

2024 RIMS

DIGITAL ADVERTISING AND SPONSORED CONTENT OPPORTUNITIES

MEDIA KIT



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To learn more or reserve space, please contact:

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2024 RIMS AUDIENCE DEMOGRAPHICS

RIMS connects, engages, and demonstrates competitive advantages among corporate insurance buyers across multiple platforms that include digital, thought leadership and events.

RIMS, *the risk management society*, is a global not-for-profit committed to advancing the practice of risk management throughout the world. We bring networking, professional development, certification, and education opportunities to our membership of 8,230+ risk management professionals in over 60 countries. Founded in 1950, the Society represents more than 1,929 industrial, service, nonprofit and government entities globally. For more information on RIMS, visit www.RIMS.org.

Exclusive Audience

RIMS represents the voice of the corporate insurance customer. As such, RIMS members exert tremendous purchasing power in the commercial insurance arena. Collectively, on average, they budget \$16.7 million annually for commercial insurance and risk management services and an additional \$4.4 million for risk management technology purchases and updates.

Audience Demographic Highlights

*Company Revenue (mean: \$4.23 billion)

\$10B+	18%
\$5-\$10B	11%
\$1-\$5B	22%
\$500M-\$1B	9%
\$100-\$500M	16%
<\$100M	7%
No gross sales	12%
No response	5%

*Job Titles

Risk Management Director	32%
Risk Manager	30%
VP of Risk Management	13%
Risk Analyst	8%
Risk Management Officer	4%
Claims Adjuster/Manager	4%
President/Owner/CEO	1%
All others:	8%

**Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)*

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www.RIMS.org



2024 LEARNING EXPERIENCES

Event Education Sessions (2023): 320+ Sessions

Webinars, Workshops & Courses (2023): 178 Experiences

Risk Knowledge (on-demand resource library for risk professionals): 736 Resources available

Magazine Articles (2023): 250 Published

RIMScast Episodes 274 Published to date

White Papers (2023): 24 Issued

RIMS Newsletters (2023):

Weekend Read 260,000 Monthly Engagements

RiskWire 48,000 Monthly Engagements

**RIMS 2023 Historical Data*

FINDINGS: About their Work

Products/Services Involved in Purchasing

For which of the following products/services do you have any level of purchasing involvement (approve/authorize, recommend, select/specify, or any other involvement) for your organization? (use graphs to display percentages)

Property/Casualty Insurance	64%
Cyber Risk Insurance	62%
Brokerage Services	58%
Directors & Officers' Liability Insurance	57%
Excess Liability Insurance	57%
Fidelity and Crime Insurance	56%
Claims Administration/TPA Services*	53%
Business Interruption and Property**	44%
Enterprise Risk Management	44%
Alternative Risk Financing Programs	43%
Professional Development	43%
Environmental Liability Insurance	42%
Third-Party Risk Management	42%
Property Loss Prevention Engineering Services	42%
Risk Data Analytics:	41%
Certificate of Insurance Tracking Software	39%
Terrorism Insurance	38%
Audit, Risk & Compliance Management Programs	36%
Business Continuity	31%
Pandemic Risk Management	30%
Construction Wrap-ups and Surety Bonds	28%
Fleet Safety	26%
Medical Cost Management for Workers***	24%
Litigation Management Programs	24%
Captive Domicile Selection	20%
At least one	89%

*(property/casualty or benefits)

**damage claims services

***compensation (pharmacy benefit management, return to work, claims management)

*Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)

2024 LEARNING EXPERIENCES

FINDINGS: Content Interests, Opinions and Preferences

Interest in Topics

How interested are you in reading about each of the following topics in Risk Management?

Emerging Risks	84%
Cyber Risk	78%
Strategic Risk Management	73%
Artificial Intelligence	69%
Benchmarking	69%
Enterprise Risk Management	64%
Property/Casualty	64%
Litigation/Legal Issues	62%
Crisis Management	59%
Risk Data Analytics	54%
Alternative Risk Financing	53%
Global Risks	52%
Disaster Preparedness	51%
Directors' & Officers' Liability	50%
Loss Prevention	50%
Privacy & Data Governance	47%
Claims Management	46%
Environmental, Social & Governance Risks	44%
RIMS News	43%
Climate Change	42%
Pandemic Risk Management	38%
Supply Chain Risk	38%
Workers' Compensation	37%
Digital Business Transformation	34%
Diversity, Equity & Inclusion	27%
GRC & Security Assurance	25%
Insurtech/Risktech	22%

*Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)

FINDINGS: Use of Digital Resources

Digital Resources Accessed Most Frequently

Which of the following digital resources do you access most frequently when seeking new information related to risk management?

Websites	64%
Webinars	62%
Whitepapers	60%
Newsletters	46%
Podcasts	15%
Social media sites (LinkedIn, X, Meta, etc.)	15%
Videos	9%

*Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)

2024 RIMS ONLINE ADVERTISING OPPORTUNITIES

Online Specifications and Digital Pricing

RIMS.org

Display Unit	Dimensions (pixels)	Monthly Cost
HP and ROS Leaderboard Banner, above the fold (ATF)	970 x 90	\$8,000
HP and ROS Leaderboard Banner, above the fold (ATF)	728 x 90	\$7,500
HP and ROS Leaderboard Banner, below the fold (BTF)	728 x 90	\$3,500
RIMS Log-in page banner	1261 x 1003	\$7,500
RiskWire Leaderboard Banner	728 x 90	\$5,500
RiskWire first content well	650 x 90	\$6,000
RiskWire second content well	650 x 90	\$5,000
RiskWire native banner	180 x 150	\$6,500
The Weekend Read e-newsletter banner	650 x 90	\$7,500

Average Monthly Web Traffic

RIMS.org

Users: 89,756

Sessions: 127,369

Unique pageviews: 114,006

Monthly pageviews: 358,002

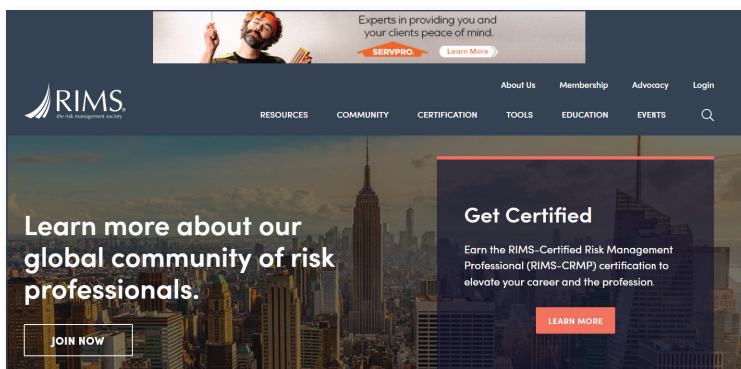
Visit duration: 00:03:24

Source: Google Analytics Dashboard Report for RIMS.org: 2/1/24-2/29/24

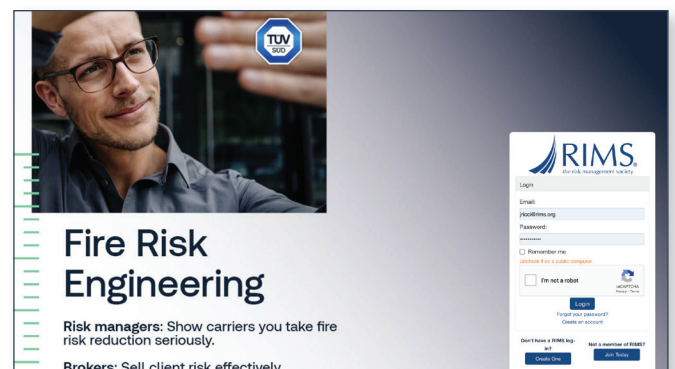
Site Positioning Statement

RIMS.org, the official website of the Risk and Insurance Management Society, Inc. (RIMS), is the premier online destination for those business executives that practice the discipline of risk management. Navigation on the RIMS website highlights the key tools that RIMS is committed to providing risk professionals: resources and content, connections, certification, education, and events. The RIMS website allows the Society to better connect the world's risk management community with curated content and resources. Access to knowledge, expertise, and other online assets that our members expect is front and center, supporting them as they navigate the challenges and advance in this rewarding profession.

RIMS.org Homepage



RIMS.org Log-in Page



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2024 RIMS ONLINE ADVERTISING OPPORTUNITIES

Online Specifications and Digital Pricing

Average Monthly Web Traffic

RMMagazine.com

Display Unit	Dimensions (pixels)	Monthly Cost
HP and ROS leaderboard banner, above the fold (ATF)	728 x 90	\$4,500

RMMagazine.com

Users 35,114

Sessions: 52,237

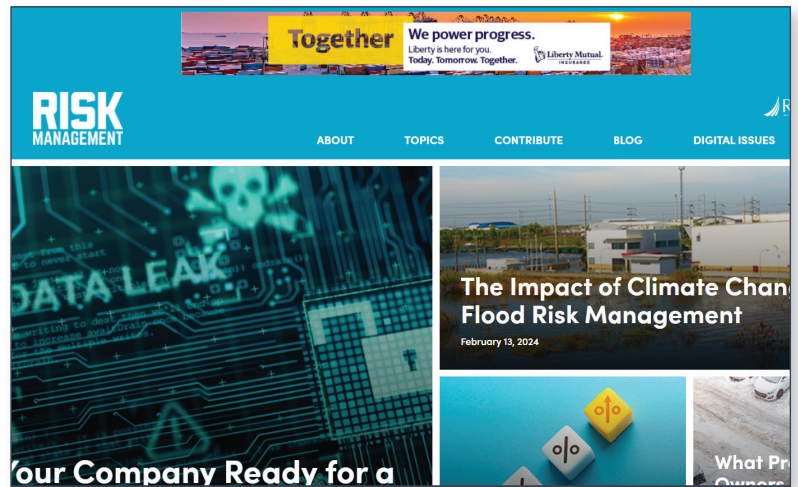
Unique pageviews: 17,598

Total pageviews: 24,097

Avg Visit duration: 00:04:25

Source: Google Analytics Dashboard Report for RMMagazine.com: 2/1/24-2/29/24

RMMagazine.com Homepage



SITE POSITIONING STATEMENT

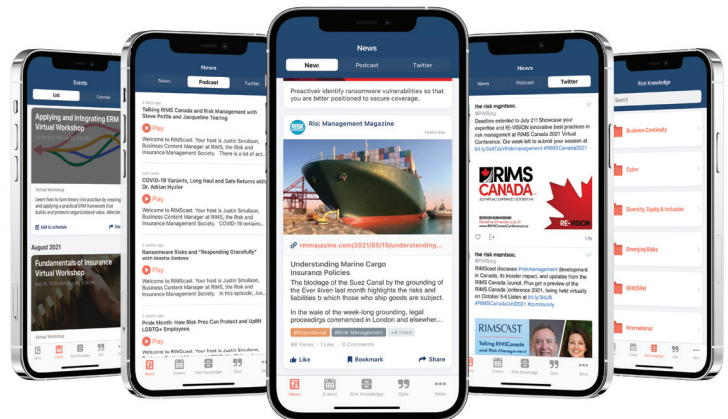
RMMagazine.com, the official website of Risk Management, provides analysis, insight, and news for the risk management community. RMMagazine.com explores the foundational and dynamic concepts and strategies used by those tasked with protecting the physical, financial, human, and intellectual assets of their organizations, and provides the in-depth insight into new and emerging risks to help risk and insurance professionals meet the evolving challenges of today's business landscape.

ONLINE CAMPAIGN MEASUREMENT

You have the option of using RIMS' third-party ad server, Google Ad Manager, or your approved third-party ad server to monitor the results of your online campaigns on RIMS' digital platforms.

RIMS MOBILE APP

The RIMS mobile app provides members with a new way to connect and engage with each other and with RIMS. Users can read the latest RIMS news and articles from Risk Management, view upcoming events and workshops, listen to RIMScast, the Society's podcast, browse Risk Knowledge and read white papers, and connect with RIMS members via Engage. The free app is available for download in the Apple Store and Google Play.



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2024 RIMS WHITE PAPER SPONSORSHIPS

Utilize a proven marketing vehicle by engaging risk management professionals with your thought-leadership content. Sponsored white papers give your brand a competitive advantage and generates highly-qualified sales leads.

*60% of RIMS members access white papers most frequently when seeking new information related to risk management.**

Background

All sponsored white papers are hosted on Risk Knowledge, our online library that includes white papers, webinars, podcasts, articles and benchmarking data. Your sponsored white paper will be archived on Risk Knowledge indefinitely.

Process

We will review our email inventory calendar to recommend and schedule a date for your white paper marketing email. After you select a date, your copy, logo and white paper PDF are due 5 business days before your scheduled launch. All sponsored white paper submissions are reviewed and vetted by RIMS' content team. RIMS will send you a test email for approval.

Promotion

RIMS will publish your white paper on Risk Knowledge and distribute your co-branded email blast to 65,000+ risk professionals. Additionally, we will promote the white paper as one of five pieces of RIMS' spotlighted content that will appear in an upcoming edition of the *RIMS Weekend Read* newsletter with a link to your white paper landing page on RIMS.org.

We expect white paper authors to provide educational content lending some context and perspective in interpreting data/trends that corporate insurance buyers should look for as well as addressing the subject matter at hand. If your submitted paper(s) do not meet these requirements, RIMS will delay the release of the white paper(s) until these conditions are met.

Download Reports

Within 2 to 3 business days of hosting your white paper, we will send you an initial report with contact information of everyone who downloaded your white paper (including email addresses). At the end of the following week, we will send you a second report that captures any remaining leads.

Average Downloads

These white paper topics average 125 to 150 downloads per white paper. Niche topics average 50 to 75 downloads per white paper.

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Cyber Resilience: Preparing Risk Executives for Cyber Incidents

Sponsored by



Cyber risk may be shadowy but preparing for it doesn't have to be. Today, risk managers can play a key role in helping their company anticipate, prepare for and respond to cyber threats on multiple fronts.

In this whitepaper you will learn how to shape a smart cyber incident response plan, including:

- Which aspects are most critical
- Where some plans fall short
- Why practice pays off

Download the [whitepaper here](#) to start strengthening your company's cyber resilience today. Your C-suite may thank you for it.

[DOWNLOAD WHITEPAPER](#)

Note: All downloads and related contact information will be accessible to the whitepaper sponsor.



2024 RIMS WEBINAR SPONSORSHIPS

Sponsored webinars are one of your strongest solutions to generate revenue through your marketing efforts.

62% of RIMS members access our webinars most frequently when seeking out new information related to risk management.*

Reasons for Attending a Webinar

- Develop short list of vendors
- Justify potential purchase
- Compare products as part of analysis
- General interest
- Identify features
- Preliminary info gathering
- Evaluating new products and services
- Staying up to date

RIMS will develop a multiple touch point webinar campaign to build your brand awareness and increase your customer engagement among corporate risk management professionals who are members of RIMS.

Process

In order to launch your webinar, we require the title, description and speaker biographies and headshots. We request 4-6 weeks of lead time to set up and promote your webinar.

One week before the live date, we will do a test webinar to determine final details, i.e. slide control, Q&A delivery, polls, surveys and handouts. Three business days after the live date, your webinar presentation will be made available to registered users.

Promotion

After your webinar is launched, we will send you a marketing schedule that includes group digest email blasts to 65,000+ risk professionals and social media outreach to RIMS' followers on LinkedIn, X and Instagram to drive registrations and attendance for your webinar event."

Audience Engagement

Attendee numbers are driven by how interested risk managers are in the topic presented. Topics such as emerging risks, data privacy and cybersecurity, strategic risk management, artificial intelligence, benchmarking, enterprise risk management, property/casualty, litigation/legal issues, crisis management, risk data analytics, alternative risk financing, global risks and disaster preparedness may command webinar attendance from 200 to 300 executives, on average. Niche topics may draw 100 to 125 attendees, on average.

*Source: *Risk Management's* 2023 Reader Profile Study of Organizational Risk Managers (conducted by Readex Research)

**Risk Management's 2023 Reader Profile Study of Organizational Risk Managers (conducted by Readex Research)*

The screenshot shows a webinar registration page on the RIMS website. The page title is "Inflation and Property Valuation: Aligning Your Assets with Reality". The date and time are "Thursday, March 28, 2024, 1:00 pm-2:00 pm EDT". The registration fee is "RIMS Member FREE | Nonmember \$50". The webinar is sponsored by "Global Risk Consultants". There is a "REGISTER" button. Below the registration information, there is a section titled "Speakers" with three speaker profiles: Justin Chen (Global Manager, Valuation Services, Global Risk Consultants), Charlie Carriler (Strategic Sales Manager, Project Services, Global Risk Consultants), and Frank Fransone (Senior Director, Risk Management, Brookfield Properties). There is another "REGISTER" button at the bottom of the speakers section.

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2024 RIMSCAST SPONSORSHIPS

RIMScast is the Risk and Insurance Management Society's official podcast. In a conversation-style format, these weekly 20-minute episodes explore different topics impacting the global risk management community. RIMS business content manager and host Justin Smulison explores a topic through interviews with an expert or experienced risk professional.

From new laws and international risk guidelines to emerging trends and opportunities, RIMScast informs the audience of developments in various industries and how risk professionals might consider and act on them.

Downloads

- Total episodes: 274
- 164,600 total unique downloads
- 600 average downloads per episode
- 40,311 unique downloads in 2023

Source: RIMScast's metrics since launch in September 2018..

Custom Campaign Sponsorship

- You will have considerable creative input. RIMS will partner with you to meet your customer engagement goals.
- Episodes may have a storyline or narrative. Structure will depend on your strategic objectives.
- Each campaign episode runs on average, between 8-12 minutes.
- Episodes will be hosted on a dedicated RIMScast page, with your company logo featured prominently on the sponsor banner.
- RIMS will deliver the final version of the episode file to the client to use at their discretion.
- RIMS will host sponsored episodes on dedicated pages that allow us to share user-download information with clients.

Publicly Facing Campaign Sponsorship

As a sponsor, you can run four short 15 to 20 second promotional segments (preroll, introduction, midroll and outroll) within RIMScast's opening keynote speaker interviews for RISKWORLD, RIMS Canada and the RIMS ERM Conference events.

Leverage these high-visibility marketing platforms to alert and direct potential attendees to your booth/branded kiosk, drive attendance for one of your sessions and/or direct new visitor traffic for thought leadership content hosted on your website.

Potential Topics

- Technology (e.g. risktech, insurtech, artificial intelligence, etc.)
- Financial risk management
- Strategic and Enterprise risk management
- Safety (e.g. workplace, worksite, travel, National Safety Month in June)
- Environmental, Social & Governance (ESG) risks
- Cybersecurity (e.g. National Cyber Security Awareness Month in October)
- Diversity, Equity and Inclusion (DE&I)
- Infrastructure (e.g. National Critical Infrastructure Security and Resilience Month in November)
- Violence preparedness (e.g. active shooter, terrorism, workplace violence)
- Workers compensation
- Global risks
- Business continuity
- Legal/Regulatory/Compliance

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Audience

- Globally-based risk management professionals
- Executive leaders
- RIMS members

2024 RIMS RISKWIRE NEWSLETTER ADVERTISING OPPORTUNITIES

Connect with RIMS global network

RIMS' RiskWire e-newsletters, delivered via e-mail twice a week (Mondays and Thursdays) to more than 6,200 opt-in risk management professional subscribers, is curated content gathered from sources like *The Wall Street Journal*, *The New York Times*, *Reuters*, *The Washington Post*, *Financial Times*, *The Associated Press* and other leading industry trade publications.

This curated content provides insight and marketing intelligence that helps RIMS members make informed business decisions that impact the structure of their organizations' commercial insurance programs.

Utilize RiskWire as the channel to deepen your engagement with RIMS members by delivering your digital advertising messages to corporate insurance purchasing decision makers in a content-rich environment. On average, risk managers budget *\$16.7 million annually for commercial insurance and risk management services and *\$4.4 million annually for risk management technology purchases and updates.

*Source: *Risk Management's* 2023 Reader Profile Study of Organizational Risk Managers (conducted by Readex Research)

RiskWire Digital Ad Opportunities

Name	Dimensions (in pixels)
Leaderboard	728 x 90
Banners	650 x 90
Native Banner	180 x 50

RiskWire Digital Ad Positions

Display Unit
728 x 90 leaderboard (top position in the e-newsletter)
650 x 90 banner (placed within the first well of content)
650 x 90 banner (placed within the second well of content)
180 x 50 native banner (placed within the third well of content)

Media File Requirements

- Static image files must be of type: JPG, PNG or GIF.
- File types Flash, BMP and PDF are NOT supported.

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The screenshot displays the RIMS RiskWire newsletter layout. At the top, there is a header for 'The PHLY Difference' with a play button icon and a photo of a woman. Below this is the 'RISKWIRE' logo with navigation links for Archive, RIMS.org, Blog, RM Magazine, and Risk Knowledge. The 'TODAY'S FEATURE' section highlights 'Managing Legal Supply Chain Risks' from Risk Management Magazine (10/26/2021), discussing the impact of COVID-19 on supply chains. Below this is a sponsored section for 'Risk Management Reading Guide on IMF eLibrary' offering free research from the International Monetary Fund. The 'INDUSTRY NEWS' section includes several articles: 'F.D.A. Panel Recommends Covid Shots for Children 5 to 11' from The New York Times (10/26/2021), 'Hundreds of US Networks Targeted by Russian Cyber Attack, Microsoft Says' from Insurance Journal (10/25/2021), 'More Organizations Are Saying 'No' to Ransomware Demands' from PropertyCasualty360 (10/26/2021), 'Analysts Say US Labor Shortage Could Last a While' from Insurance Journal (10/26/2021), 'US-China Tensions Evident as Biden Heads to Twin Summits' from AP News (10/27/2021), and 'The US Infrastructure Bill Offers the Groundwork for Personalized Insurance' from PropertyCasualty360 (10/26/2021). There are also advertisements for 'intact' (A deeper understanding of your business) and 'Liberty Mutual' (All in on Workplace Safety & WC). The 'RIMS RESOURCES' section features 'Launching DEI Initiatives with Tara Lessard-Webb' from RIMScast and 'Closing the Gaps on Reputational Risk Management' from RIMS Report.

2024 RIMS THE WEEKEND READ NEWSLETTER ADVERTISING OPPORTUNITIES

As risk professionals' responsibilities continue to mount, finding time for them to keep up on the latest trends and new strategies to navigate today's risks has become increasingly more difficult.

The *Weekend Read* provides the RIMS wider community of 65,000+ risk professionals with a round-up of the Society's insight, articles, interviews, and podcast episodes, delivered every Saturday morning to their desktops without clutter.

With an estimated 260,000 monthly newsletter deliveries, an average monthly open rate of 27%, 70+ banner ad clicks per month and an average monthly CTR rate of 0.10%, your banner ad messages will be noticed and acted upon by our wider risk professionals' audience of corporate risk managers, broker practice leaders, property/casualty insurance executives and C-Suite leaders.

Weekend Read Digital Ad Positions

650 x 90 (top position in newsletter)

650 x 90 (placed in first well of content)

650 x 90 (placed in second well of content)

Media File Requirements

- Static image files must be of type: JPG, PNG, or GIF.
- File types: Flash, BMP and PDF are not supported.

The Weekend Read | View Web Version

RIMS the risk management society

The Weekend Read

Brought to you by RIMS

Saturday, March 16

Is Your Company Ready for a Data Breach?
RIMS Risk Management Magazine

Technical solutions to cyberattacks are the cornerstone of a sound cyber resilience plan, but the potential for damage to your company—whether material or reputational—can persist long after an organization resolves the purely digital aspect of an attack. The following measures can help limit the impact of a cyberattack.
[Read more...](#)

Giving Back with APIW President Liz Kramer
RIMSCast

Women's History Month celebrations continue with Association of Professional Insurance Women President Liz Kramer. Liz discusses her international career in insurance and risk management and APIW's presence at RISKWORLD and the importance of giving back.
[Free podcast!](#)

Liz Kramer

Teaching Cross-Functional Collaboration
RIMS-CRMP Story

Victoria Ogbuehi is the Senior Risk & Resilience Manager for Nigerian Bottling Company, which provides services to Coca-Cola HBC. Learn how the RIMS-CRMP equipped her for the role and the flexibility it provided her as a risk professional.
[Read more...](#)

SAN DIEGO 2024 RISKWORLD MAY 5-8 **REGISTRATION IS OPEN** [REGISTER NOW](#)

Building a Connected Risk Infrastructure

[Get the Guide](#)

AUDITBOARD

Unlocking Operational Risk Management
RIMS White Paper, Sponsored by AuditBoard

Ideally, operational risk management should serve as the early warning signal to the board and senior executives to act. In reality, enterprise risk management programs often do not live up to their promise of proactively managing enterprise-wide risks. This report explores the reasons for this trend and how connected risk management strategies to empower front-line risk owners to better manage their risks.
[Download today!](#)

Fraud Attitude Shifts in the Industry
RIMS Webinar, Sponsored by Zurich

This Thursday, March 21, Zurich will explore the shifting attitudes about insurance fraud in the commercial market and how the relationship between the customer, broker, and insurance carrier needs to shift to a stronger and more collaborative partnership.
[Register now!](#)

If you were forwarded this email, you can subscribe to The Weekend Read [here](#).

[SIGN UP](#)

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This email was sent to joneh42@yahoo.com

[Change your communication preferences](#)

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2024 RIMS RISK MANAGEMENT EMAIL BLAST SPONSORSHIP OPPORTUNITIES

Savvy marketers continue to invest heavily in digital marketing efforts to retain and attract new customers. B2B buyers are 57%-70% done with their purchasing decision process by the time they contact a sales representative.

Insurance brand marketers know this. They are partnering with select media outlets to leverage their brand visibility by linking to their thought-leadership content as a way of increasing their customer engagement among their target audiences.

RIMS members have consistently rated *Risk Management*, now 100% digital, as one of their most valuable member benefits because it provides the most comprehensive discussion of issues affecting their jobs.

Sponsors have three email blast options to send out a dedicated monthly email to RIMS' database of 65,000+ risk professionals with a 650 x 90 banner placed prominently, at the top of the blast, directing new visitor traffic to the sponsors URL landing pages on their websites:

1. Monthly Editor's Pick (of selected articles)
2. Mid-Month Pick (of selected articles addressing a specific content topic)
3. Sponsored Advertorial (with content hosted on *RMMagazine.com*)



The screenshot shows the top of the Risk Management magazine's 'Editor's Picks' section. It features a blue header with the 'RISK MANAGEMENT' logo and the 'Editor's Picks' title. Below the header, there are three article teasers. The first is 'Navigating the Hard Market in 2024' with a blue background and white percentage icons. The second is 'Minimizing Damages Associated with Winter Weather' with a photo of a snowy road. The third is 'Five Mounting Pressures Propelling Risk Transformation' with a red bar chart showing an upward trend.

Navigating the Hard Market in 2024

Hard markets, characterized by high premiums and deductibles as well as stricter terms, will continue to plague risk managers this year, with property presenting bigger challenges than casualty.

[READ MORE...](#)

Minimizing Damages Associated with Winter Weather

As winter continues in the Northern Hemisphere, organizations need to maintain or even enhance their preparation measures to address some of the biggest cold weather risks.

[READ MORE...](#)

Five Mounting Pressures Propelling Risk Transformation

As the role of the risk function becomes more strategic, key factors are accelerating changes in risk management strategies, structures, processes and capabilities.

[READ MORE...](#)

2024 VIRTUAL ROUNDTABLE EVENT SPONSORSHIP OPPORTUNITIES

For partners who are looking for small focus group discussions, among RIMS member attendees, where there will be a safe space to share their opinions/insights/challenges addressing, the topic at hand, in-depth, RIMS is now offering its clients a 60-minute virtual roundtable event sponsorship hosted by RIMS over Zoom.

Based on the selection criteria, RIMS will send out email invitations, on behalf of the sponsor, with questions/discussion points for potential attendees to start thinking about in advance of the Roundtable. RIMS will collect the RSVPs. The sponsor makes the ultimate decisions on who to extend invitations to their event.

For a sponsor who is looking to conduct a small focus group discussion among RIMS members to better understand how corporate insurance customers address a particular risk management challenge or gain new learnings/insights into a possible new product offering to address an emerging risk need, RIMS' Virtual Roundtable Sponsorship Event would be a great marketing platform to accomplish those objectives.

To learn more or reserve space, please contact:

Ted Donovan | Senior Business Development Manager | cell: **+1.917.318.2155** | tdonovan@RIMS.org

Kris Wolcott, CAE, IOM | Director of Sales | c: **+1.828.962.1646** | kwolcott@RIMS.org

www.RIMS.org

2024 RIMS DIGITAL ADVERTISING REQUIREMENTS

Online Banner Advertising

RIMS.org

Banner Ad Size Unit	Max File Size	Accepted File Formats
1261 x 1003 Login Page	3MB	GIF (static only) JPG PNG HTML5
728 x 90 Leaderboard	200k	GIF (static or animated) JPG PNG HTML5
970 x 90 Super Leaderboard	200k	GIF (static or animated) JPG PNG HTML5

RMMagazine.com

Banner Ad Size Unit	Max File Size	Accepted File Formats
728 x 90	200k	GIF (static or animated) JPG PNG HTML5

Rich Media File Requirements

- Maximum animation length: Unlimited, User-initiated
- Frame rate must be no more than 18 frames per second (fps)
- Audio must be user-initiated (On click)
- All animation/audio must contain Play/Stop controls
- Maximum in-unit video time: additional 30 seconds after user interaction

Newsletter Advertising

Please provide a URL address to accompany the delivery of your ad file.

Channel	Banner Ad Size Unit	Max File Size	Accepted File Formats
RiskWire	728 x 90	150k	GIF (static only) JPG
RiskWire	650 x 90	150k	GIF (static only) JPG
RiskWire	180 x 150	N/A	PNG (static only) JPG
Risk Management Magazine	650 x 90	150k	GIF (static only) JPG
The Weekend Read	650 x 90	150k	GIF (static only) JPG

Native Text Advertising

Channel: RiskWire

True Text Sponsored Content Ad Requirements

- Image/logo must be 180 x 150 pixels
- Image/logo format must be JPG or PNG file, @72dpi, RGB
- No animation
- No contact information included
- Image cannot be treated as a regular banner ad
- **Headline:** Advertiser supplies 5-7 words
- **Summary text:** Advertiser supplies 50-70 words
- **Headline/summary text** must be plain text and cannot contain HTML or odd characters
- **Call to action text:** Advertiser supplies text (e.g., click here, read more)
- Advertiser supplies URL address to link to

Native ads will be labeled as "Sponsor provided content".

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