

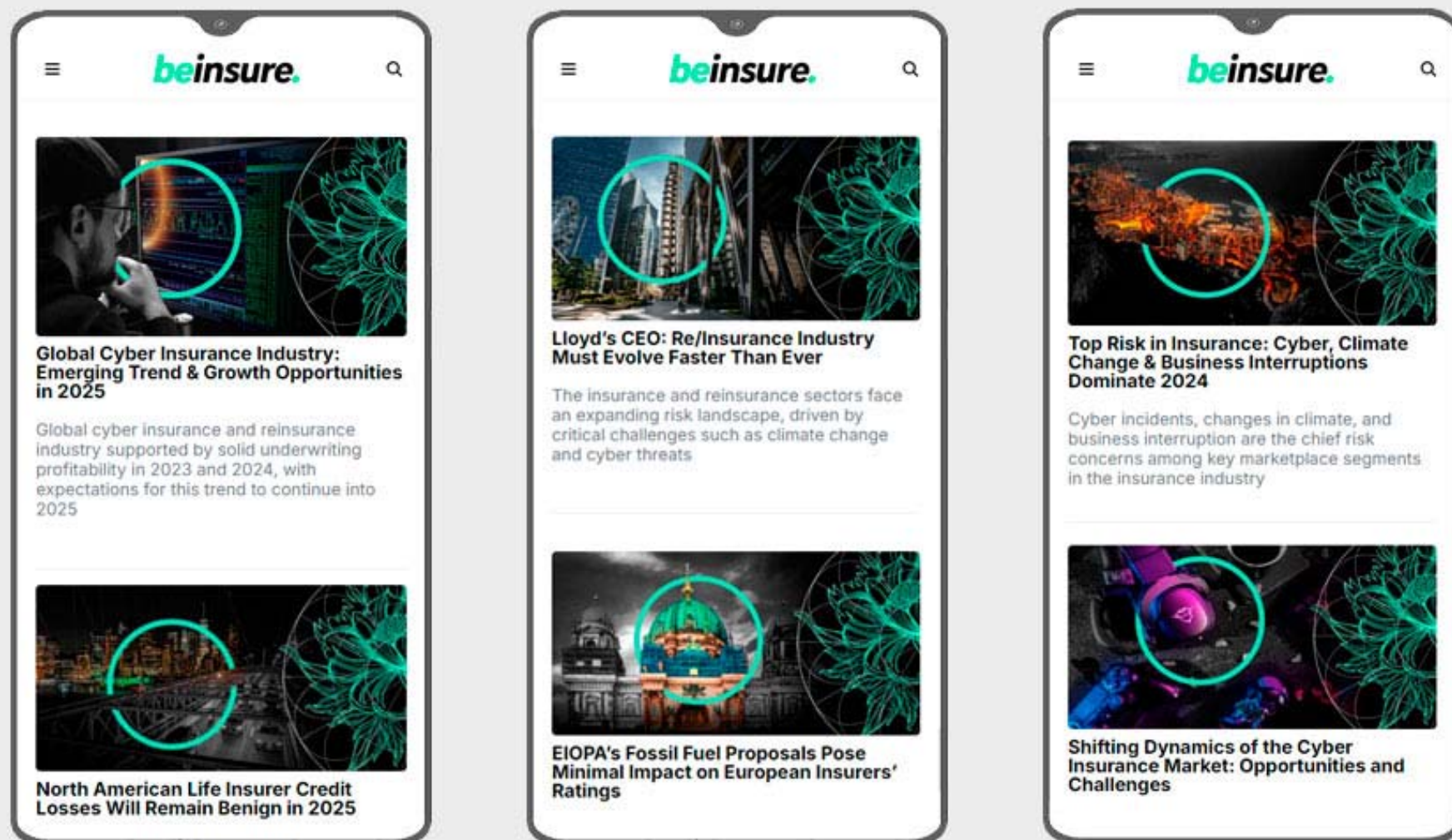
Beinsure Media

[MEDIA KIT 2025]



beinsure.com

about



Beinsure.com — Digital Media about re/insurance, insurtech, investments & crypto. The latest news, ratings, review and technologies of Insurance & InsurTech market.



At Beinsure, we take away uncertainty of insurance and investment by connecting you with insightful, useful information, in order to help you understand your insurance needs.

With this unbiased information, you can get insurance and investment products.

[By positioning your brand with Beinsure you can access our growing global readership of finance, [insurance](#), crypto, [cyber](#), fintech & [insurtech](#) industry participants, including both buyers and sellers of protection, service providers, investors and other interested stakeholders.



about

Beinsure aimed at an international audience interested in the topics of insurance, insurtech, investments, AI, ML & [blockchain](#) technologies.

Beinsure serves a global audience interested in finance, insurance, and technology, offering an integrated platform for both industry professionals and the general public. *Beinsure Media* — part of the *Finance Media Holding*», with audience more than **2M+** readers per year.

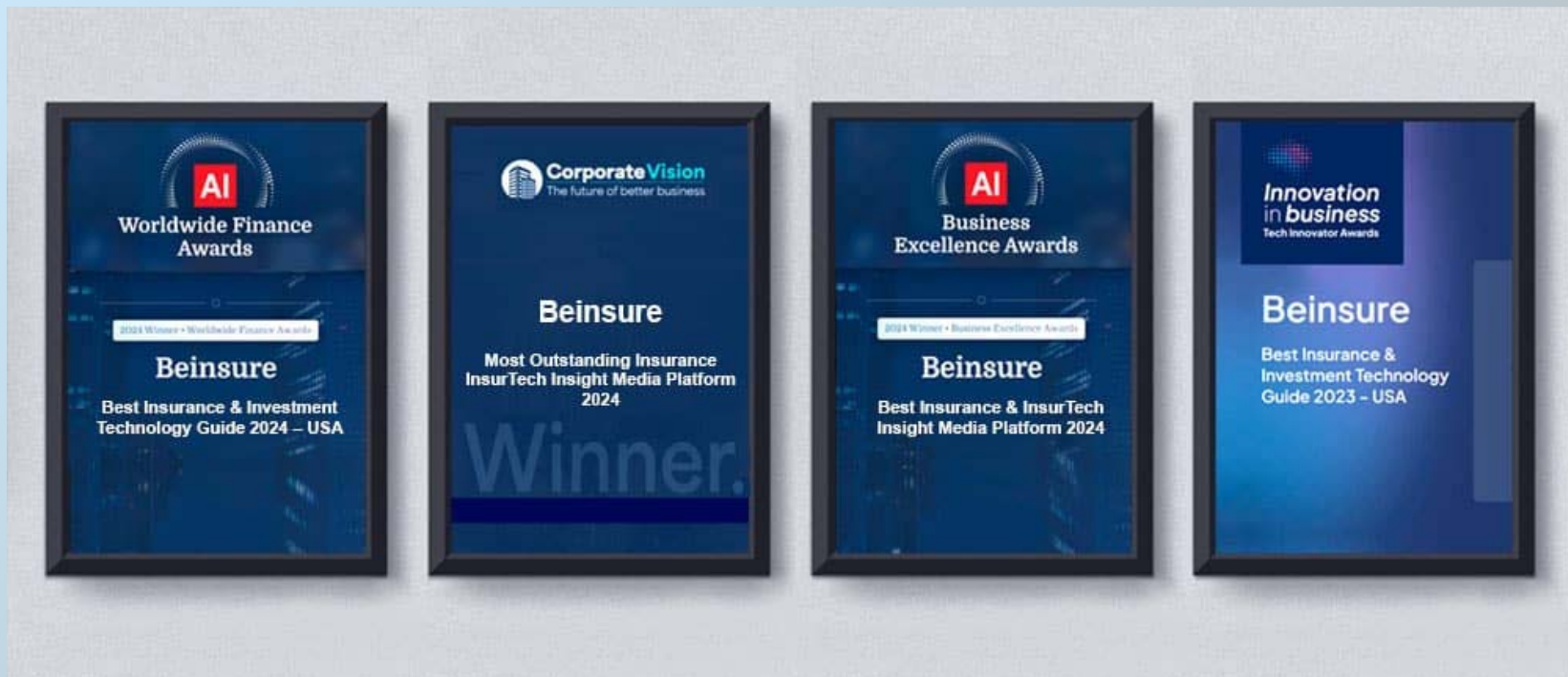
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Beinsure reviews, forecasts & data are featured and cited by reputable media



Beinsure Media Awards

In 2023-2025, we at Beinsure have proudly achieved new milestones, [awards and recognitions](#), solidifying our position as a leader in the insurance and InsurTech media industries.



Beinsure Media Awards

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- 2025 Business Excellence Awards:** Biz Tech Outlook (Shortlist)
- 2025 Northern American Startup Awards Edition 11 :** FinTech Startup of the Year for 2025 (Nominee)
- 2024 Corporate LiveWire Global Awards:** Online Insurance Guide of the Year for 2024/2025 (Winner)
- 2024 Worldwide Finance Awards:** Best Insurance & Investment Technology Guide 2024 – USA (Winner)
- 2024 Business Excellence Awards:** Best Insurance & InsurTech Insight Media Platform 2024 (Winner)
- 2024 North America Business Awards:** Best Insurance Digital Media Platform 2024 – USA (Winner)
- 2024 Global Business Insight Awards:** Most Outstanding Insurance & InsurTech Insight Media Platform 2024 (Winner)
- 2023 Technology Innovator Awards:** Best Insurance & Investment Technology Guide – USA (Winner)
- 2023 BASA Awards:** Best of America Small Business Awards 2023 (Shortlist)

We are trusted to promote tech brands

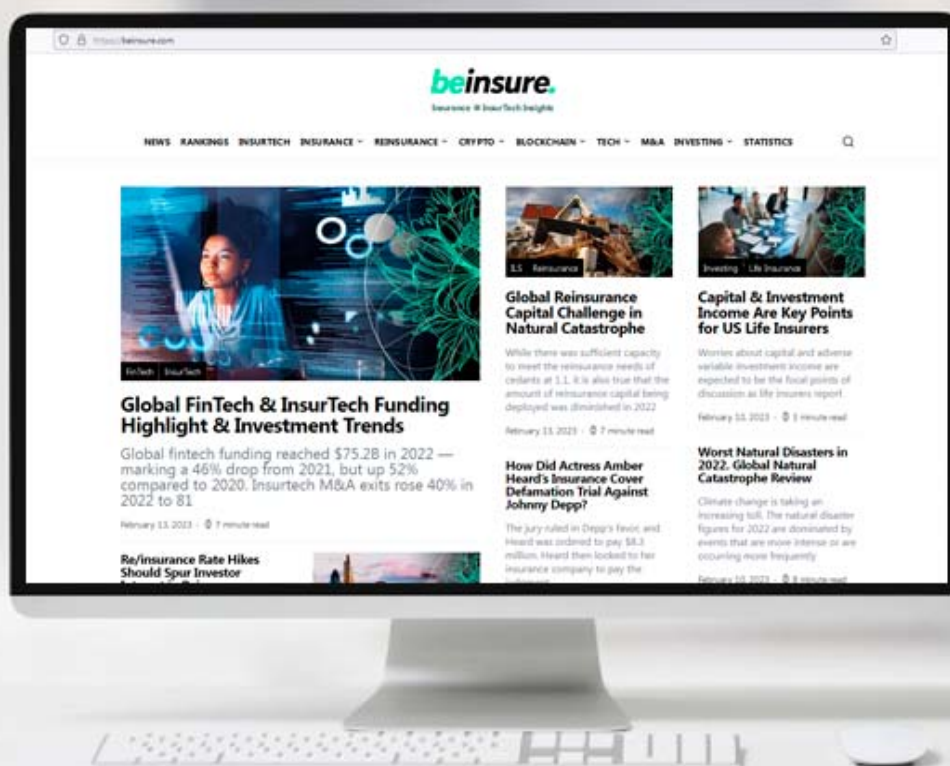
Renowned companies in technology, insurance, blockchain, investment, and finance trust us to promote their brands.



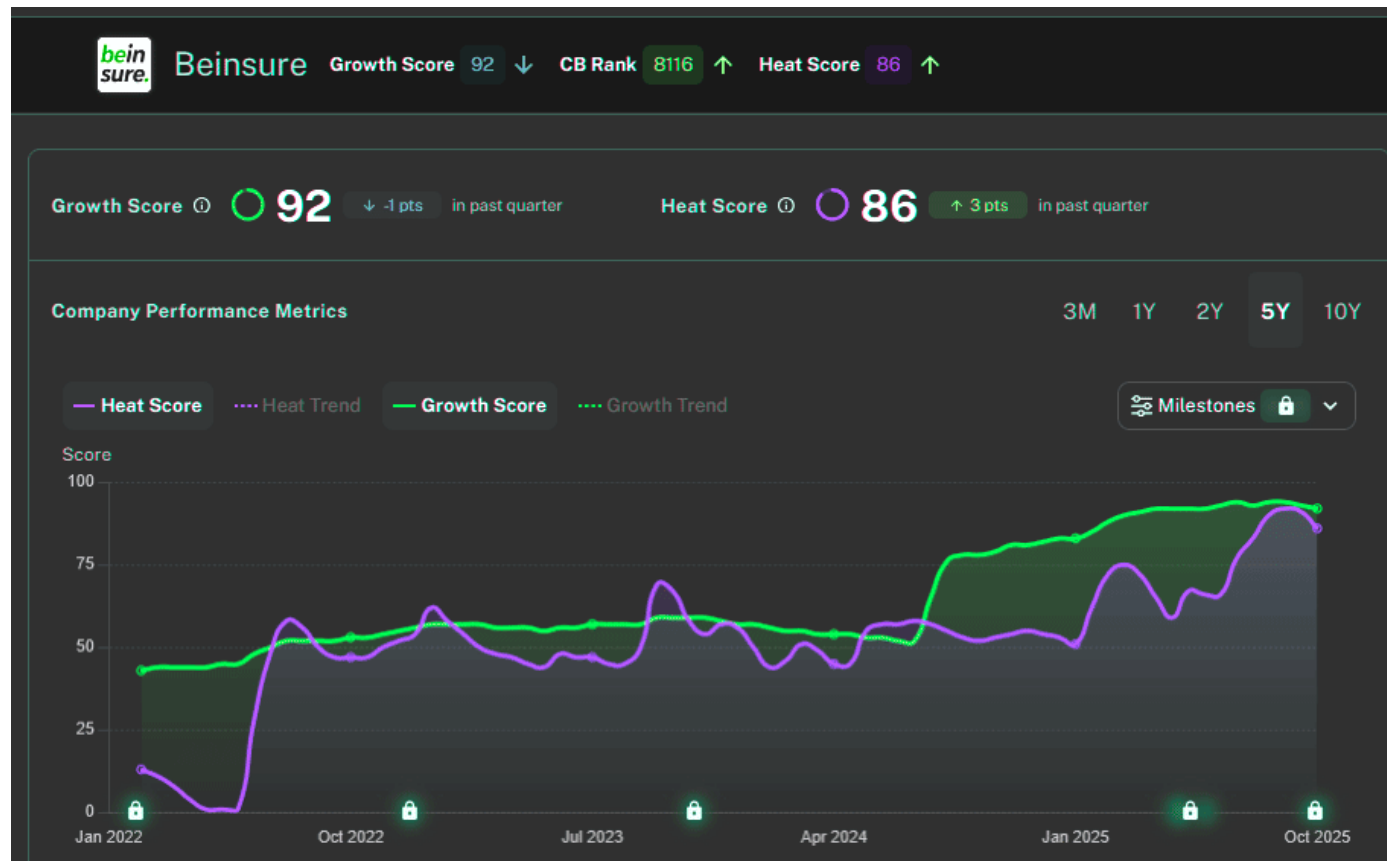
Beinsure Audience

240,000 monthly visits

Our media can help you raise the profile of your brand, attract new customers, as well as gain direct responses to meet specific campaign targets.



Beinsure Performance Metrics by Crunchbase



About These Metrics

Growth Score - The measure of growth based on company activity, operational metrics, and investments

Heat Score - The measure of the market interest, media activity, and Crunchbase profile activity

Growth Trend - The change in the growth score over the given time period

Heat Trend - The change in the heat score over the given time period

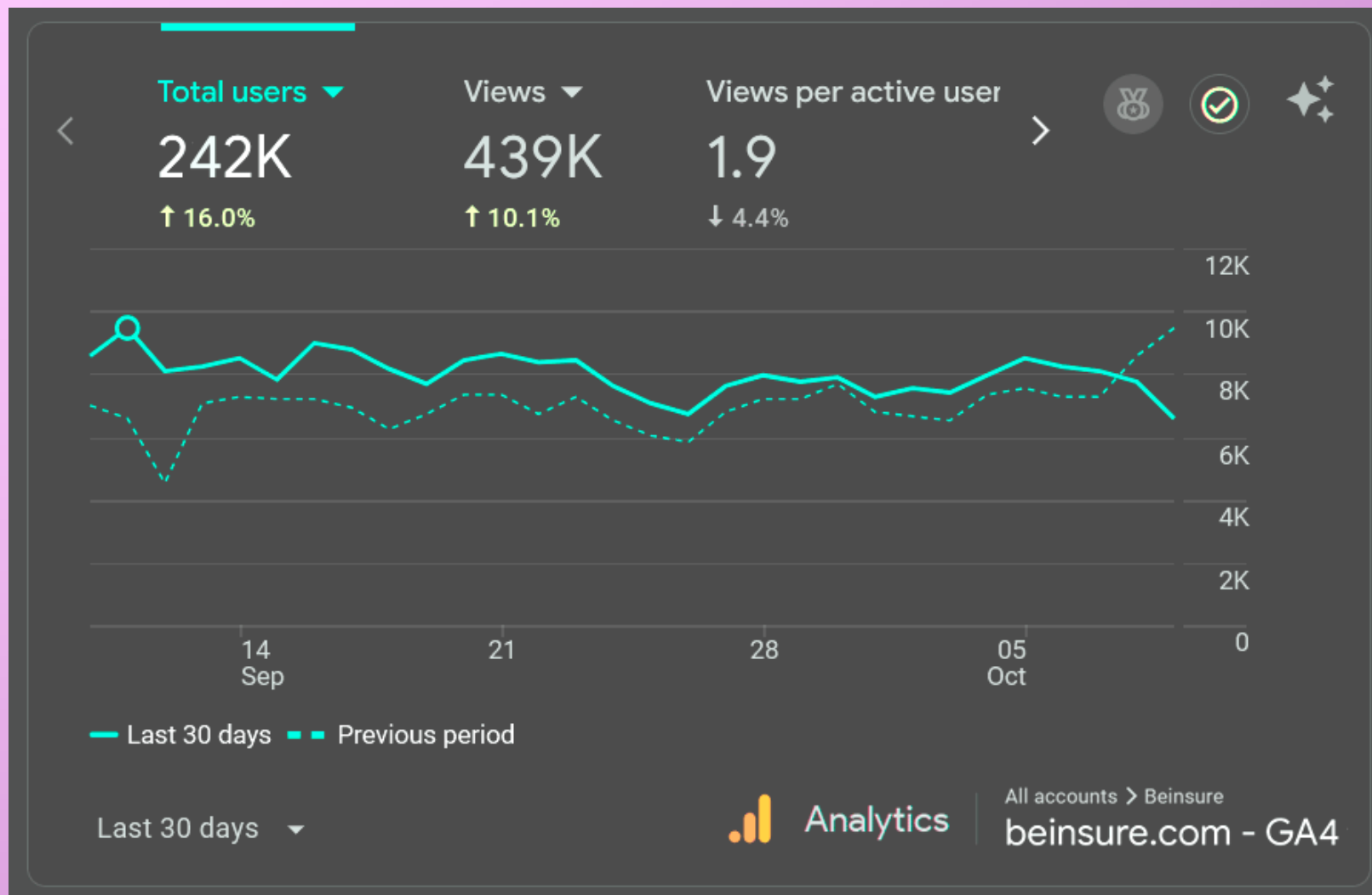
about

Largest Insurance & InsurTech Digital Media by SimilarWeb

Rank	Insurance Media	Audience	DR
1	Insurance Business Magazine	373K	82
2	Insurance Journal	260K	83
3	Beinsure	241K	72
4	Business Insurance Magazine	93K	77
5	Atlas Magazine	86K	54
6	Insurance NewsNet	84K	77
7	Insurance Insider	75K	66
8	PropertyCasualty360	69K	77
9	The Insurer	63K	65
10	Insurance Times	59K	72

Rank	Insurtech Media	Audience	DR
1	Beinsure	241K	72
2	Coverager	79K	66
3	Insurtech Insights	34K	63
4	Insurtech Digital	27K	58
5	Digital Insurance	20K	72

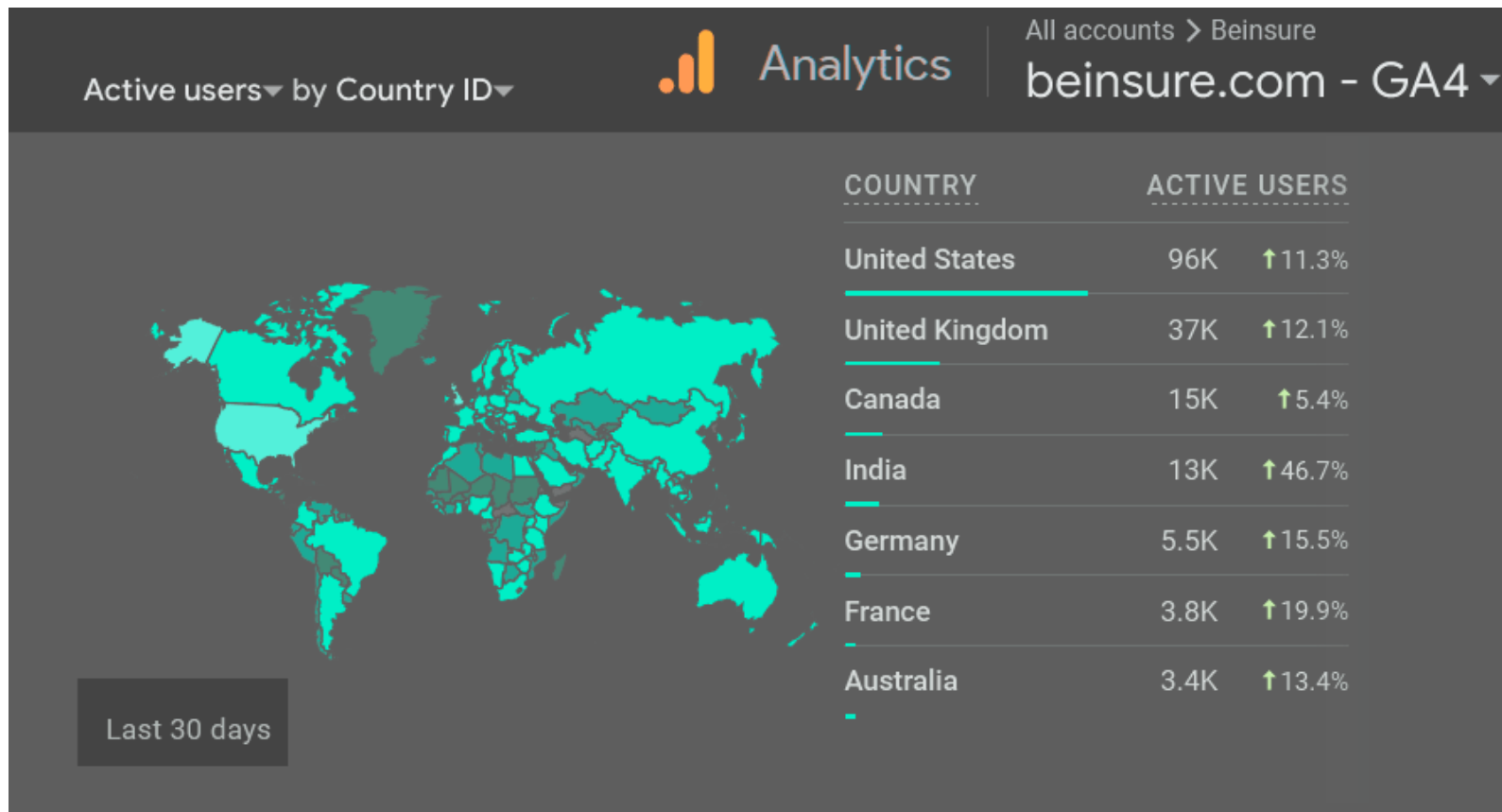
Beinsure Audience by month



Beinsure Audience by Region

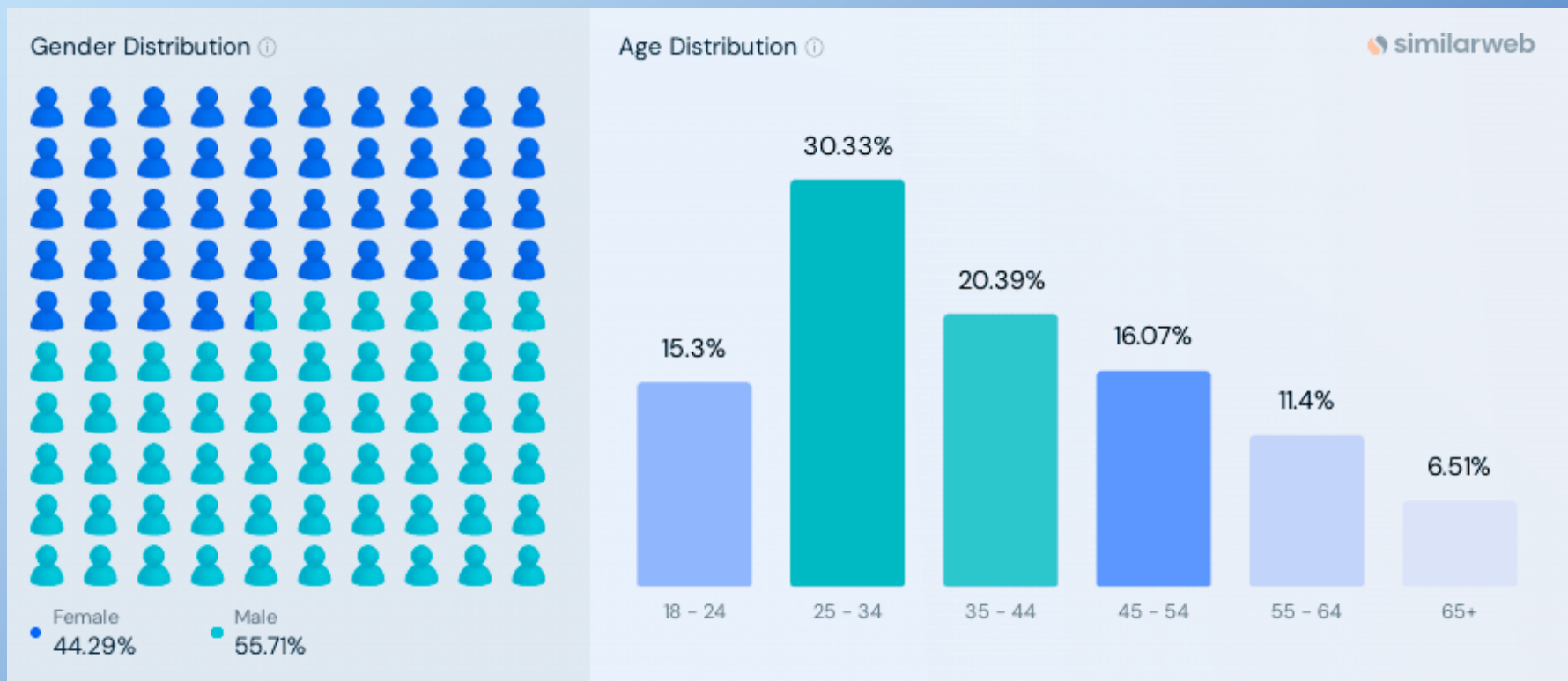
Top 10 countries:

United States 48%, United Kingdom 18.5%, Canada 7.5%, India 6.5%, Germany 2.8%, France 1.9%, Australia 1.7%, Belgium 1.5%, Austria 1.4%, Spain 1.1%



Distribution & Top categories

Audience composition can reveal a site's current market share across various audiences. Beinsure audience is 55.7% male and 44.3% female. The largest age group of visitors are 25-34 year olds (30%), 25-44 year olds (50%).



^ Interests by Category by Google Analytics

35% Finance, Investment, Business, Insurance, Banking & Software Services

Financial Services/Investment Services	10,51 %	Financial Services/Investment Services
Business Services/Business Financial Services	5,70 %	Business Services/Business Financial Services
Software/Business & Productivity Software	5,19 %	Financial Services/Banking Services
Employment/Career Consulting Services	5,06 %	Business Services/Business Technology/Enterprise Software
Business Services/Business Technology/Enterprise Software	4,81 %	Software/Business & Productivity Software
Financial Services/Banking Services	4,56 %	Financial Services/Insurance
Financial Services/Insurance	4,05 %	Employment/Career Consulting Services
	3,42 %	Employment
	3,42 %	Gifts & Occasions/Holiday Items & Decorations
	3,29 %	Business Services/Advertising & Marketing Services
7,18 %		News/Business News/Financial Markets News
5,40 %		Arts & Entertainment/Celebrities & Entertainment News
4,94 %		Reference/General Reference/Dictionaries & Encyclopedias
4,78 %		Finance/Insurance
4,71 %		News/Politics
3,94 %		Finance/Investing/Stocks & Bonds
3,70 %		Finance/Banking
3,63 %		Business & Industrial/Business Finance/Venture Capital
3,16 %		Finance/Investing/Currencies & Foreign Exchange/Digital Currencies
3,16 %		Sports/Team Sports/Soccer

advertising

Target Group

- ★ 44.3% female, 55.7% male
- ★ 30% of visitors are 24-34 year old, 50% are 25-44 year old
- ★ United States 48%, United Kingdom 18,5%, Canada 7.5%, Germany 2,8%, Australia 1,8%
- ★ Interests: 55% Finance, Investment, Business, Insurance, Banking & Software Services
- ★ Sessions by device type: 67% Mobile, 31% Desktop, 2% Tablet

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[Banner Formats

★ Internal pages

Re/Insurers are waiting for answers on whether new price cap on Russian refined product export

Published on
12 February 2022,
10:12
[America/New_York](#)

SHARE ARTICLE

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Western nations are seeking to restrict Russia's oil exports in response to the war in Ukraine. The insurance industry is waiting for answers on whether the new price cap on Russian refined product exports will be applied to delivered bunker fuel, according to Ship & Bunker.

The UK government will ban the provision of insurance for ships carrying Russian oil, the Treasury confirmed, cutting off access to the vital Lloyds of London market for seaborne Russian cargoes.

- The EU is also introducing a ban on services like insurance for ships transporting Russian oil, and the US is set to follow suit
- Western governments are attempting to limit Moscow's oil revenues
- Russia has repeatedly said it will not sell oil to any country implementing the price cap
- The UK Treasury said it had established a new team in the Office of Financial Sanctions Implementation to set up the licensing and enforcement system for the oil price cap
- Insurance Companies will no longer be permitted to transport oil from Russia by sea, or to insure such shipments

[banner #2: 600x300

UP NEXT

Insurtech startup Branch launches emdio insurance

Global FinTech & InsurTech Funding Highlight & Investment Trends

Global FinTech funding reached \$75.2B in 2022 – marking a 40% drop from 2021, but up 52% compared to 2020. InsurTech M&A exits rose 40% in 2022 to \$1.

7 minute read

Re/insurance Rate Hikes Should Spur Investor Interest Sector

While insurers may have winced at the spike in property-catastrophe prices at the Jan. 1 renewals, the resulting rate hikes and new policy terms should spur investor interest.

3 minute read

Global Reinsurance Capital Challenge in Natural Catastrophe

While there was sufficient capacity to meet the reinsurance needs of cedants at 1.1, it is also true that the amount of reinsurance capital being deployed was diminished in 2022.

7 minute read

How Did Actress Amber Heard's Insurance Cover Defamation Trial Against Johnny Depp?

The jury ruled in Duggi's favor and Heard was ordered to pay \$8.3 million. Heard then looked to her insurance company to pay the judgment.

6 minute read

FEATURED IN INSURANCE

Insurer's Key Role in Strengthening of Human Mental Health & Wellness Resilience

Avaliation, Marine & Cargo Global Insurance Market Forecasts-Dynamics, Key Regions & Major Players

11 Types of Merger & Acquisition and Ways of structuring an M&A Deal

INSURANCE & INSURTECH NEWS

Roodinsurtech rethought raised \$10.5 m in a Series B funding round

Insurer Saga talks with AI-insurtech Open about sale of Acomas underwriting

KotakMahindra Bank is considering selling a KotakGeneral Insurance

Insurance industry in Bangladesh is grappling with major crisis with unpaid to reinsurers

Andrew Brooks takes up the Deputy Chair of the Council of Lloyd's

#1: 1200x120
#2: 600x300
#3: 300x600
#3: 300x300
#4: 800x300

#1: 1200x120
#2: 600x300
#3: 300x600
#3: 300x300

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advertising

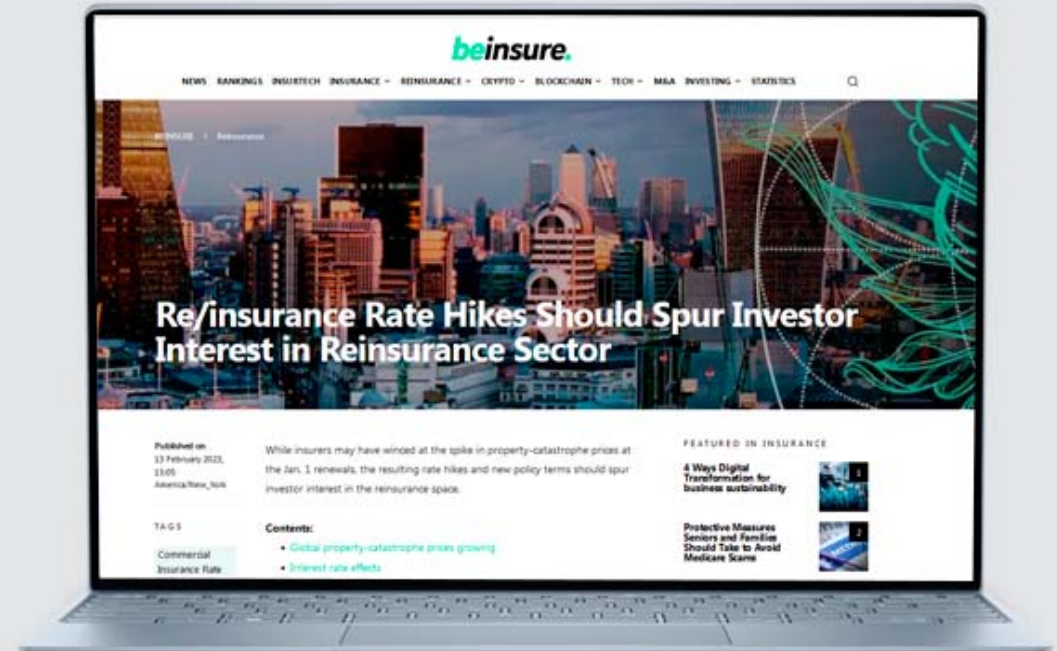
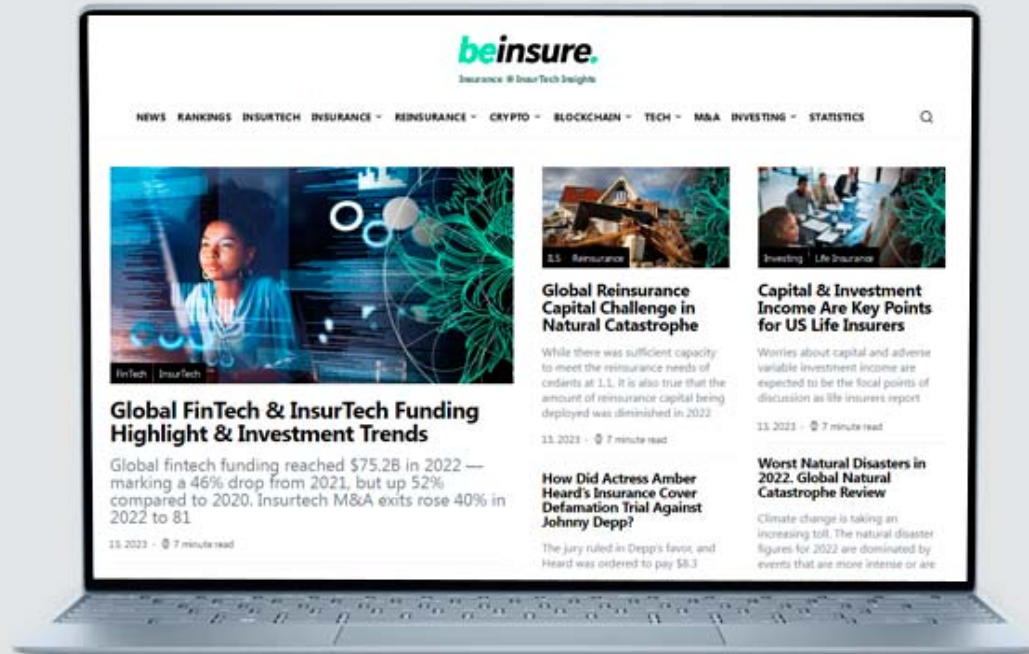
Media advertising

- #1: Banner 1200x120
- #2: Banner 600x300
- #3: Banner 300x600
- #3: Banner 300x300

Digital PR

★ *Re/Insurance, InsurTech, Finance, Tech, Crypto, Blockchain, Cyber, Invest:*

- News, Press release: 500-600 words
- Article, Review, Interview: 1,000+ words



social & contacts

Get in touch

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★ email: go@beinsure.com



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