

# RISK INSIGHTS ADVERTISING

## RISK INSIGHTS WEBSITE

### RISK INSIGHTS E- NEWSLETTER

The screenshot shows the February 2016 edition of the Risk Insights newsletter. It features several articles such as "What is Defined as 'Good Risk Culture?'", "Key Regulatory Challenges Facing EMEA Risk Professionals", and "Measuring Tail Risk". There are three distinct advertising spots: a "YOUR LOGO HERE" spot, a "YOUR ADVERT HERE" spot (hyperlinked to a URL of your choice), and a "YOUR ADVERTORIAL HERE" spot (hyperlinked to the Risk Insights website).

### COMPANY LOGO

Increase your branding and awareness by placing your company logo on one edition of our Risk Insights newsletter and our Risk Insights website for 30 calendar days (Size: 180 x 100)

### ADVERT BANNER

Ideal if you have a webinar, event, or service to share with our audience.

We will place your 180x225 hyperlinked banner advert in one edition of our newsletter and 240x300 on our Risk Insights website within the right hand information panel. This will display for 30 calendar days on the main page (shown top right) as well as every article we post (shown bottom right).

### ADVERTORIAL

Have a new white paper, article, or other risk related thought leadership item that you wish to share with our audience? We recommend choosing an advertorial that can link back to a posting on our Risk Insights website. The newsletter will include a title, 60 words, and a 'read more' link. We will submit your content on our Risk Insights website with a link to your page and one Supporting Banner (780x220).

DISCUSS WITH OUR TEAM CLICK HERE TO EMAIL US

The screenshot shows the Risk Insights website homepage. It features a navigation bar, a main content area with several articles, and a right-hand sidebar. There are three distinct advertising spots: a "YOUR LOGO HERE" spot, a "YOUR ADVERT HERE" spot (hyperlinked to a URL of your choice), and a "YOUR ADVERTORIAL HERE" spot.

The screenshot shows a detailed article page on the Risk Insights website. The article is titled "What is Defined as 'Good Risk Culture?'". There are three distinct advertising spots: a "YOUR LOGO HERE" spot, a "YOUR ADVERT HERE" spot (hyperlinked to a URL of your choice), and a "YOUR ADVERTORIAL HERE" spot.



# RISK INSIGHTS ADVERTISING - NEWSLETTER STATISTICS

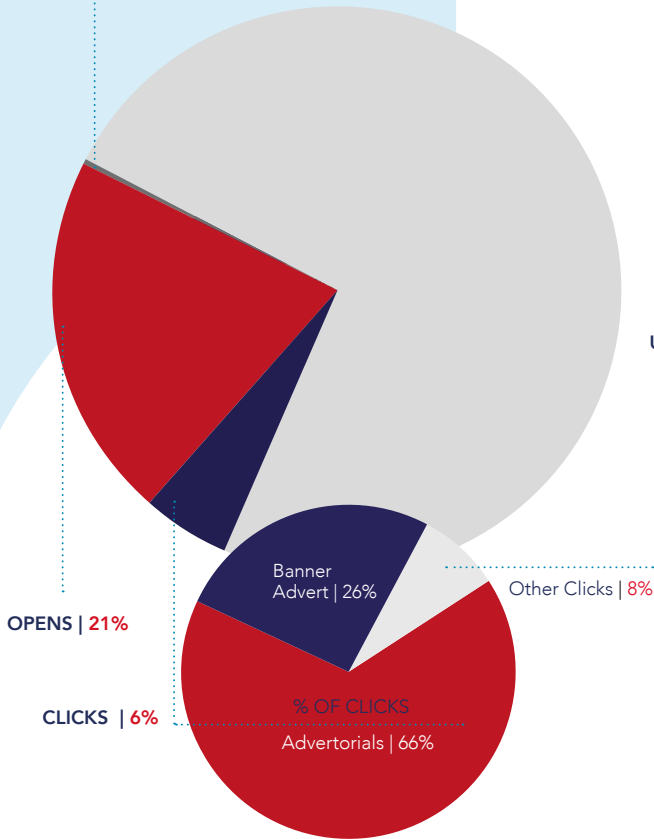
DISCUSS WITH OUR TEAM [CLICK HERE TO EMAIL US](#)

Advertise your thought leadership content through our Risk Insights monthly e-Newsletter that is sent out to over 300,000 financial professionals every month...

## EMEA NEWSLETTER STATISTICS

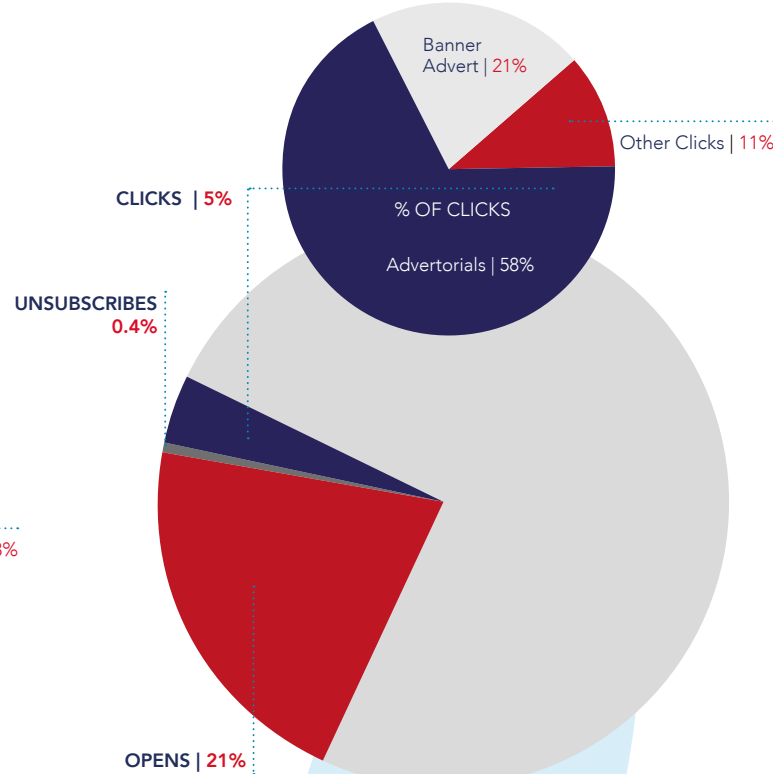
165,000 AUDIENCE

UNSUBSCRIBES | 0.3%



## US NEWSLETTER STATISTICS

155,000 AUDIENCE



## NEWSLETTER DEMOGRAPHICS

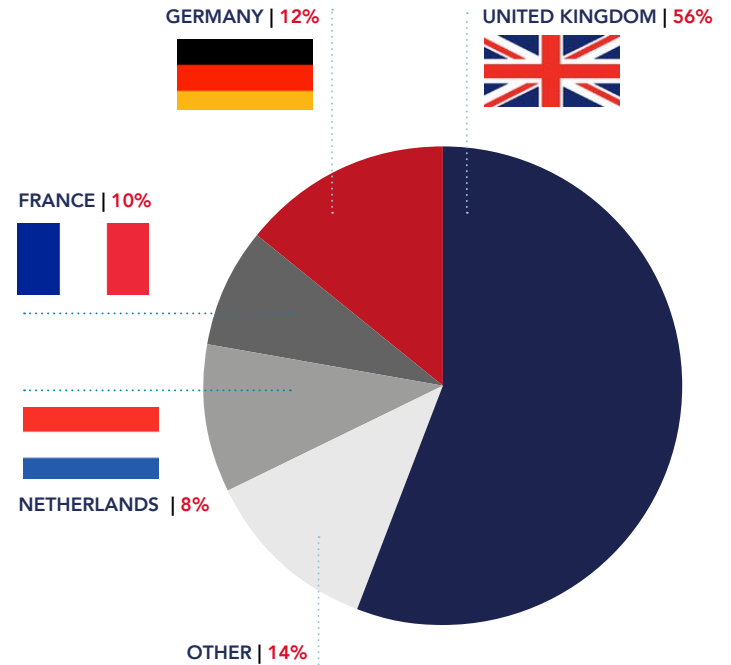
### EMEA

24% Buy Side  
70% Sell side  
6% Other

### US & CANADA

27% Buy Side  
69% Sell side  
4% Other

## EMEA MAILING LIST



Contact: [sales@cefpro.com](mailto:sales@cefpro.com) | +44 (0) 20 7164 6582 | +1 888 677 7007 | [www.risk-insights.com](http://www.risk-insights.com)



# RISK INSIGHTS ADVERTISING WEBSITE STATISTICS

DISCUSS WITH OUR TEAM [CLICK HERE TO EMAIL US](#)

Advertise your thought leadership content through our Risk Insights website to reach a global audience of risk and regulation professionals from across the board. Below is an average to see who visits our Risk Insights every month...

## MONTHLY AVERAGE

### RISK INSIGHTS WEBSITE STATISTICS

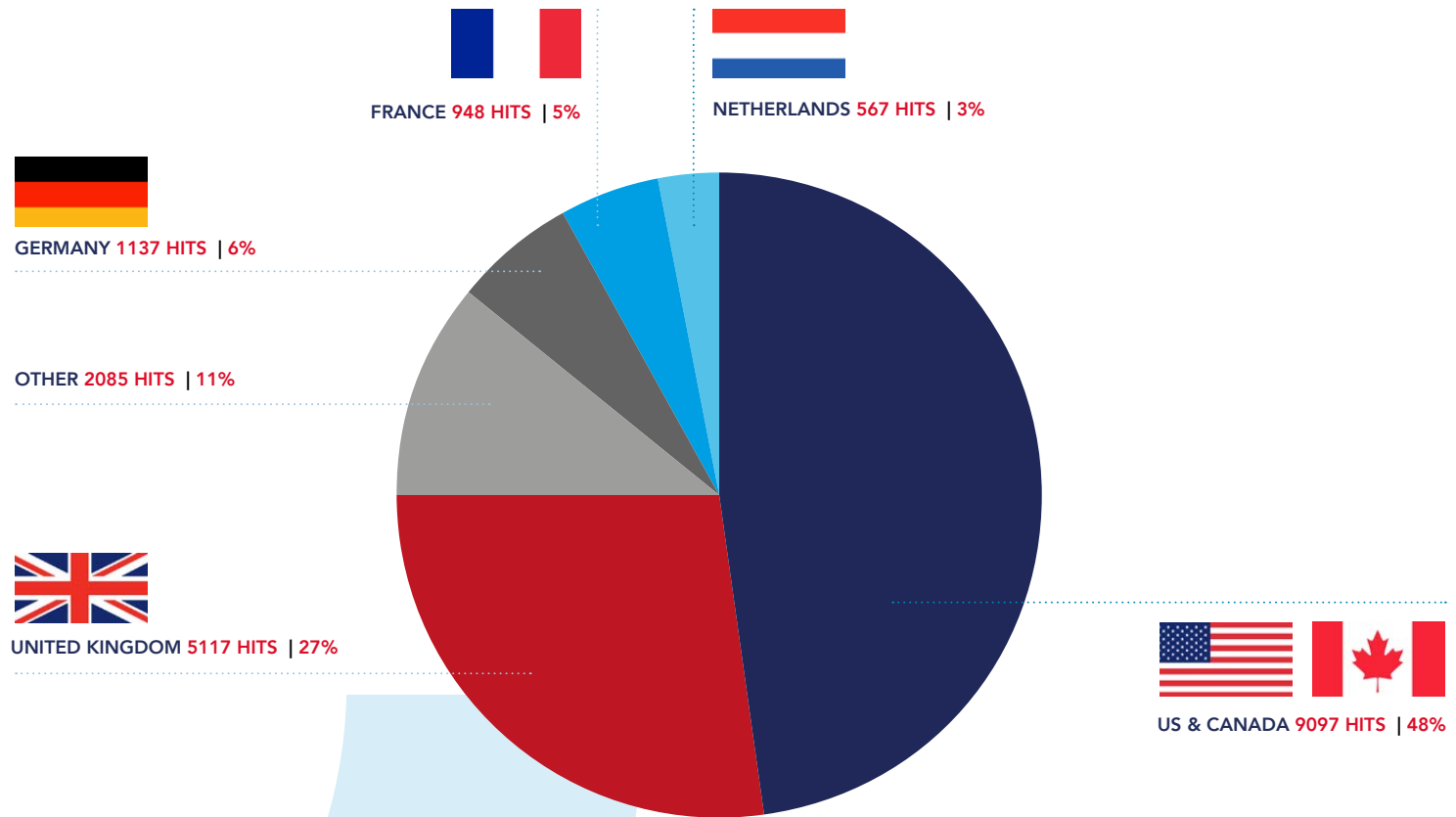
#### INDIVIDUAL ARTICLE

Average page time on article **1.42mins**

Average article page views **787**

#### COMPANY LOGO & BANNER ADVERT

Total impressions across the Risk Insights website, including individual articles **18,952**



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