

2021 RIMS

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

MEDIA KIT



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To learn more or reserve space, please contact:

Ted Donovan | Senior Integrated Sales Manager | [212.655.5917](tel:212.655.5917) | tdonovan@RIMS.org

2021 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, charitable and government entities globally. For more information on RIMS, visit 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 *\$15.9 million annually for commercial insurance and risk management services and an additional *\$3.8 million annually for risk management technology purchases and updates.

Audience Demographic Highlights

*Company Revenue

\$15B+	10%
\$1B - \$15B	34%
\$100M - \$1B	26%
\$100M<	21%
No response	8%

*Job Titles

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

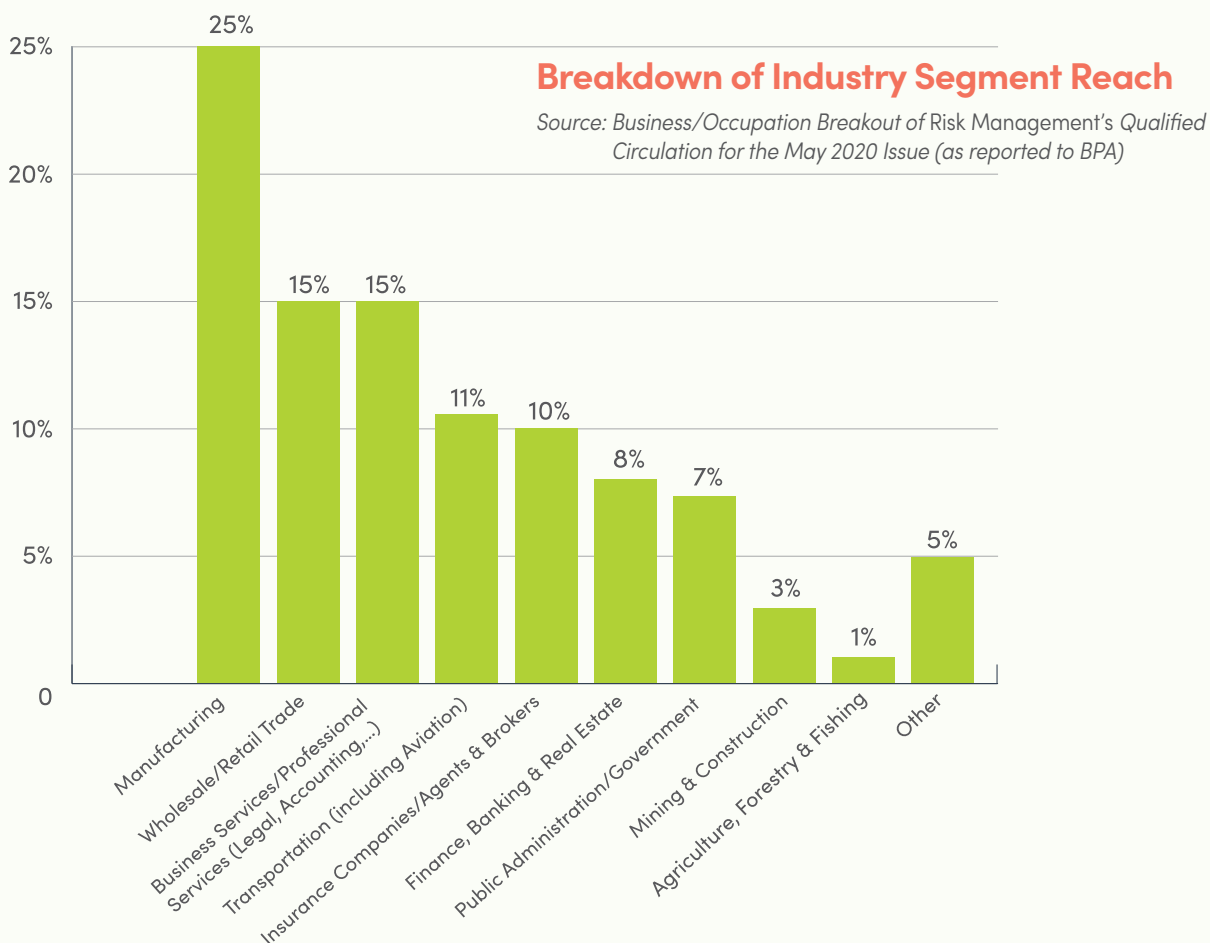
*Source: Risk Management's 2020 Reader Profile Study of Organizational Risk Managers (conducted by Readex Research)

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2021 RIMS AUDIENCE DEMOGRAPHICS

- > RIMS member organizations represent **78%** of the **Fortune 1000**, **85%** of the **Fortune 500** and **90%** of the **Fortune 250**
- > **44%** 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
- > Risk managers indicated that their organizations purchased \$3.02 million worth of property insurance within the past 12 months
- > **62%** of risk managers indicated that they were directly involved in purchasing cyber risk insurance programs for their organizations
- > **80%** of RIMS member organizations utilize the services of a broker when reviewing their risk management programs



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2021 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	\$5,000
HP and ROS Leaderboard Banner, below the fold (BTF)	728 x 90	\$3,500
RIMS Log-in Page	1261 x 1003	\$6,500
RiskWire leaderboard	728 x 90	\$4,000
RiskWire first content well	650 x 90	\$4,500
RiskWire second content well	650 x 90	\$3,500
The Weekend Read email	468 x 80	\$7,000

Average Monthly Web Traffic

RIMS.org

Users: 68,756

Sessions: 89,597

Homepage views: 7,371

Unique Pageviews: 158,324

Pageviews: 209,023

Visit Duration: 00:01:31

Source: Google Analytics Dashboard Report for 11/15/20–12/15/20

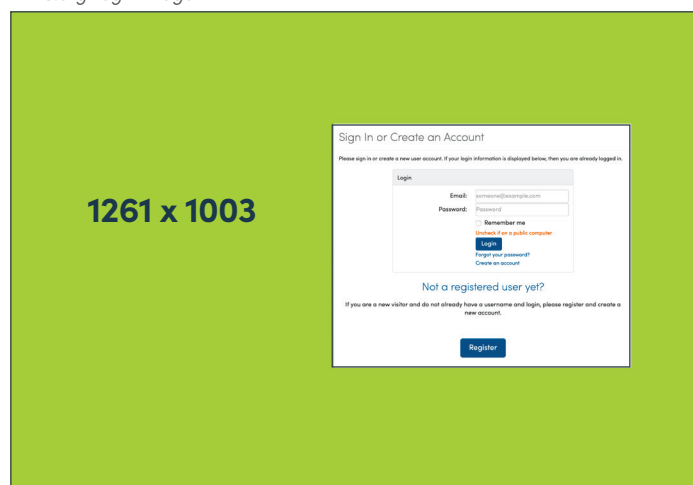
SITE POSITIONING STATEMENT

RIMS.org, the official website of the Risk and Insurance Management Society, Inc. (RIMS), is the premier online destination for those business executives that practice the discipline of risk management. Our focus remains on delivering content—the RIMS homepage features six reports/articles from our extensive Risk Knowledge library and *Risk Management* magazine. With our streamlined menu, risk managers can easily access resources such as the RIMS Marketplace (our online buyer’s guide for risk professionals), RIMScast (the Society’s monthly podcast), white papers, webinars and contributed articles.

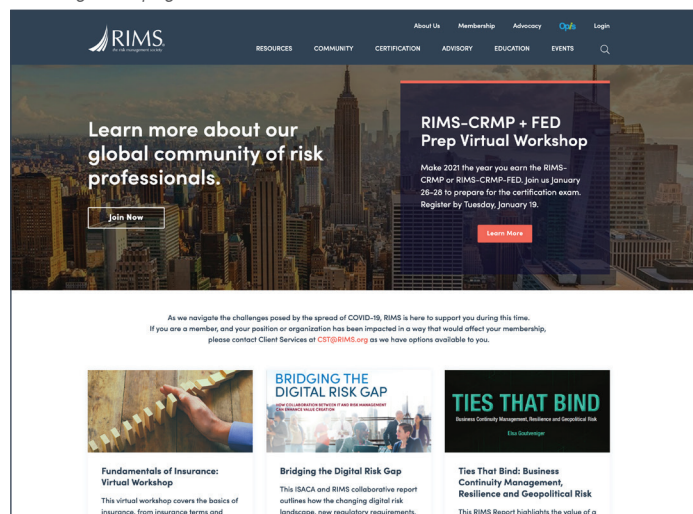
ONLINE CAMPAIGN MEASUREMENT

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 running on RIMS’ digital platforms.

RIMS.org Log-in Page



RIMS.org Homepage



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www.RIMS.org



2021 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 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. 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 5 to 7 business days, we will send you an initial report with contact information of everyone who downloaded your white paper. Within 30 days, we will send you a second report that captures any remaining leads.

Average Downloads

White paper downloads are driven by how interested risk managers are in the topic. Topics such as emerging risks, cybersecurity, property/casualty insurance, strategic risk management, benchmarking, crisis management, enterprise risk management, loss prevention, claims management and reputation risk resonate well among our audience of corporate risk management professionals. These white paper topics average 250 to 300 downloads per white paper. Niche topics average 125 to 150 downloads per white paper.

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

The screenshot shows the RIMS website interface. At the top, there is a banner for a 'VIRTUAL WORKSHOP Risk Appetite Management' from January 21-22, with a 'LEARN MORE' button. Below the banner is the RIMS logo and a navigation menu with links for RESOURCES, COMMUNITY, CERTIFICATION, ADVISORY, EDUCATION, and EVENTS. The main content area features a white paper titled 'Innovation + Strategic Risk Management: A Positive Pairing for a Better Future' by Monica Merrifield, dated February 19, 2020. To the left of the text is a thumbnail image of the white paper cover, which shows chess pieces on a dark board with a glowing blue network overlay. To the right of the thumbnail, there is a short summary of the report's content. Below the summary, there is a section titled 'Interested in Downloading?' with a note that users must log in or sign up to access the content. A red 'LOGIN / SIGN UP' button is positioned at the bottom of this section.

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www.RIMS.org



2021 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 **20%**
- Justify potential purchase **30%**
- Compare products as part of analysis **41%**
- General interest **61%**
- Identify features **62%**
- Preliminary info gathering **69%**
- Evaluating new products and services **71%**
- Staying up-to-date **80%**

Source: WorkCast's 2019 subscriber survey

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

Background

Webinars are a valuable member benefit because it gives RIMS members complimentary access to content in a convenient one-hour format (45 minutes of lecture followed by 15 minutes of live Q&A). There is a \$50 fee for non-members and we will give our sponsors a discount code for 100% off to invite your potential clients to attend.

Process

In order to launch your webinar, we require the title, description and speaker biography and headshot. We request 8–10 weeks of lead time in order to set up and promote the 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 emails to 50,000+ risk professionals and social media (LinkedIn, Facebook and Twitter).




Audience

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

Post-Webinar

After your webinar concludes, you will receive the following:

- Lead list with the names and contact information of all registrants
- Report that shows attendee engagement (about 60% of registrants attend live)
- MP4 version of your webinar

Practical Strategies for Developing Your Risk Metrics	
Overview	December 15, 2020 Tue 1:00 PM EST
THANK YOU	
This live web event has ended. Thank you for attending.	
CONTRIBUTORS	
	David Baxter David is a strategic, dynamic and collaborative leader with 20 years of organizational transformation, governance, risk management, and regulatory compliance experience with a track record of: •Analyzing and understanding highly complex problems and breaking them down to simple terms •Getting the right things done the right way •Developing ideas into fully functioning and effective programs •Improving existing operations in terms of alignment, performance, and expectations •Leveraging process and technology to drive value His areas of competency include Governance, Risk, and Compliance, Enterprise/Operational Risk Management, Financial and Regulatory Risk Management, Privacy Risk Management, and Organizational Transformation. He currently provides governance, risk, and compliance services to industry and its regulators as the Managing Director at Baxter Professional Services. His deep and broad industry experience is paired with an MBA in Finance and Risk Management, Lean Six Sigma Black Belt (customer focused process improvement), CIPM (Certified Information Privacy Manager), and a PMP certification (project/program management).
	Clint Walker Region Manager, UK & Europe, Resolver Clint Walker Manages Resolver's EMEA team and helps ensure UK and European customers are successful through the application of Resolver products and services. Clint has almost 20 years of hands on software implementation experience, specializing in Operational Risk and more generally in the GRC, CorpSec and InfoSec domains. With previous delivery and solution architecture roles he is all too aware of the many challenges facing customers when improving process through technology, including: user acceptance, qualitative vs quantitative assessment, and building and maintaining key management information and metrics. Clint studied Product Management at Massey University, New Zealand.
	Dr. Graeme Keith Associate Consultant, Satorla

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

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2021 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.

Downloads

- 44,109 total unique downloads since launch in September 2018
- 390+ average downloads per episode

Audience

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

Sponsorship Options

Branded Sponsorship

- Episode will include your pre-recorded sponsored message during the intro and outro.
- Episode will be permanently and publicly accessible on the RIMSCast homepage.
- Your organization selects a risk management topic; RIMS selects the interviewee.

Custom Campaign Sponsorship

- You will have considerable creative input; RIMS will collaborate and strategize with you to promote a product/event/service/offering.
- Episodes may have a storyline or narrative. Structure will depend on strategic objective.
- Campaigns should feature at least four episodes (weekly, monthly, quarterly or strategic intervals), running between 8–12 minutes each.
- Episodes will be hosted on a dedicated RIMSCast page, with company logo featured prominently on the sponsor banner.
- RIMS will deliver the final version of the episode file to 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
- 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

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2021 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.**

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RIMS. RISK PERSPECTIVE

Sponsored Content by:



Leveraging Your Recovery Partner for a Post-Disaster Competitive Advantage



In today's complex and highly competitive business environment, companies must explore innovative ways to leverage resources. The organizations that understand this and possess the innate ability to strategically design their disaster recovery approach as a competitive advantage can significantly impact the short- and long-term success of the business.

A solid disaster recovery strategy can have a substantial bearing on a company's ability to recover quickly following an area-wide disaster and reduce the amount of business interruption suffered. Forward-thinking companies understand this concept and have been leveraging their strategic partners to influence the company's ability to compete or even survive following a disaster.

Yet some companies still approach disaster recovery decisions as an afterthought during a crisis and seek out the lowest cost provider or the one claiming to have the fastest response times. This limited approach can lead to poor decisions that negatively impact a company's future and become a very difficult and costly mistake to correct.

When You Commoditize, You Lose Strategic Value

Strictly commoditizing your disaster recovery provider's services undercuts the strategic value of the partnership, and the quality of services provided will suffer. The fact is, how well you integrate your vendor partners into your organization directly impacts the value they will be able to provide.

Having a strong relationship with your disaster recovery provider includes knowing who you are working with and having regular communication. Collaborating on recovery

strategy early and working with your disaster recovery partner to streamline processes will benefit everyone involved. Plus, it will make your company more competitive and resilient. Even reviewing decision making processes with your provider can strengthen results by improving recovery and reducing downtime.

As evidenced in the wake of the 2017 hurricane season with the back-to-back-back storms of Harvey, Irma and Maria, disasters can affect multiple regions at once. In such circumstances, disaster recovery providers may reach capacity quickly and will prioritize partnerships with trusted clients over those who view them as "just another vendor," which can leave companies scrambling for help or waiting weeks for recovery efforts to begin.

"The 2017 storms forced risk managers to get more cozy with disaster recovery providers," said Joseph Poliafico, director of global insurance and risk management for Interstate Restoration. "Organizations had to go back to the drawing board on disaster recovery plans because their plans were tested and proven inadequate. They hadn't communicated their priorities or requirements to their providers ahead of the storms or they didn't have a specific plan for the scenario that played which

left their locations in multiple regions exposed. You have to think about what happens when all locations are affected, and you need to be having those discussions *before* a disaster hits."

Create Stakeholder Alignment for a Better Outcome

Your disaster recovery provider and other key vendors cannot be leveraged as strategic partners without a shared understanding of your organization's processes and expectations. Discussions about disaster recovery need to take place before a disaster ever occurs. Some of the biggest challenges risk managers face when it comes to getting a plan up and running are more internal than external.

Risk managers often want to satisfy all internal stakeholders first, and then move to external stakeholders. At times, there is more consideration given to what a supervisor or owner thinks about a disaster recovery plan than there is to the organization's ability to implement the plan in a time of crisis.

However, the best way for risk managers to get all key stakeholders on board to support the recovery partnership is to get them involved early and often in the process.

2021 OPIS A COMMUNITY POWERED BY RIMS

RIMS is the largest, most established community of risk management professionals. RIMS members possess tremendous purchasing power. Collectively, on average, they budget *\$15.9 million annually for commercial insurance and risk management services and an additional *\$3.8 million annually for risk management technology purchases and updates.

Opis is a highly valued member benefit. RIMS members use Opis to ask questions and get support from fellow risk professionals. It 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 also receive daily digest emails of recent conversations.

Opis Users: 8,833

Sessions: 11,174

Page views: 23,769

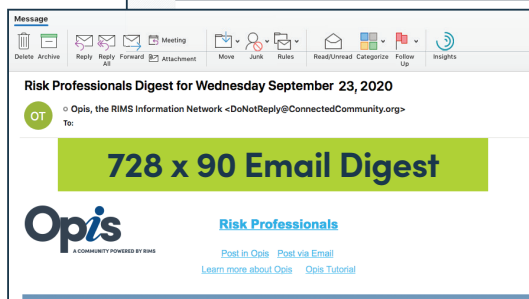
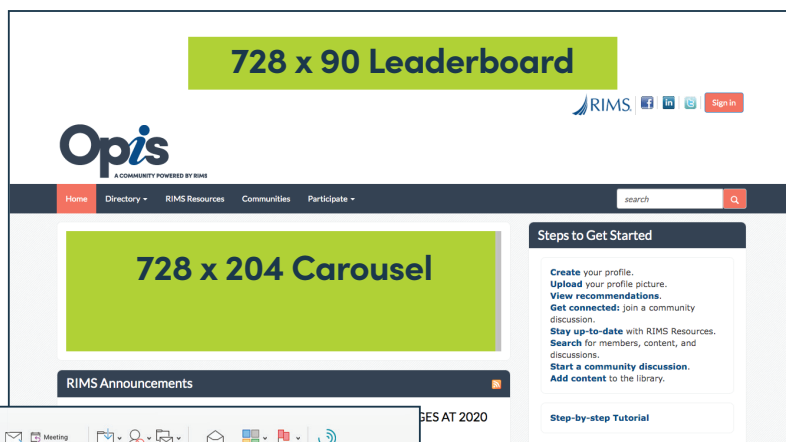
Visit Duration: 00:01:20

Total posts in 2020: 1,516

Daily Email Digest: 7,900

Source: Google Analytics Dashboard Report for October 1- October 31, 2020

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



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2021 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 *\$15.9 million annually for commercial insurance and risk management services, and approximately *\$3.8 million annually for risk management technology purchases and updates.

*Source: Risk Management's 2018 Reader Profile Study conducted by Readex Research

RiskWire Digital Ad Opportunities

Name	Dimensions (in pixels)
Leaderboard	728 x 90
Banners	650 x 90

RiskWire Digital Ad Rates

Display Unit
728 x 90 Leaderboard
650 x 90 Banner (within first well of content)
650 x 90 Banner (within second 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.

728 x 90 Leaderboard

RISKWIRE RIMS
Archive | RIMS.org | Blog | RM Magazine | Risk Knowledge

TODAY'S FEATURE

Hurricane Dorian Lashes Florida and Puts Carolinas in Harm's Way
Property Casualty 360/Bloomberg (9/4/2019)
Hurricane Dorian is menacing the U.S. East Coast with devastating flooding and winds, lashing Florida after laying waste to the Bahamas in a brutal two-day battering that caused damage that may cost the islands billions of dollars.
[Learn More...](#)

650 x 90 Banners

INDUSTRY NEWS

How Technology Fights Fraud After Catastrophes
Property Casualty 360 (9/4/2019)
Insurance fraud continues to be a major problem for the insurance industry. In fact, the Federal Bureau of Investigation (FBI) estimates the total cost of insurance fraud in the United States is more than \$40 billion per year. According to a recent study, two-thirds of insurers agree there has been an increase in fraud over the past three years.
[Learn More...](#)

Notepad: Risk in Review -- September 2019
Risk Management Magazine (9/3/2019)
Tesla Spars with U.S. Regulators Over Safety: The U.S. National Highway Traffic Safety Administration (NHTSA) reportedly sent car manufacturer Tesla a cease-and-desist letter last year disputing statements the company made about the safety of its Model 3 car. Tesla published a blog post in October 2018 claiming that the Model 3 had "the lowest probability of injury of any vehicle ever tested by the NHTSA."
[Learn More...](#)

5G Mobile Networks Jeopardize Future Storm Forecasts, Claim Weather Agencies
Insurance Journal/Bloomberg (9/4/2019)
Weather agencies are warning that signals from new 5G mobile networks will make it harder to predict and track deadly storms, as the fiercest hurricane in more than 80 years tore across the Bahamas to threaten the U.S. East Coast.
[Learn More...](#)

650 x 90 Banners

6 Types of Employees with the Highest Burnout Risk
Risk & Insurance Magazine (9/2/2019)
Inability to focus on simple tasks like answering emails, a lack of focus and dreading work are all symptoms of burnout, a job-related stress condition that is typically associated with millennials. A Gallup study found that nearly two thirds of full-time workers experience some form of burnout with 23% of employees feeling burnt out nearly all the time and 44% reporting that they experience burnout only some of the time.
[Learn More...](#)

SEC Scrutiny Highlights Risks of Social Media
Risk Management Magazine (9/3/2019)

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2021 RIMS RISK MANAGEMENT EMAIL SPONSORSHIP

RIMS members have consistently told us that one of the most valuable membership benefits they receive from RIMS is access to *Risk Management* magazine's editorial content. Advertising in the Risk Management email will help you reach corporate insurance purchasing heavyweights and generate high-quality leads.

Risk Management emails are distributed twice per month to the RIMS database of over 50,000 risk professionals. The first email highlights the issue's cover story and the second email features the hot topic article, with the aim of driving traffic to the online version and generating new subscribers for the print version. Your 160 x 600 skyscraper banner would run exclusively in these monthly emails.

Sponsoring these monthly emails will raise your brand's profile among directors of risk management, VPs of risk management, enterprise risk managers, treasurers, controllers, CFOs and chief risk officers who are members of RIMS and other decision makers within the C-suite.

Use the *Risk Management* 2021 Editorial Calendar to plan your campaign around months that provide synergy with your product offerings and add exposure before, during and after key industry trade show events.

Average Metrics

- Open rate: **22.63%**
- Click-through rate: **7.4%**

Rate

Risk Management's e-newsletter banner ads are sold at a monthly ad package rate of \$11,000.

RISK MANAGEMENT

160 x 600

An Increased Remote Workforce Calls for Increased Cybersecurity Protection

More companies are allowing their employees to work remotely, but this can put them at an increased risk of a cyberattack.

Not a subscriber to *Risk Management*? Find out what you're missing—[sign up today](#).
www.RMmagazine.com

RIMS
the risk management society

Risk Management Magazine
1407 Broadway, 29th Floor
New York, NY 10018 • 212 286 9364
www.RMmagazine.com

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To subscribe, [click here](#).

To make changes to your profile information, go [here](#).
If you would prefer not to receive emails from us, go [here](#).
Please send any comments about this email to info@rims.org

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2021 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

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
Risk Management Magazine	160 x 600	150k	GIF (static only) JPG
The Weekend Read	468 x 80	150k	GIF (static only) JPG

Native Advertising

Channel: RiskWire

Article Title: Advertiser supplies 5-7 words

Article text description: Advertiser supplies up to 70 words maximum with article URL link

Image: Advertiser supplies image in a JPG/GIF format to fit within a 180 x 50 pixel image area

Channel: RIMS.org

Article Title: 95 characters maximum (including spaces)

Article text description: 295 characters maximum (including spaces) with article URL link

Image: Advertiser supplies image in a JPG/GIF format to fit within a 360 x 720 pixel image area

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

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2021 RIMS RISK MANAGEMENT EDITORIAL CALENDAR

JANUARY/FEBRUARY 2021

Property/Casualty Market Outlook
Emerging Risks for 2021 and Beyond
Lessons from COVID-19

Ad Space Closing Date: January 6, 2021

Ad Materials Closing Date: January 8, 2021

MARCH 2021

Data Security/Privacy Management
Claims Management Best Practices
Product Liability/Product Recall

Ad Space Closing Date: February 4, 2021

Ad Materials Closing Date: February 8, 2021

APRIL 2021

Climate Change/Environmental Risk
Strategic Risk Management
RIMS 2021 Spotlight

Ad Space Closing Date: March 5, 2021

Ad Materials Closing Date: March 9, 2021

MAY 2021

Natural Disaster Preparedness/Recovery
Business Continuity/Crisis Management
Fraud Prevention

Ad Space Closing Date: April 2, 2021

Ad Materials Closing Date: April 6, 2021

JUNE 2021

Global and Emerging Market Risk
Supply Chain Management
D&O Risk Landscape

Ad Space Closing Date: April 30, 2021

Ad Materials Closing Date: May 4, 2021

JULY/AUGUST 2021

Alternative Risk Transfer Techniques
Risk Assessment Strategies
Construction Risk Management

Ad Space Closing Date: July 13, 2021

Ad Materials Closing Date: July 16, 2021

SEPTEMBER 2021

Risk Management Education Trends
Public Sector/Non-Profit Risk Management
Human Capital/Talent Risk

Ad Space Closing Date: August 5, 2021

Ad Materials Closing Date: August 10, 2021

OCTOBER 2021

Cybersecurity Risk Trends
Emerging Technology Risks
Risk Communication

Ad Space Closing Date: September 1, 2021

Ad Materials Closing Date: September 3, 2021

NOVEMBER 2021

Enterprise Risk Management
Workplace Safety
Workers Compensation

Ad Space Closing Date: October 4, 2021

Ad Materials Closing Date: October 6, 2021

DECEMBER 2021

The Year in Risk
Legal Trends
Regulatory Issues

Ad Space Closing Date: November 4, 2021

Ad Materials Closing Date: November 9, 2021

ADDITIONAL TOPICS OF INTEREST

- > Cybersecurity/Cyberrisk
- > Pandemic Preparedness
- > Return to Work Strategies
- > Risk Management Best Practices
 - > Insurance Management
 - > Insurtech/Risktech
 - > Reputation Risk
- > Safety and Security
 - > Terrorism Risk
- > Active Shooter Preparedness
 - > Benchmarking
- > Corporate Governance Issues
 - > Political Risks
- > Loss Prevention Strategies
- > Diversity and Inclusion
 - > M&A Concerns
- > Intellectual Property Risk
 - > Risk Data Analytics
- > Natural Resource Scarcity
- > E&S/Specialty Insurance
- > Other Emerging Risks

To learn more or reserve space, please contact:

Ted Donovan | Senior Integrated Sales Manager | [212.655.5917](tel:212.655.5917) | tdonovan@RIMS.org

2021 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 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 <i>Includes editing, design and production charges</i>	Full Circulation	\$10,000
Whitepaper sponsorship & advertising conference distribution		\$15,000
March Issue	Postcard Insert	\$2,700
March polybag/brochure	Supply their own brochure	\$9,500
One-time April print advertisement	Conference Distribution	\$7,500
Pull-out brochure	Exhibitors	\$13,500
	Non-exhibitors	\$15,000

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.

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- 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

www.RIMS.org/BuyersGuide

To learn more or reserve space, please contact CST@RIMS.org.

www.RIMS.org



PROFILE TOOLS AND FEATURES		Basic	Enhanced
 SEARCH FEATURES	• 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		✓
 PRODUCT FEATURES	• Product spotlight allows product visual, description and direct page links	✓	✓
	• Graphic profile header		✓
 CONTENT FEATURES	• 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)		✓
 SOCIAL FEATURES	• 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.

