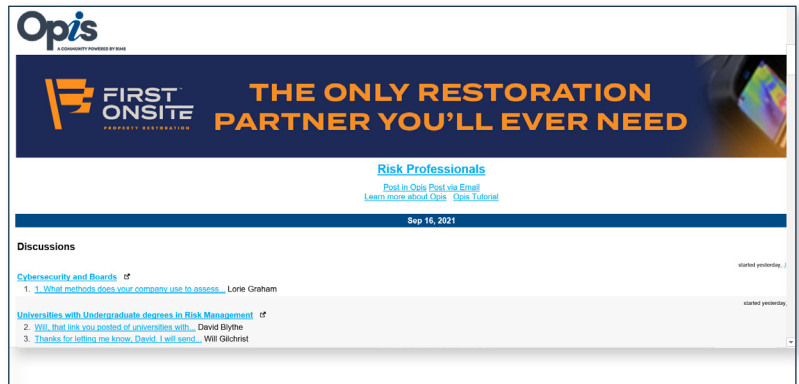
**Crisis response systems provide businesses with three key benefits:**

- **Improving reaction time:** One of the most important benefits of an efficient disaster response system is the ability to react immediately to a crisis. This reduces business interruption and can provide CEOs, risk managers and chief claims officers with a little more peace of mind during a stressful time. A swift reaction time also lessens the reputational impact of events such as product recalls and cyberattacks.
- **Ensuring employee safety:** The second benefit is knowing that your employees are going to be taken care of. An effective crisis response and claims intake system should be customizable so that employees can get the information they need to respond to the particular crisis at hand. A system that reacts in real-time with built-in, automated escalation notifications that can be sent via email, text or

1

# 2022 Opis | A COMMUNITY POWERED BY RIMS

Opis is a highly valued member benefit. RIMS members use Opis to ask questions and get support from fellow risk professionals. Opis has been the go-to resource for members as they move forward and prepare to return to work safely. Members log on to the community to network and receive daily digest emails of recent conversations.



Unique Contributors: 341

Total Posts: 712

Current Community Members: 8,141

Total Logins: 26,382

Total monthly pageviews: 11,107; (11/16/21-12/15/21)

Daily Digest Emails Sent by Quarter:

Q1- 281,477

Q2- 352,125

Q3- 350,208

Q4- 278,218

Average Daily Digest Open Rate: 18%

Source: Opis Platform's 2021 Metrics as of December 15, 2021

| RIMS.org     |                     |              |
|--------------|---------------------|--------------|
| Display Unit | Dimensions (pixels) | Monthly Cost |
| Leaderboard  | 728 x 90            | \$3,000      |
| Carousel     | 728 x 204           | \$4,000      |
| Email Digest | 728 x 90            | \$7,000      |

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | **tdonovan@RIMS.org**

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | **kwolcott@RIMS.org**

# 2022 RIMS RISKWIRE E-NEWSLETTER ADVERTISING OPPORTUNITIES

## Connect with RIMS global network

RIMS' RiskWire e-newsletters, delivered via e-mail twice a week (Mondays and Thursdays) to more than 9,000 opt-in risk management professional subscribers, is curated content gathered from sources like *The Wall Street Journal*, *The New York Times*, *Reuters*, *The Washington Post*, *Financial Times*, *The Associated Press* and other leading industry trade publications.

This curated content provides insight and marketing intelligence that helps RIMS members make informed business decisions that impact the structure of their organizations' commercial insurance programs.

Utilize RiskWire as the channel to deepen your engagement with RIMS members by delivering your digital advertising messages to corporate insurance purchasing heavyweights in a content-rich environment. On average, risk managers budget \*\$16.0 million annually for commercial insurance and risk management services, and \*\$3.9 million annually for risk management technology purchases and updates.

\*Source: *Risk Management's 2020 Reader Profile Study of Organizational Risk Managers* (conducted by Readex Research)

## RiskWire Digital Ad Opportunities

| Name          | Dimensions (in pixels) |
|---------------|------------------------|
| Leaderboard   | 728 x 90               |
| Banners       | 650 x 90               |
| Native Banner | 180 x 50               |

## RiskWire Digital Ad Positions

| Display Unit   |
|--|
| 728 x 90 leaderboard (top position in the e-newsletter)          |
| 650 x 90 banner (placed within the first well of content)        |
| 650 x 90 banner (placed within the second well of content)       |
| 180 x 50 native banner (placed within the third well of content) |

## Media File Requirements

- Static image files must be of type: JPG, PNG or GIF.
- File types Flash, BMP and PDF are NOT supported.

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

The screenshot displays the RIMS RiskWire e-newsletter layout. At the top, there is a video player titled "The PHLY Difference" with a play button and a woman's face. Below it, a navigation bar includes "Archive", "RIMS.org", "Blog", "RM Magazine", and "Risk Knowledge". The main content area features a "TODAY'S FEATURE" section with an article titled "Managing Legal Supply Chain Risks" from *Risk Management Magazine* (10/26/2021). Below this is a promotional banner for "Risk Management Reading Guide on IMF eLibrary" with "FREE research from the International Monetary Fund". The "INDUSTRY NEWS" section contains several articles: "F.D.A. Panel Recommends Covid Shots for Children 5 to 11" from *The New York Times* (10/26/2021), "Hundreds of US Networks Targeted by Russian Cyber Attack, Microsoft Says" from *Insurance Journal* (10/25/2021), "More Organizations Are Saying 'No' to Ransomware Demands" from *PropertyCasualty360* (10/26/2021), "Analysts Say US Labor Shortage Could Last a While" from *Insurance Journal* (10/26/2021), "US-China Tensions Evident as Biden Heads to Twin Summits" from *AP News* (10/27/2021), and "The US Infrastructure Bill Offers the Groundwork for Personalized Insurance" from *PropertyCasualty360* (10/26/2021). At the bottom, there is an advertisement for Liberty Mutual Insurance titled "'All in' on Workplace Safety & WC" with a "Join us on November 9th at 1pm EST" link.

# 2022 RIMS RISK MANAGEMENT EMAIL SPONSORSHIP

Savvy marketers continue to invest heavily in digital marketing efforts to retain and attract new customers during the pandemic. B2B buyers are 57-70% done with their purchasing decision process by the time they contact a sales representative.

Insurance brand marketers know this. They are partnering with select media outlets to leverage their brand visibility by linking to their thought-leadership content as a way of increasing their customer engagement among their target audiences.

RIMS members have consistently rated *Risk Management* as one of their most valuable member benefits because it provides the most comprehensive discussion of issues affecting their jobs.

For our sponsors, we will send out a dedicated, bi-monthly email blast out to RIMS' database of 50,000 risk professionals alerting our qualified subscribers to upcoming feature articles and news column topics that will be published in the next edition of *Risk Management*.

The average total open rate in 2021 was 27%. Banner ads averaged 85 ad clicks per email blast with a CTR rate of 5%.

Take advantage of these excellent customer engagement rates by scheduling your 2022 *Risk Management* email blast sponsorship with one of your RIMS Senior Business Development Managers now.

Use *Risk Management's* 2022 Editorial Calendar to plan your campaign around those months that provide synergy with your product offerings and add exposure before, during and after key industry trade show events.



**RISK  
MANAGEMENT**

**FRASCO**  
Investigative Services

**Red flags in insurance claims?**

**We can help.**

**Nationwide coverage.**

**Accurate results.**

**Comprehensive reporting.**

**Pre-Litigation Incident Investigation Strategies**

Every insurance policy contains a condition requiring the policyholder to give "prompt notice" (or similar language) to the carrier regarding any potential covered loss. But taking steps to investigate incidents when they happen will help if a claim becomes a lawsuit.

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

# 2022 RIMS DIGITAL ADVERTISING REQUIREMENTS

## Online Banner Advertising

### RIMS.org

| Banner Ad Size Unit    | Max File Size | Accepted File Formats                        |
|------------------------|---------------|--|
| 1261 x 1003 Login Page | 3MB           | GIF (static only)   JPG   PNG   HTML5        |
| 728 x 90 Leaderboard   | 200k          | GIF (static or animated)   JPG   PNG   HTML5 |

### RMMagazine.com

| Banner Ad Size Unit | Max File Size | Accepted File Formats                        |
|---------------------|---------------|--|
| 728 x 90            | 200k          | GIF (static or animated)   JPG   PNG   HTML5 |

### Rich Media File Requirements

- Maximum animation length: Unlimited, User-initiated
- Frame rate must be no more than 18 frames per second (fps)
- Audio must be user-initiated (On click)
- All animation/audio must contain Play/Stop controls
- Maximum in-unit video time: additional 30 seconds after user interaction

## E-Newsletter Advertising

Please provide a URL address to accompany the delivery of your ad file.

| Channel                  | Banner Ad Size Unit | Max File Size | Accepted File Formats   |
|--------------------------|---------------------|---------------|-------------------------|
| RiskWire                 | 728 x 90            | 150k          | GIF (static only)   JPG |
| RiskWire                 | 650 x 90            | 150k          | GIF (static only)   JPG |
| RiskWire                 | 180 x 150           | N/A           | PNG (static only)   JPG |
| Risk Management Magazine | 650 x 90            | 150k          | GIF (static only)   JPG |
| The Weekend Read         | 468 x 80            | 150k          | GIF (static only)   JPG |
| The Weekend Read         | 300 x 250           | 150k          | GIF (static only)   JPG |

## Native Advertising

### Channel: RiskWire

True Text Sponsored Content Ad Requirements

- Image/logo must be 180 x 150 pixels
- Image/logo format must be JPG or PNG file, @72dpi, RGB
- No animation
- No contact information included
- Image cannot be treated as a regular banner ad
- Headline: Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words
- Headline/summary text must be plain text and cannot contain HTML or odd characters
- Call to action text: Advertiser supplies text (e.g., click here, read more)
- Advertiser supplies URL address to link to

Native ads will be labeled as "Sponsor provided content".

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: +1.212.655.5917 | cell: +1.917.318.2155 | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: +1.212.655.5915 | cell: +1.828.962.1646 | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

# 2022 RIMS RISK MANAGEMENT EDITORIAL CALENDAR

## JANUARY/FEBRUARY 2022

Emerging Risks for 2022 and Beyond  
Claims Management Best Practices  
Data Security/Privacy Management

*Ad space closing date: January 6, 2022*

*Ad materials closing date: January 11, 2022*

## March/April 2022 (Bonus distribution at RIMS 2022 RISKWORLD)

Environmental, Social & Governance (ESG)  
Workforce/Talent Risks  
RIMS 2022 Spotlight

*Ad space closing date: March 4, 2022*

*Ad materials closing date: March 9, 2022*

## May/June 2022 (Readex Ad Message Impact Study)

Natural Disaster Preparedness/Recovery  
Business Continuity/Crisis Management  
Supply Chain Management

*Ad space closing date: May 4, 2022*

*Ad materials closing date: May 9, 2022*

## JULY/AUGUST 2022

Climate Change/Environmental Risk  
Risk Assessment Strategies  
Construction Risk Management

*Ad space closing date: July 6, 2022*

*Ad materials closing date: July 11, 2022*

## SEPTEMBER/OCTOBER 2022

Cybersecurity Risk Trends  
Emerging Technology Risks  
Enterprise Risk Management

*Ad space closing date: September 6, 2022*

*Ad materials closing date: September 9, 2022*

## NOVEMBER/DECEMBER 2022

The Year in Risk  
Legal and Regulatory Trends  
Strategic Risk Management

*Ad space closing date: November 4, 2022*

*Ad materials closing date: November 8, 2022*

## ADDITIONAL TOPICS OF INTEREST

- > Cybersecurity/Cyberrisk
- > The Impact of COVID-19
- > Return to Work Strategies
- > Risk Mgmt Best Practices P&C Market Trends
- > Insurance Management
- > Alternative Risk Transfer
- > Compliance Programs
- > The Path to the Boardroom
  - > Political Risks
  - > Terrorism Risk
  - > Workplace Safety
  - > Workers Compensation
- > Corporate Governance Issues
  - > D&O Risk Landscape
  - > Product Liability/Recall
- > Diversity, Equity & Inclusion
- > Insurtech/Risktech Reputation Risk
- > Risk Management Education
  - > Fraud Prevention
  - > Benchmarking
- > E&S/Specialty Insurance
- > Other Emerging Risks

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)



# 2022 RISK MANAGEMENT MAGAZINE PRINT RATES

| Four-Color          | 1x       | 3x       | 6x       | 10x      |
|---------------------|----------|----------|----------|----------|
| Full Page Spread    | \$13,838 | \$13,428 | \$12,590 | \$11,464 |
| 1/2-Page Spread     | \$9,266  | \$8,950  | \$8,738  | \$7,596  |
| Full Page           | \$6,919  | \$6,714  | \$6,295  | \$5,732  |
| 2/3-Page            | \$5,958  | \$5,783  | \$5,578  | \$5,246  |
| 1/2-Page Horizontal | \$5,633  | \$5,475  | \$5,369  | \$4,798  |
| 1/3-Page Vertical   | \$4,947  | \$4,820  | \$4,721  | \$4,289  |

| Risk Management Magazine<br>Special Advertising Opportunities                                  |                           |                  |
|--|---------------------------|------------------|
| Cover 1 False Cover Flap   | Full Circulation          | \$11,676         |
| 4-Page False Cover Wrap  | Full Circulation          | \$36,000         |
| Belly Band <i>right of first refusal to back cover</i>   | Full Circulation          | \$13,500         |
| Barrel Fold Cover  | Conference Distribution   | 6 pages \$60,000 |
|  | Risk Management Magazine  | 6 pages \$54,000 |
| Custom content full-page advertorial<br><i>Includes editing, design and production charges</i> | Full Circulation          | \$10,000         |
| Whitepaper sponsorship & advertising conference distribution                                   |                           | \$15,000         |
| March polybag/brochure   | Supply their own brochure | \$9,500          |
| One-time April print advertisement   | Conference Distribution   | \$7,500          |

## PRICING, CONTINUED

Rates are based on frequency, i.e. the total number of insertions published during a 12-month contract period. Two page spreads count as two insertions.

### Premium Positions

- Cover 2 and Cover 3: 15% extra, based on space.
- Page opposite Table of Contents (TOC), columns and other positions guaranteed with a 10% premium.
- Inserts: rates on request.

Effective January 1, 2022, The Risk and Insurance Management Society, Inc. (RIMS) reserves the right to evaluate advertiser's credit worthiness. General payment terms are NET 30 days. Pre-payment is required for companies without established and/or good credit which is determined solely by RIMS. It is agreed that any portion of an invoice that is held in dispute, the undisputed portion will be paid according to the terms of the insertion order. It is further agreed that should any invoice become past due, the liable party, advertiser or agency, will pay all the costs of collection, including applicable attorney's fees if incurred.

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)



# RIMS 2022 RISKWORLD BRAND VISIBILITY OPPORTUNITIES

## The Official RIMS 2022 RISKWORLD Show Daily Digital Editions

Now in its third year of publication, this digital vehicle will provide your company with a platform to deliver your branding messages to the widest possible audience of corporate risk management leaders.

The RIMS Show Daily is an easily accessible digital file that is distributed to all conference attendees and the commercial risk management community at large via multiple delivery formats including:

- RIMS 2022 RISKWORLD daily re-cap emails (sent to all conference attendees and the entire RIMS database of over 50,000 risk professionals, once per day. (Monday, April 11th, Tuesday, April 12th and Wednesday, April 13th)
- The RIMS 2022 RISKWORLD Show Daily Edition will be accessible on RIMS.org, on the RIMS 2022 RISKWORLD homepage and updated daily during the Conference
- The RIMS Mobile App (daily push alerts)
- RIMS social media page on LinkedIn (84,053 group members and 31,322 followers), Twitter (22,600 followers) and Facebook (8,800 followers). Links will be posted to the Show Daily PDFs on all our RIMS social media pages.
- Opis, the RIMS Community Information Network (7,000 RIMS members-only content). Links will be posted to the Show Daily PDFs on Opis.



**Advertising opportunities include all three issues of the Official RIMS 2022 RISKWORLD Show Daily Edition which will be distributed on 4/11/22, 4/12/22 and 4/13/22.**

| RIMS Show Daily Digital Editions | Cost  |
|----------------------------------|---|
| Full page 4-color (non-bleed)    | \$4,000 (for your ad running in all three editions) |

## Risk Management Magazine's March/April 2022 RIMS Conference Issue

The RIMS Annual Conference is the world's most renowned educational, networking and exhibition event in the commercial insurance industry. We are forecasting that 7,000 VPs and Directors of Risk Management, Enterprise Risk Managers, Chief Risk Officers and other senior industry leaders at some of the world's largest organizations will gather in San Francisco, April 10-13, at RIMS 2022 RISKWORLD, to meet with strategic partners on the Exhibition floor, gain insight from over 90 educational sessions and network among peers.

While other industry publications will be handing out copies of their issues to risk managers that will be stopping by their booths at the Moscone Convention Center, they will be missing most risk managers who will be attending the Conference. As *Risk Management Magazine* is the official publication of RIMS 2022 RISKWORLD, all conference paid registrants, who check in on-site, will receive a copy of our March/April 2022 RIMS Conference issue in their registration portfolios. Projected on-site bonus distribution: 2,000 copies. Our March/April 2022 RIMS Conference issue is expected to have a total distribution of over 20,000 copies.



| Risk Management's March/April 2022 RIMS Conference Issue                 | Cost    |
|--|---------|
| Full page 4-color bleed (with bonus distribution at RIMS 2022 RISKWORLD) | \$7,500 |

# 2022 RIMS BUYERS GUIDE

## THE INDUSTRY'S MOST COMPREHENSIVE BUYER'S GUIDE

### Connect with Thousands of Risk Professionals Year Round

Highlight your content and products on RIMS Buyers Guide

RIMS Buyers Guide is the most comprehensive buyer's guide of solution providers for risk professionals. It is a content-driven network that will help you connect with your target audience, while enhancing the end user experience.

RIMS Buyers Guide provides opportunities to deliver your organization's products, content, marketing materials and much more—all in one location. Your company profile can include:

- Links to your white papers and other published content and marketing materials
- A showcase of your company's products with visuals, descriptions and links
- Connections to your social media channels
- Your organization's blog posts or press feeds
- Multiple images, including your logo and an eye-catching banner
- Multiple videos
- Multiple sales and marketing contacts for more personalized connections
- An embedded preview of your website



To learn more or reserve space, please contact [Sales@RIMS.org](mailto:Sales@RIMS.org).

To purchase your company's listing page on the RIMS Buyers Guide, please click on the following links:




[RIMS Buyers Guide: Basic listing](#)

[RIMS Buyers Guide: Enhanced listing](#)

To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)

| PROFILE TOOLS AND FEATURES   |  | Basic | Enhanced |
|--|--|-------|----------|
|  <b>SEARCH FEATURES</b>   | • Company name, website preview, tagline, inclusion in “my supplier” information cart, contact information, category selections (New category: RiskTech) | ✓     | ✓        |
|  | • Logo, company description, staff photos and individual contact info  | ✓     | ✓        |
|  | • Search results display enhanced profiles at top of results list (alpha order).   |       | ✓        |
|  | • Additional 2 category selections   |       | ✓        |
|  <b>PRODUCT FEATURES</b>  | • Product spotlight allows product visual, description and direct page links   | ✓     | ✓        |
|  | • Graphic profile header   |       | ✓        |
|  <b>CONTENT FEATURES</b>  | • Company keyword integration  | ✓     | ✓        |
|  | • Document marketing: white papers, case studies, brochures, etc.  |       | ✓        |
|  | • Document download tracker  |       | ✓        |
|  | • Blog or news feed integration  |       | ✓        |
|  | • Videos   |       | ✓        |
|  | • Images   |       | ✓        |
|  | • Promotion of publication in Round-Up email (one-time)  |       | ✓        |
|  <b>SOCIAL FEATURES</b> | • Social media integration (Twitter, YouTube, Facebook, LinkedIn)  |       | ✓        |

#### PRICING

##### Basic listing | \$795

Includes company's name, logo, brief description, contact information, website and two categories to enable efficient searching.

##### Enhanced listing | \$3,495

Includes microsite capabilities and four categories.



To learn more or reserve space, please contact:

**Ted Donovan** | Senior Business Development Manager | t: **+1.212.655.5917** | cell: **+1.917.318.2155** | [tdonovan@RIMS.org](mailto:tdonovan@RIMS.org)

**Kris Wolcott, CAE, IOM** | Director of Sales | t: **+1.212.655.5915** | cell: **+1.828.962.1646** | [kwolcott@RIMS.org](mailto:kwolcott@RIMS.org)