

# BEST'S REVIEW®

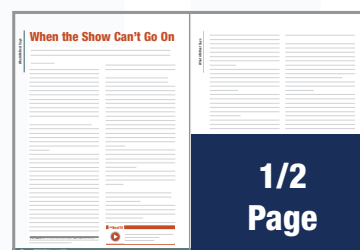
AM Best's Monthly Insurance Magazine

[www.bestsreview.com](http://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 <sup>1</sup>					
Size	1x	3x	6x	9x	12x
2-Page Spread <sup>2</sup>	\$16,170	\$15,555	\$14,330	\$13,715	\$13,105
Full Page <sup>3</sup>	\$8,710	\$8,405	\$7,790	\$7,485	\$7,175
1/2 Page <sup>2</sup>	\$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
<b>2-Page Spread</b>			<b>Fractionals</b>	
Live Area	15	10	1/2 (Horizontal)	7
Bleed	16.25	11.125	1/2 (Vertical)	4.5
Trim	16	10.875		7.5
<b>Full Page</b>				
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](mailto: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

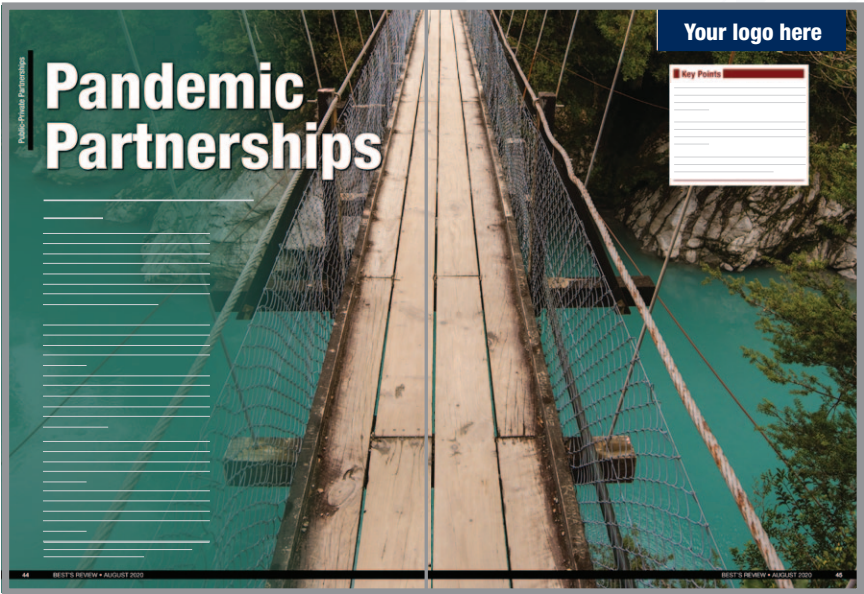
### As a Featured Advertiser, you will receive:

- 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.

# BEST'S REVIEW® Issues & Answers

<http://www.ambest.com/adv/bria.html>

Issues & Answers are special advertising sections published in the online and print editions of *Best's Review*. Reach our readers with a topic-driven executive interview conducted by a *Best's Review* editor and additional company exposure with a full-page advertisement. You have the option to come to our video production studio<sup>1</sup> or participate remotely via video conference.

Publication Date	Issues & Answers Topics	Description
January	Innovation Showcase	Service providers and technology companies explain how they are helping insurers innovate as they seek to meet competitive challenges and customer expectations.
February	Minding the Talent Gap	Insurers, reinsurers and others discuss what they are doing to attract, develop and retain high-quality, diverse talent in an industry that faces new challenges due to retirements and the pandemic.
March	New Trends in Excess and Surplus Lines	Insurers, MGAs, wholesalers and program managers discuss new developments and emerging issues in the growing E&S market. The surplus lines market plays an important role in providing insurance for hard-to-place, unique or high capacity risks.
April	Risk Analytics, Data and AI	Modelers, risk consultants, data providers and technology companies discuss how they provide insurers with cutting-edge insights into risk through the use of data and analytics.
May	The Growing Importance of ESG	Insurers, reinsurers, asset managers and others discuss environmental, social and governance issues and the key role they play in the insurance industry.
June	Perspectives on Investment and Asset Management	Asset managers, advisers, systems providers and others examine the latest issues concerning insurance portfolio management.
July	Specialty Coverage	Insurers, wholesalers, MGAs and program administrators discuss new opportunities and evolving risks in the specialty market.
August	Captives and Domicile Services	Domiciles and service providers discuss new business strategies aimed at the captive market.
	Building Reinsurance Partnerships	Reinsurers and reinsurance intermediaries discuss how they help primary insurers create risk solutions.
September	Mutual Success	Insurers, reinsurers, service providers, technologists and others examine the advantages and challenges of mutual insurance operations and how these companies are finding new and innovative ways to serve policyholders.
	Meeting the Insurtech Challenge	Insurers, reinsurers, technology firms and service providers discuss how they are using technology to launch innovative new businesses, gather critical data, improve the customer experience and help insurers meet the competitive challenges of today's market.
October	Creating a Cutting Edge Customer Experience	Insurers and technology service providers discuss how they are reaching consumers by developing new approaches to make buying insurance and filing claims quicker and easier.
November	The Cyber Response	Insurers, MGAs, service providers and others discuss how they are working to provide coverage and mitigate risk as threats such as ransomware and hacks present a growing challenge for the industry.
	New Developments in Workers' Comp	Insurers, service providers, technologists and others discuss the evolving issues and how they are making use of new technology to improve offerings and manage and control losses as the industry tackles the challenges of the pandemic.
December	Accounting and Actuarial Services	As insurers become increasingly focused on analytics, metrics and internal reporting, roles for auditors and actuaries are expanding. Actuarial and auditing firms share their insights into how they are helping insurers and reinsurers understand and use the expanding wealth of data and financial information.
	Agriculture and Crop Insurers	Insurers, service providers and agriculture experts discuss developments in agriculture and crop insurance.

## As an Issues & Answers advertiser, you will receive:

- **Two-Page:** a spread featuring your full-page, four-color advertisement, a brief profile of your organization and highlights from your executive's interview.<sup>2</sup>
- **New Three-Page:** a spread featuring a brief profile of your organization and highlights from your executive's interview. Your full-page, four-color advertisement will appear in a different section within the magazine.
- A video and audio recording of your interview for your own promotional use.
- A PDF copy of the spread for your company's use.
- Additional exposure on *Best's Review* Online.

	1x	3x	6x	9x	12x
Two-Page Issues & Answers <sup>3,4</sup>	\$11,235	\$10,670	\$9,550	\$8,985	\$8,425
Three-Page Issues & Answers <sup>3,4</sup>	\$18,410	\$17,490	\$15,645	\$14,725	\$13,805



Watch our video to learn more about Issues & Answers at <http://www.ambest.com/adv/ia.html>

1. Subject to change.

2. Although this offer includes two pages of advertising, only one page is counted toward the frequency discount for print ads in *Best's Review* in a given contract year.

3. Ad commitment deadlines are the first of the prior month.

4. See mechanical requirements on page 7.

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