

Showcase your executives with video-led thought leadership



Connect with the (re)insurance market through sharp, insight-driven video content.

Led by our senior editor, Meg Green, our thought leadership videos elevate your executives, amplify your perspectives, and deliver your message to an influential industry audience.

5-MINUTE TAKES (REMOTE INTERVIEWS)

[View an example](#)

Why partner with us?

- 5-minute interviews, filmed remotely
- Position your executive in conversation with award-winning journalists
- Gain broad visibility through promotion across our site
- Strengthen brand recall with your logo featured in the pre-roll
- Extend your reach with ready-made social snippets

ON-LOCATION INTERVIEWS (INDUSTRY EVENTS)

[View an example](#)

Why partner with us?

- Showcase your spokesperson at major industry events: **RISKWORLD, Monte Carlo, WSIA, Target Markets**
- Align with award-winning editorial voices on market-defining topics
- Gain broad visibility through promotion across our site
- Professionally produced with an industry event backdrop
- Extend your reach with ready-made social snippets

INSIDER OUTLOOK (MINI DOCUMENTARIES)

[View an example](#)

Why partner with us?

- Position your executive as a thought leader in market-shaping conversations
- Reach **100,000+** industry professionals across our channels
- Feature in high-quality, editorially led mini-documentaries
- Benefit from expert commentary supported by dynamic graphics and data insight
- Align with a trusted and influential industry brand
- Enjoy wide visibility with free-to-view content promoted to our full audience

Insider Outlook Topics

Overall P&C Reinsurance Market

- AI: The Game-Changer for P&C Insurance
- Macroeconomic Conditions Impacting the P&C Market
- Anatomy of a Complex Insurance Claim: Managing Big-Ticket Losses
- Insurance Innovation: Data, AI, and Automation Transforming Claims and Underwriting
- Reinsurance Market Dynamics for 2026: Capacity, Pricing & Innovation
- Behind the World's Largest Cat Bond

Property

- Severe Convective Storms: The Rising Risk in Europe & the US
- Flood Insurance: Closing Coverage Gaps in a Climate-Changed World
- Cat Modeling Advances: Optimizing Risk Assessment for 2026
- Insuring High-Net-Worth Individuals: Challenges & Growth Opportunities
- Hurricane 2026 Outlook
- Flood Risk Mitigation: Emerging Technologies & Private Market Growth

Casualty

- Cyber Insurance Complexities: Evolving Threats & Underwriting Strategies
- D&O Insurance: Managing Emerging Liability Hotspots
- Credit Lines & Trade Credit Risk: Market Outlook & Strategies
- Forever Chemicals: Emerging Liability & Environmental Risks for Insurers
- Microplastics: Navigating a Growing Environmental Insurance Challenge
- Insuring Artificial Intelligence: Emerging Risks & Insurance Solutions



'I felt the interview went exceptionally, well and the quality of the filming was outstanding.'

SVP | Chief Marketing and Communications Officer, Ryan Specialty

PACKAGES

REMOTE VIDEO

1x inclusion in Insider On Air newsletter (100,000 subscribers)

1x video snippet for social media

Video pinned permanently to the *Insider On Air* multimedia hub

Dedicated landing page with partner logo

Organic + paid **LinkedIn promotion**

Expected views: **2,000–5,000+**



ON-LOCATION VIDEO INTERVIEWS

1x inclusion in Insider On Air newsletter (100,000 subscribers)

1x video snippet for social media

Permanent placement on the multimedia hub

Dedicated landing page with partner logo

Organic + paid **promotion**

Expected views: **5,000–10,000+**



INSIDER OUTLOOK

1x inclusion in Insider On Air newsletter (100,000 subscribers)

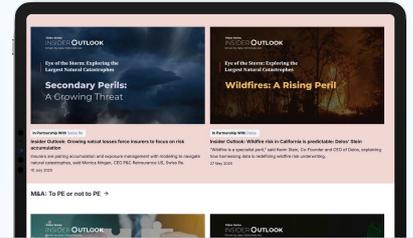
1x video snippet for social media

Permanent placement on both *Insider On Air* & *Insider Outlook* hubs

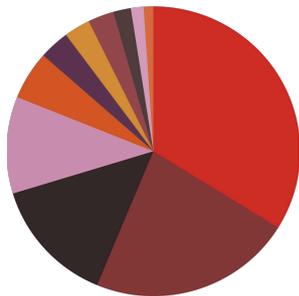
Dedicated landing page with partner logo

Organic + paid **promotion**

Expected views: **10,000+**



WHO'S WATCHING?



22.02% C-suite / Executive Leadership

14.61% Directors + Founders

9.13% Underwriting

7.04% Managers

3.52% Broking

2.18% Claims

1.88% Legal / Compliance

1.86% Risk / Cat Modelling

1.25% Actuarial

0.91% Finance / Accounting

0.69% Strategy

40.53%

35.15%

2.49%

2.34%

1.75%

1.68%

1.52%

CONTACT US



Georgia Macnamara

georgia.macnamara@insuranceinsider.com

+44 207 779 8130



Goran Pandzic

gpandzic@insuranceinsider.com

+1 917 232 0308