



ARTEMIS

www.artemis.bm

Media Pack 2021

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
- **300,000+** page views per month
- **60,000+** unique readers per month
- **9,500+** 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 November 2020)





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 170,000 readers each month

PUBLICATION	GLOBAL ALEXA TRAFFIC RANK	VISITS
reinsurancene.ws	316,395	
insuranceinsider.com	525,864	
artemis.bm	653,156	
intelligentinsurer.com	953,100	
theinsurer.com	1,060,180	
globalreinsurance.com	1,877,235	
insuranceerm.com	1,961,391	
bermudareinsurancemagazine.com	2,496,296	
insuranceday.com	2,736,450	
slipcase.com	3,023,544	
trading-risk.com	3,292,172	
reactionsnet.com	3,921,345	

Source: Data from Alexa for 90 days to October 10th 2020.
Alexa Rank reflects global internet popularity & engagement (lower is better).

Estimated aggregated readership & traffic data for September 2020 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 60,000 executives each month.

Website Banner Advertising Options:

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

Prices and technical specifications available on request.





Email Newsletters

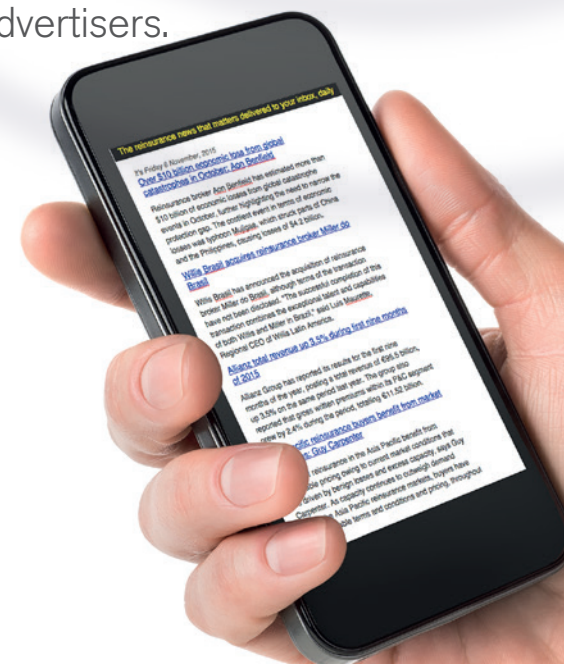
Email newsletters are a highly regarded way for readers to freely access information most suitable for them, and for advertisers to reach targeted audiences whilst placing their brands amongst relevant content.

Artemis sends email newsletters out, currently three times per-week, to a list of over 9,500 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.
- 9,500+ 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 60,000 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 2021 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 ("KCM") was incorporated in the management 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 an arrangement with Kinesis Reinsurance I Limited ("Kinesis Re"), a special purpose insurer that underwrites on a fully-collateralized basis on its own balance sheet.

Darren Redhead	Chief Executive Officer	Bermuda	info@kcm.com Tel: +1 441 424 4242
Mathieu Marsan	Senior Portfolio Manager	Bermuda	info@kcm.com Tel: +1 441 424 4242

What our readers say

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
November	PROSPECTUS

Artemis ILS NYC 2020 – 355 attendees

Artemis ILS Asia 2020 – 860+ virtual attendees

Prospectus 2021 – 1,400 registrants



Virtual Conferences

Artemis also hosts virtual conferences, including our recent ILS Asia 2020 event which saw the largest ILS audience ever assembled watching live webcast sessions and on-demand replays of industry luminaries discussing the topics of the day.

We also launched our first Prospectus conference in November 2020, a new annual reinsurance and ILS market combined event that focuses on issues that matter to both traditional and alternative sides of the market.

During COVID times, our now virtual conferences have attracted more than 1,400 registrants and the videos have been viewed by many thousands, live and on-demand.

Further details and prices are available on request.



PROSPECTUS 2021 - ABOUT

In association with Kroll Bond Rating Agency

November 12th to 18th 2020 - Online & virtual mix of conference keynotes and panel sessions

Prospectus 2021 is the first edition of a new annual reinsurance and insurance-linked securities (ILS) market conference brought to you by both **Artemis** and **Reinsurance News**.

As attendees of our **Artemis ILS conferences** will know, our goal is to bring you forward-looking, thoughtfully-curated events that meet the intellectual and networking needs of attendees and speakers, while also delivering the exposure **our sponsors** want.

"Prospectus" is a new annual reinsurance and insurance-linked securities (ILS) conference that brings together the traditional and alternative, to discuss what really matters to the market at

KEY LEARNINGS

As a conference, **"Prospectus"** is designed to be agnostic as to capital source, corporate structure, or form of balance-sheet, instead being focused purely on the issues that affect everyone across reinsurance and insurance-linked securities (ILS).

As a result, you will hear topics of interest to insurers, reinsurers, brokers, investors, asset managers, service providers and anyone else for who reinsurance & ILS presents an opportunity or interest.

Find out what matters to the industry & what experts have to say about it.

WHO SHOULD REGISTER?

OUR SPONSORS

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 & On-demand 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.



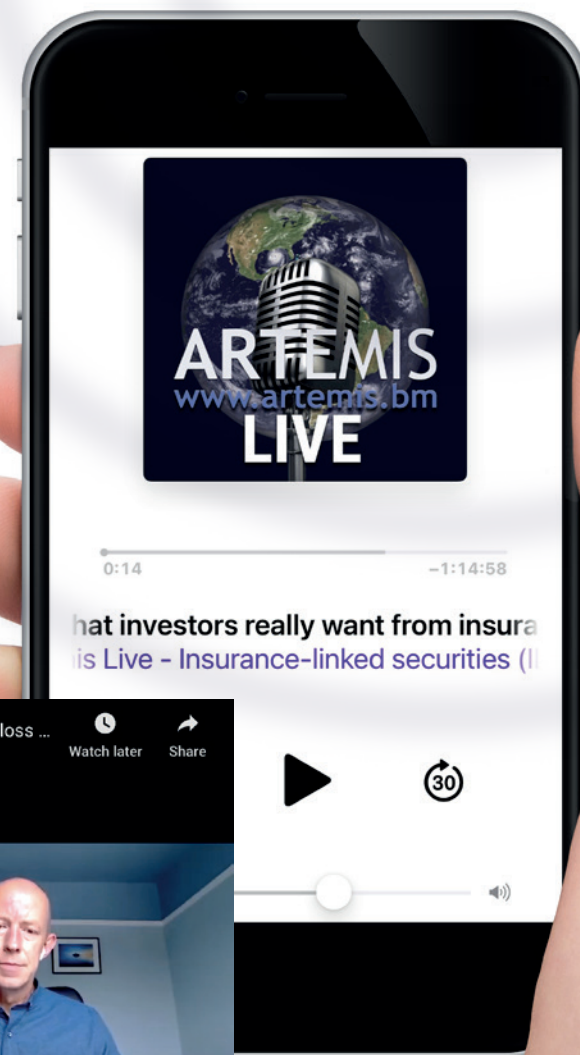
Video interviews & Podcasts

All of our insurance-linked securities (ILS), catastrophe bonds and reinsurance video content and video interviews can be accessed on our website. The entire archive of videos is available

Our podcast features all of our insurance-linked securities (ILS), catastrophe bonds and reinsurance audio content. The Artemis Live podcast can be subscribed to on Apple Podcasts, Google Podcasts, Spotify and other accounts.

We have had thousands of viewers and listeners of our videos and podcast episodes, which we can bundle as part of an advertising or content package for partners. Partners can also sponsor series of videos, episodes of podcasts or the entire section of the website and have their content prominently featured there.

Further details are available on request.





ARTEMIS

www.artemis.bm

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 2021.

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Email: **steve@artemis.bm**

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