

BEST'S REVIEW®

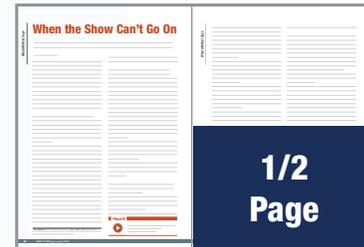
AM Best's Monthly Insurance Magazine

www.bestsreview.com

Best's Review offers a variety of print advertising opportunities that help you get maximum exposure, including premium positioning, regional and national inserts and more. For an overview of our content, reader demographics and editorial calendar, please see pages 3–5. For online advertising opportunities, see page 6.



| Four-Color Print Ad Rates ¹ | | | | | |
|--|----------|----------|----------|----------|----------|
| Size | 1x | 3x | 6x | 9x | 12x |
| 2-Page Spread ² | \$16,170 | \$15,555 | \$14,330 | \$13,715 | \$13,105 |
| Full Page ³ | \$8,710 | \$8,405 | \$7,790 | \$7,485 | \$7,175 |
| 1/2 Page ² | \$6,565 | \$6,365 | \$5,965 | \$5,765 | \$5,570 |



Ads can be horizontal or vertical.

| Mechanical Requirements | | | | | |
|-------------------------|--------|--------|--------------------|-------|-------|
| Size | Inches | | Inches | | |
| | Width | Depth | Width | Depth | Depth |
| 2-Page Spread | | | Fractionals | | |
| Live Area | 15 | 10 | 1/2 (Horizontal) | 7 | 4.75 |
| Bleed | 16.25 | 11.125 | 1/2 (Vertical) | 4.5 | 7.5 |
| Trim | 16 | 10.875 | | | |
| Full Page | | | | | |
| Live Area | 7 | 10 | | | |
| Bleed | 8.25 | 11.125 | | | |
| Trim | 8 | 10.875 | | | |

Additional advertising opportunities available upon request:

- Premium positioning
- Gatefolds
- Tip-ins
- Postcards
- Full- and half-cover tip-ons
- Belly-band wrap
- Regional inserts
- National inserts
- Black and white advertising

Bonus Offers:

- Purchase a full-page ad and receive a 180 x 150 ad on *Best's Review* Online.
- Reserve at least six full-page ads and receive a banner ad in the *Best's Review* Online monthly notification email.

1. All prices are per month.
 2. Price calculated by adding the 4-color process spread charge of \$3,900 to the corresponding black & white ad price.
 3. Price calculated by adding the 4-color process charge of \$2,575 to the corresponding black & white ad price.

Contact us: (908) 439-2200, ext. 5399 • advertising_sales@ambest.com

BEST'S REVIEW® Featured Advertiser Special Editorial Section

Throughout the year, prominent editorial themes are highlighted in *Best's Review*, allowing advertisers to place their message within specialized content geared toward their target market. Featured advertisers also receive enhanced online exposure through *Best's Review's* monthly subscriber email.

2022 Featured Advertiser themes include:

- Embedded Insurance
- College Risk Management and Insurance Programs
- New World of Shock Claims
- Exploring the World of Risk
- Understanding the Insurtech Landscape
- Catastrophe Risk
- Leaders
- Reinsurance
- Mutual Insurers
- Evolving Auto Insurance Sector
- Property Report
- Insurance Outlook
- The Changing On-Demand World

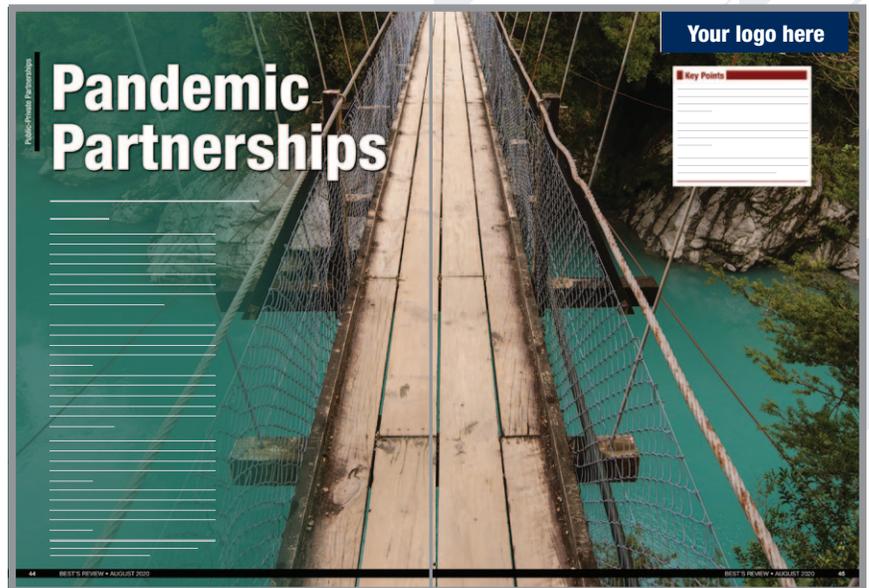
As a Featured Advertiser, you will receive:

- Two full-page, four-color ads or a spread within the editorial pages of the special section.
- Your company's name and/or logo in the right-side running header of every editorial page in the special section.
- Exposure through *Best's Review's* monthly subscriber email that highlights that issue's editorial coverage.
- A 10-minute audio file, which includes:
 - A Q&A podcast interview with a *Best's Review* editor.
 - A copy of the audio file provided to the advertiser's company for placement on your website.

| | |
|--|-----------------|
| Advertising Opportunity¹ | |
| Featured Advertiser Special Editorial Section (with podcast) | \$10,530 |



Shown as a spread. Also offered as two separate full-page ads in this section.



1. See mechanical requirements on page 7.