



ARTEMIS
www.artemis.bm

Media Pack 2020

The leading insurance-linked securities and reinsurance capital markets focused digital information and events business with the largest global audience of senior executives.

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Background on ARTEMIS

Essential reading for reinsurance and ILS executives:

- First publication focused exclusively on ILS & convergence (launched in 1999)
- Relied upon for accurate exclusive news, in-depth analysis and ILS data
- Website, daily/weekly newsletters, data reports, studies and events
- No paywall. Meaning that all our unique content is accessible for free

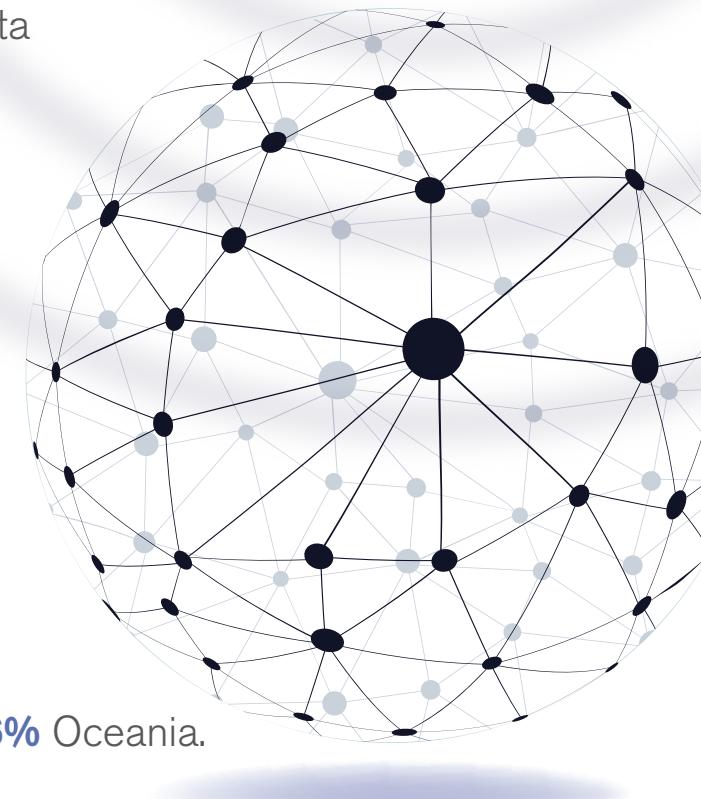
Market leading audience:

- **120,000+** visits per month
- **225,000+** page views per month
- **60,000+** unique readers per month
- **10,000+** email subscribers
- **250,000+** report downloads per annum

Global reach:

- **38%** U.S./Bermuda. **36%** UK/Europe. **14%** Asia. **6%** Latin America. **6%** Oceania.

* Statistics from Google Analytics (as at September 2019)



Audience Profile

Artemis is considered essential reading for C-Suite and senior executives involved in reinsurance and ILS activities.

Audience Profile:

- **Company Type** – Reinsurer, Broker, Insurer, Corporate protection buyer, ILS Fund Manager, ILS Fund Administrator, Hedge Fund, Pension Fund, Other institutional investors', Bank, Law Firm, Rating Agent, Consultant, Modeller etc
- **Job Function** – C-Suite, Investors, Reinsurance Buyers, Head's of Underwriting & Broking Departments, Reinsurance Buyers, Fund Managers, Managing Partners
- **Location** – U.S, UK, Bermuda, Germany, Switzerland, China, Japan, Singapore, Hong Kong, Brazil, Chile, Canada, Ireland, Switzerland, France, Spain, Italy, Netherlands, Finland, Australia, Philippines, South Korea, Mexico plus 100's others.



Website Audience

At the heart of Artemis is our market leading website **www.artemis.bm**

Because our content is free, which is a rare commodity in today's information landscape, Artemis' audience figures have seen a rapid rise in recent years and today it is one of the leading information sites covering the re/insurance and ILS sectors, far outreaching other information sources.

Note: We also own www.reinsurancene.ws, covering reinsurance, specialty & commercial insurance, which has on average 110,000 readers each month



Source: Data from Alexa for 90 days to September 30th 2019.
 Alexa Rank reflects global internet popularity & engagement
 (lower is better).

Estimated aggregated readership & traffic data for September 2019 from Alexa, SimilarWeb, Google, SEMRush & others.

Marketing Solutions

Artemis is pleased to offer a wide range of branding and content themed marketing solutions. Our new additions will complement our existing services and will combine to create the complete multi-platform solution enabling high visibility branding, thought leadership and content marketing execution.

Artemis is a digital first information service. Therefore, all Artemis content is featured on the website, including our highly valued quarterly reports and reviews from our thought leadership and community building events. And don't forget, all Artemis content is available to access for free meaning that our audience figures are increasing month on month. Currently, we average a readership over 55,000 executives each month.

Website Banner Advertising Options:

- **Homepage**
- **Header**
- **Single and double sidebar**
- **Skyscraper**

Prices and technical specifications available on request.



Email Newsletters

Email newsletters are a highly regarded way for readers to freely access information most suitable for them, and for advertisers to reach targeted audiences whilst placing their brands amongst relevant content.

Artemis sends email newsletters out at least twice a week to a list of over 10,000 executives. Artemis email newsletters have some of the highest engagement figures on the market. And because our email newsletters are only sent to individuals who have taken the time and effort to register for them these achieve a high open rate, therefore providing excellent visibility for our advertisers.

Artemis News:

- A weekly news summary containing the Editors pick of the most valued content.
- Our Monday recap of the most popular stories.
- Occasional email alerts.
- 10,000+ requested readers
- Market leading engagement rates
- Offering both banner adverts and feature based advertising options

Prices and technical specifications available on request.



Content Marketing

Content marketing is rapidly becoming an increasingly important part of marketing campaigns and Artemis is pleased to offer a number of opportunities for companies to demonstrate their intellectual capital by contributing thought leadership content across our different platforms.



- The Artemis team works with you to ensure content is tailored to express your point of view on current issues, ideas and relevant industry trends.
- Demonstrate your intellectual capital and expertise and also raise the profile of key executives
- Reach over 55,000 reinsurance and ILS executives every month
- Sponsored content distributed through; Artemis website, highlighted as homepage features, distributed in Artemis email newsletter, quarterly reports and broadcast to Artemis social media channels
- Our partners will also be able to post the digital content on their own digital platforms.
- Have your own dedicated page/section on Artemis

If you have a certain subject or topic you would like to express via the Artemis Content Marketing platform please approach us.

Prices and technical specifications available on request.

What our advertisers say

ILS & reinsurance investment manager:

"We receive direct requests for information and have even been sent a number of RFP's from large institutional investors through our advert on Artemis."

Service provider:

"I was always sceptical about the need for my firm to advertise, we thought we knew everyone, but the size of the Artemis audience has helped us reach many more people and opened many new relationships. It's also helped us to win new contracts, delivering significant value to our business."

Artemis Data Reports

The Artemis Data Reports are free to access and produced quarterly in both digital [PDF] and print formats.

The digital formats are accessible from the website homepage and achieve an average download figure of 7,500+ per edition and the print format is distributed at key industry events. The reports are highly valued for their in-depth reviews and contain data and analysis of the ILS and catastrophe bond deals.

The Artemis Data Reports provide a unique platform to advertise, with full-page print-style adverts available, or to promote relevant intellectual capital, including sponsored thought-leadership content and high impacting advertising within a select number of key positions.

For 2020 the opportunity exists for relevant brands to become a co-editor of the reports, either for a quarter or a full-year, with exclusive rights to position thought-leadership content as well as branding on the covers. This is a limited opportunity, with either a few positions or an exclusive position available.

Prices and technical specifications available on request.



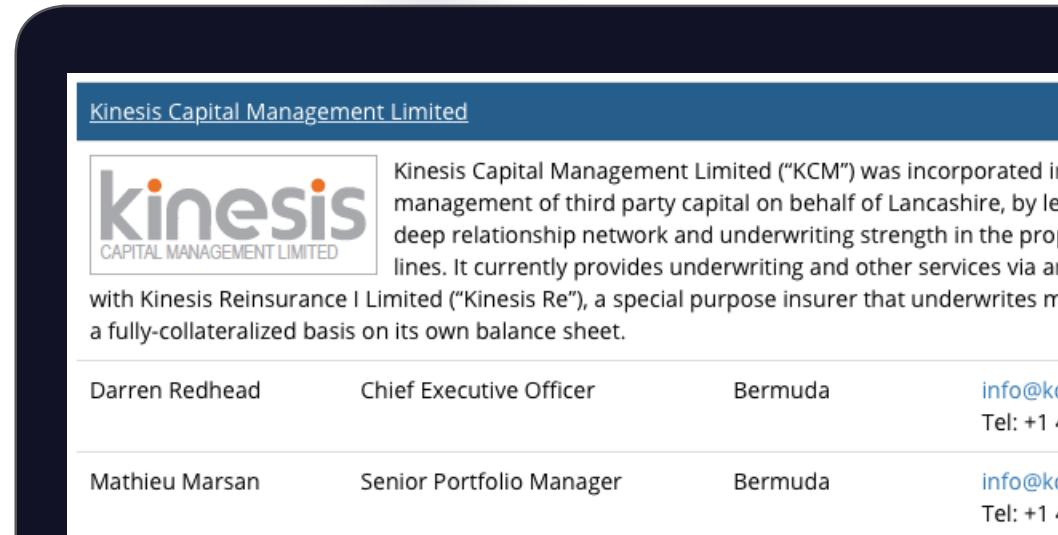
Premium MarketView Listings

- **Add your logo**, company and key executive information so that customers can find you
- **Add a detailed description** of your service or product offerings to differentiate what you do
- **Stand out among your competitors** and peers as a market leader in your particular field
- **Supplement your executive changes** announcements with instantly updated listings

Prices and technical specifications available on request.

Service provider:

"We estimate that our advert with you delivers us a return on investment of at least 20 to 1. We've sold our service to a number of people, and been introduced to many more potential customers, purely because of the ad."



Kinesis Capital Management Limited

kinesis
CAPITAL MANAGEMENT LIMITED

Kinesis Capital Management Limited ("KCM") was incorporated in 1996 to manage the investment of third party capital on behalf of Lancashire, by leveraging its deep relationship network and underwriting strength in the property lines. It currently provides underwriting and other services via a joint venture with Kinesis Reinsurance I Limited ("Kinesis Re"), a special purpose insurer that underwrites marine risks on a fully-collateralized basis on its own balance sheet.

Darren Redhead	Chief Executive Officer	Bermuda	info@kcm.bm
Mathieu Marsan	Senior Portfolio Manager	Bermuda	Tel: +1 441 297 5000

What our readers say

ARTEMIS Media Pack 2020

Michael Stahel, Partner, LGT Insurance-Linked Strategies:

"We have come to appreciate Artemis as one of the most accurate sources of information in the alternative risk transfer market. All online articles are very well researched and very often, the postings on Artemis are truly breaking news to the industry. As such, we recommend Artemis to some of our institutional investor clients as an independent source of information with focus on insurance-linked investments."

Barney Schauble, Partner, Nephila Capital:

"We find Artemis a consistent source of relevant news about the ART space, both for market coverage and for comprehensive global items that relate to catastrophe and weather risk that are not captured anywhere else."

Conferences

One of the arts of Artemis, is our ability to connect people within the convergence world through our brand. The common denominators for our brand and our content is that we provide topical and insightful discussion, which is free to access.

We are pleased to extend our marketing solutions to provide community building events offering relevant opportunities for informative discussion on key subjects, together with unrivalled networking opportunities. For our commercial partners, these conferences will provide unique platforms to access and communicate with senior executives, and to benefit from multi-platformed marketing exposure across the Artemis services.

If you have a certain subject or topic you would like to express via the Artemis Conference platform.

Further details and prices are available on request.

CONFERENCE SCHEDULE:

February	ARTEMIS ILS NYC
July	ARTEMIS ILS Asia

Artemis ILS Asia 2019 – 185 attendees.

Artemis ILS NYC 2019 – 355 attendees.



Executive Roundtables

Artemis is pleased to offer a series of Executive Roundtables which will enable sponsors to facilitate discussion, provide a platform for the sharing of intellectual capital and to market brands and executives.

The Executive Roundtables will typically involve 8-12 senior executives, carefully assembled through partnership between Artemis and our sponsors. Following the Roundtable meeting, a report of the discussion will be produced by Artemis and published via our various digital channels. Our partners will also be able to post the digital report on their own digital platforms.

If you have a certain subject or topic you would like to express via the Artemis Executive Roundtable platform please approach us.

Further details and prices are available on request.



Sponsored surveys

Leveraging our readership, the largest pure reinsurance focused in the world, we can conduct highly targeted surveys designed to deliver insights and promote your brand as a thought-leader.

Work with Artemis to tap into our wealth of industry contacts and the largest reinsurance focused audience around.

Surveys can be tailored to specific themes and full reports produced using the insights gleaned, as well as using the data in our day-to-day editorial.

Sponsors benefit from:

- Branding and association with industry-defining thought-leadership
- Co-editorial headlining on reports and editorial
- Placement of additional thought-leadership within the survey reports
- Placement of interviews with business leaders within survey reports
- Full page inside front cover advertising



Live Webinars

Artemis will be offering a series of Live Webinars, enabling sponsors to facilitate real-time discussion, provide a platform for the sharing of intellectual capital and to market brands and executives to a wide audience.

The Live Webinars can be moderated by the Artemis Editor, or sponsor, and can contain a number of industry panelists, carefully assembled through partnership between Artemis, or restricted exclusively for sponsors. The Webinars are free to access, are hosted on the Artemis website and can be viewed live or downloaded after airing. Additionally, contact details for visitors for the broadcast are available to sponsors.

If you have a certain subject or topic you would like to express via the Artemis Live Webinar platform please approach us.

Further details and prices are available on request.

SUGGESTED LIVE WEBINAR SCHEDULE:

January	Reinsurance Pricing
February	ILS Issuance Review
March	Flood Risk
April	ILS for Corporate Risk Managers
May	Risk Models
June	Solvency II Review
July	2017 Atlantic Storm Preview
August	Legal Briefing
September	Monte Carlo Rendezvous
October	Introduction to ILS
November	Parametric Risk
December	Domiciles



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www.artemis.bm/advertise

For assistance with planning and executing either a single or multi-platform marketing solution with ARTEMIS please contact us.

We look forward to working with you in 2020.

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