



***bein
sure.***

[MEDIA KIT 2026]

beinsure.com



Beinsure is evolving from the world's leading Insurance and InsurTech media platform into a B2B intelligence infrastructure for insurers, reinsurers and investors.

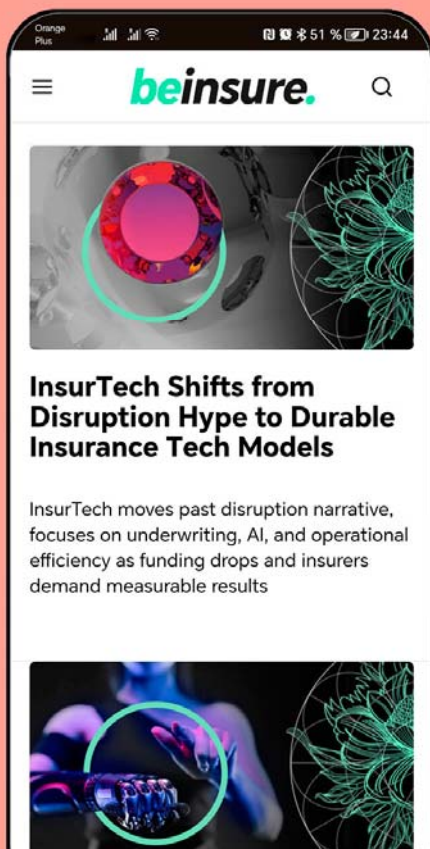
We leverage AI to turn fragmented global market data into real-time insights that improve risk pricing, capital allocation and decision-making.

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

[Beinsure.com](https://beinsure.com) is a part of the Finance Media.



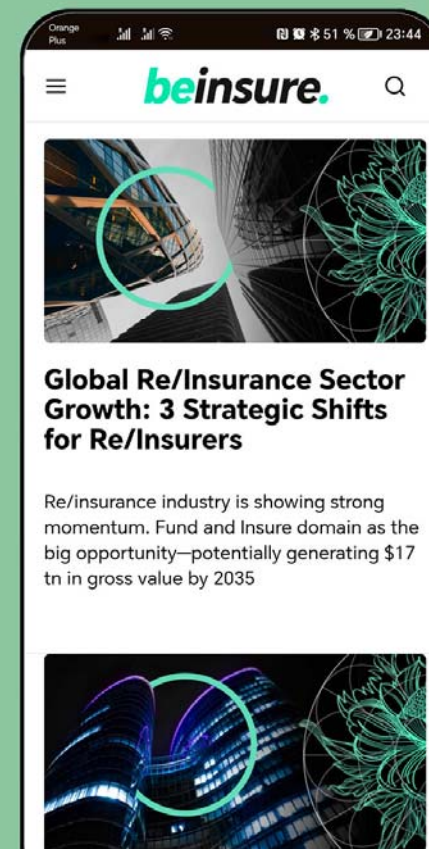
INSURTECH



INSURANCE



REINSURANCE



[Beinsure.com](https://beinsure.com) is a leading B2B digital intelligence media platform focused on insurance, reinsurance, InsurTech, cyber, SaaS and blockchain technologies. It aims to simplify these industries by providing the latest news, ratings, reviews, and insights.

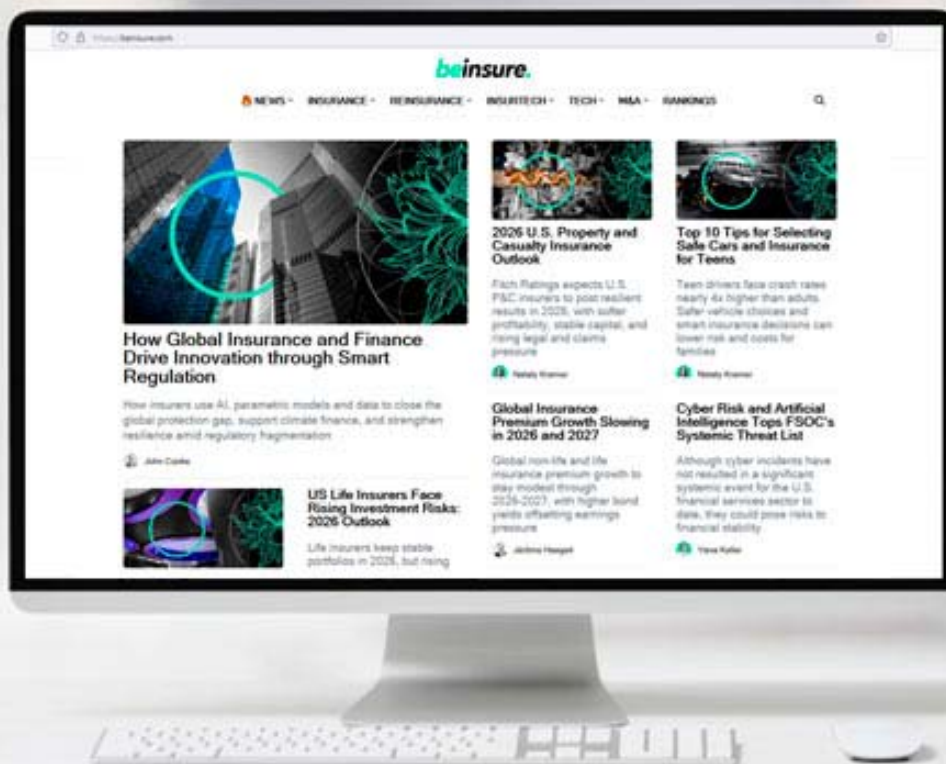
[Beinsure is building a scalable AI platform that delivers real-time intelligence for risk-focused organisations:

- **AI-powered risk monitoring:** Proprietary algorithms continuously scan disclosures, news and regulatory filings worldwide to detect emerging risks before they impact portfolios.
- **InsurTech predictive analytics:** Machine-learning models track capital flows and consumer behaviour to identify high-potential startups and market sub-sectors.
- **Generative AI personalization:** Large language models curate tailored intelligence reports for each client's risk profile (e.g., cyber, cargo, marine or supply-chain).
- **Lean team, enterprise-grade output:** AI automation allows us to produce deep analysis with a fraction of the headcount of traditional consulting firms.

Audience

**Beinsure reaches
340K+ monthly and
2.2M+ annual readers**

Our media can help you raise your brand's profile, attract new customers, and get direct responses to meet specific campaign targets.



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



about

Beinsure aimed at an international audience interested in the topics of insurance, insurtech, AI, ML, IoT and 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 audience reaches 2.2M+ annual readers.

We are great resource for re/insurers and investors looking to stay informed on market news, and it also offers helpful tools and resources.



Largest Insurance & InsurTech Digital Media by audience

[SimilarWeb]

Beinsure #1 in the TOP Largest InsurTech Media by audience

Rank	InsurTech Media	Geo	Monthly Audience	DR
1	Beinsure	US	340K	70
2	Coverager	US	70K	66
3	Insurtech Insights	UK	37K	63
4	Digital Insurance	UK	19K	72
5	Insurtech Digital	UK	11K	58

Beinsure #2 in the TOP 10 Largest Insurance Media by audience

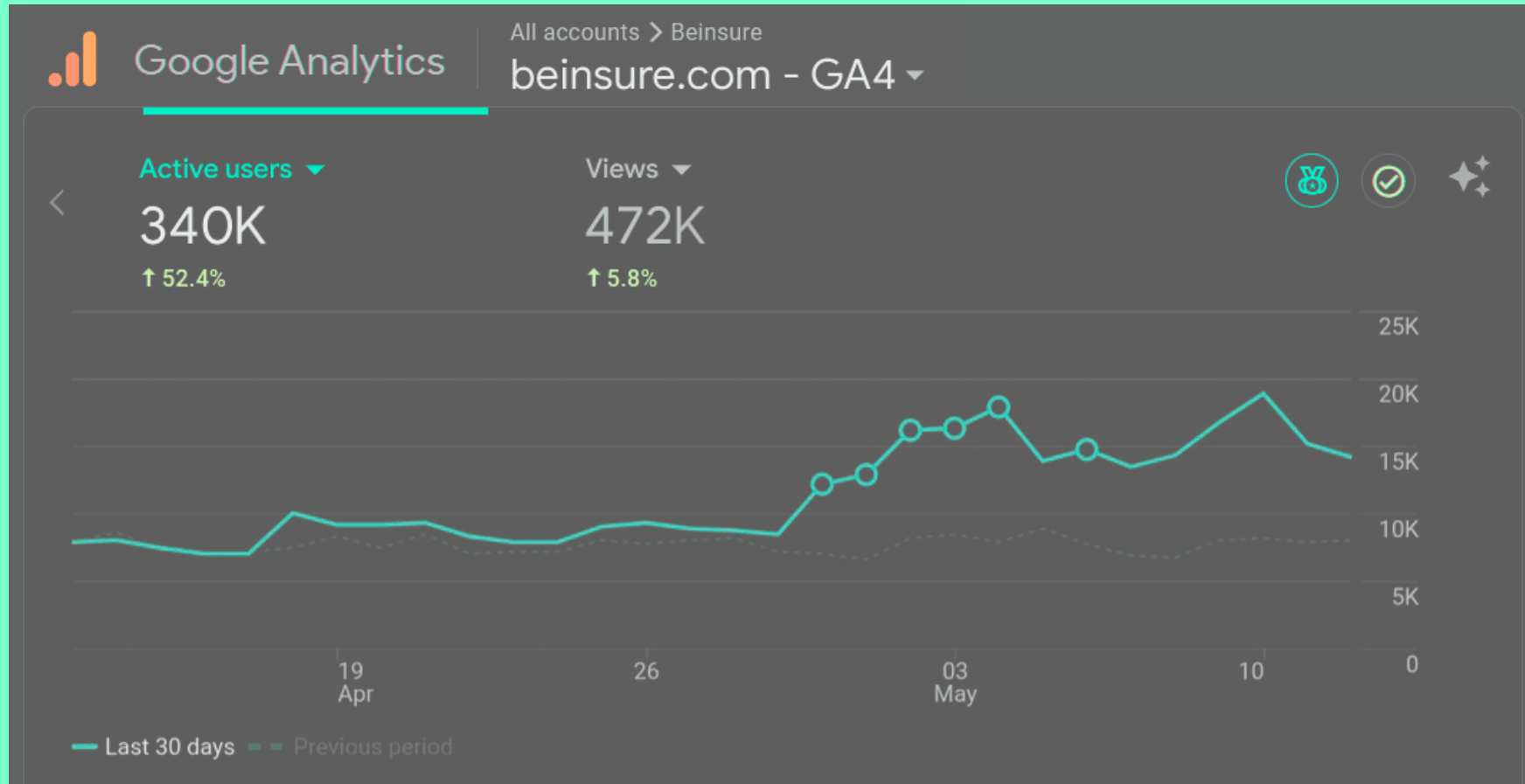
Rank	Insurance Media	Geo	Audience	DR
1	Insurance Business Magazine	US	370K	82
2	Beinsure	US	340K	70
3	Insurance Journal	US	310K	83
4	ReinsuranceNews	UK	144K	73
5	Business Insurance Magazine	US	82K	77

- **Brand & audience:** Over 2.2 mn readers annually and ranked #1 global InsurTech media and #3 Insurance trade media by audience; operating as a trusted source since 2006.
- **Funding:** Raised \$1M pre-seed and seed funding from Finance Media and angel investor.
- **Platform relaunch:** Transitioned from traditional media to an AI driven B2B analytics platform in 2022.
- **Early prototypes:** Built MVP modules for pricing trend analysis, regulatory change monitoring and personalised AI reports.
- **Partnerships:** Secured relationships with reinsurers and InsurTech accelerators to pilot analytics.
- **Awards:** Beinsure recognized among top insurance media platforms and continues to receive industry accolades.

Beinsure's profiles

- ★ [Beinsure Crunchbase](#)
- ★ [Beinsure Wellfound](#)
- ★ [Beinsure F6S](#)
- ★ [Beinsure Tracxn](#)

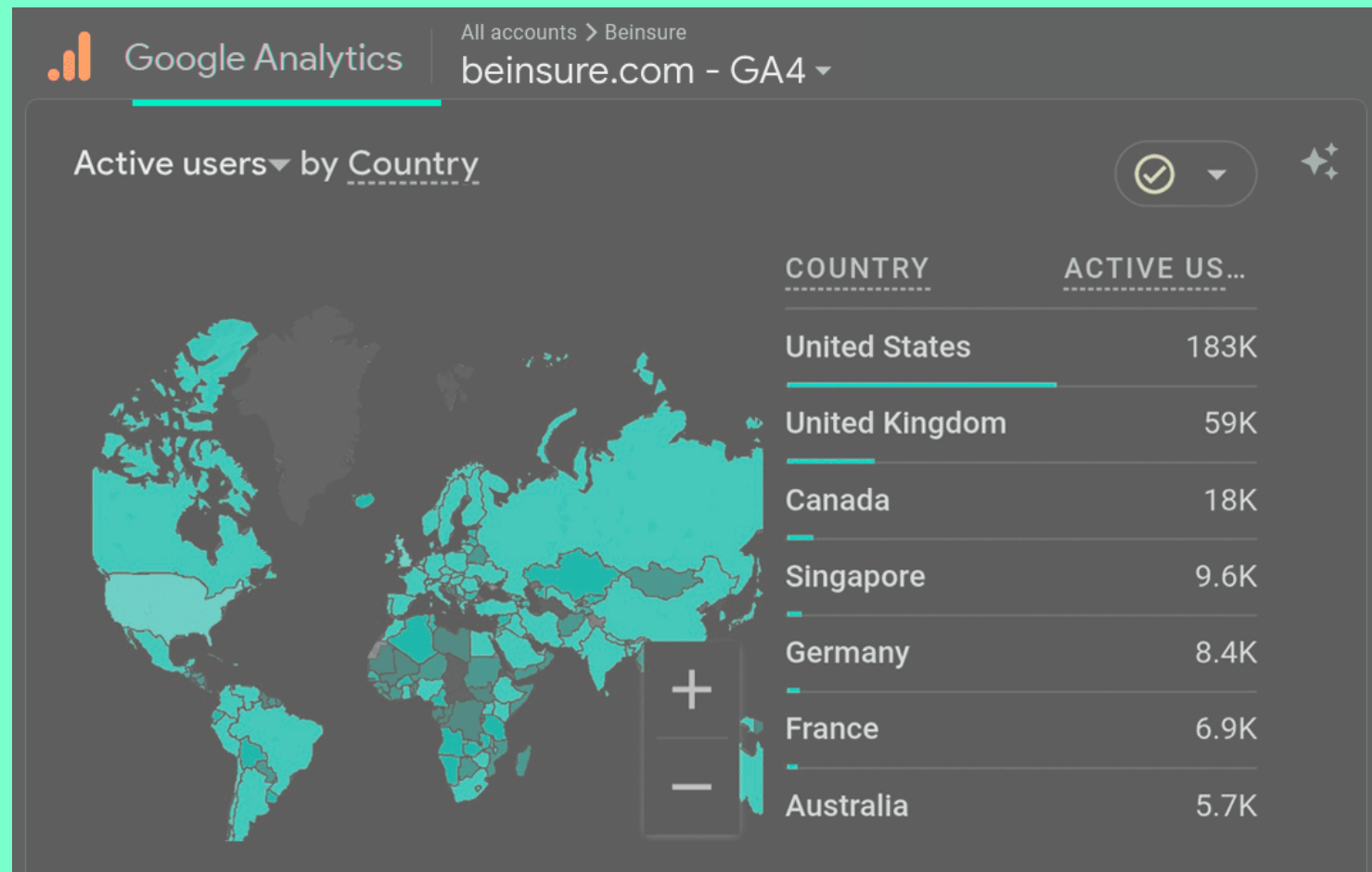
Beinsure Audience by month



Beinsure Audience by Region

Top 10 countries:

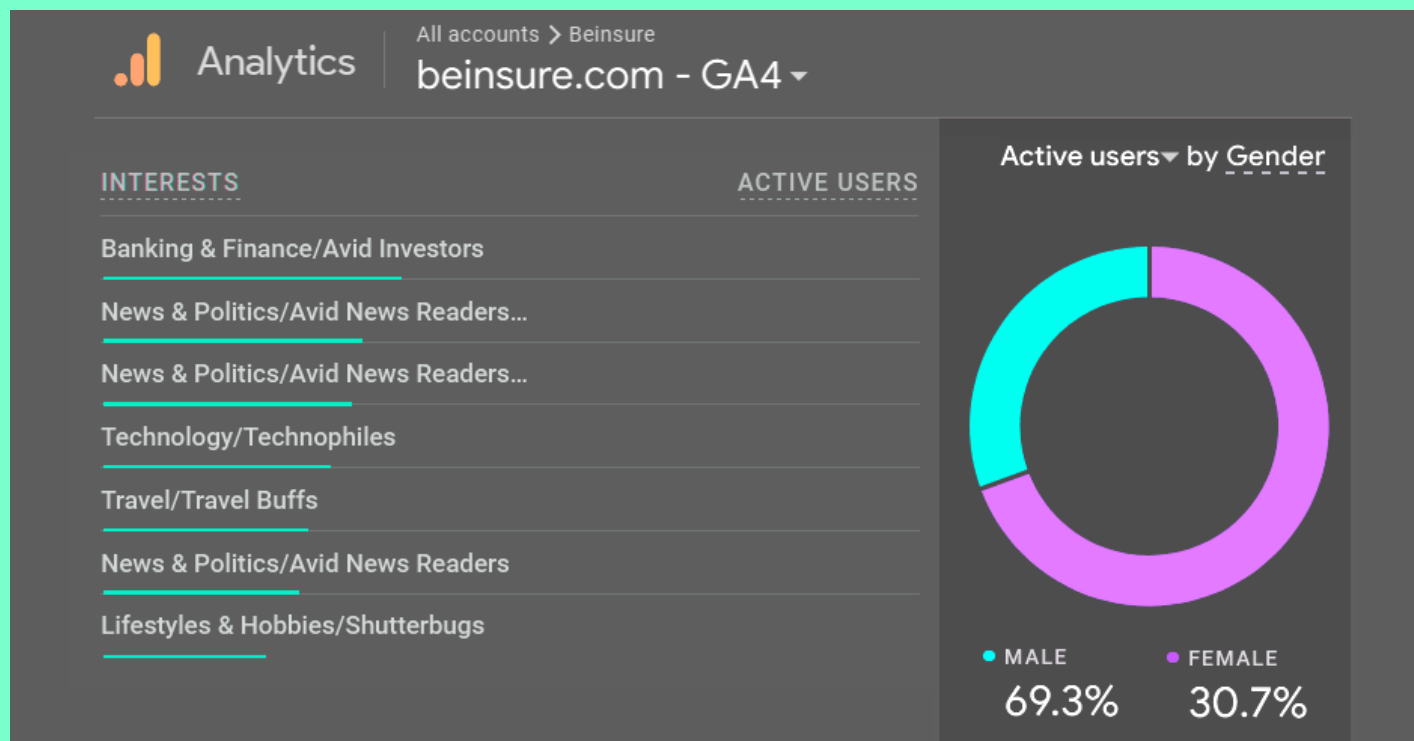
United States 57%, United Kingdom 19%, Canada 7%, India 5%, Germany 3%, France 2%, Australia 2%, Belgium 1.5%, Austria 1.4%, Spain 1.1%



Distribution & Top categories

Audience composition can reveal a site's current market share across various audiences. Beinsure audience is 69% male and 31% female. The largest age group of visitors are 25-34Y (30%), 25-44Y (50%).

The top traffic source to Beinsure.com is organic search, driving ~70% of visits by month, and direct is ~30% of traffic.



^ 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

We are trusted to promote tech brands

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



advertising

★ Main page

beinsure.
Insurance @ InsurTech Insights

NEWS RANKINGS INSURTECH INSURANCE REINSURANCE CRYPTO BLOCKCHAIN TECH M&A INVESTING STATISTICS

banner #1: 1200x120

banner #2: 600x300

Global FinTech & InsurTech Funding Highlight & Investment Trends

Global fintech funding reached \$75.2B in 2022 — marking a 46% drop from 2021, but up 52% compared to 2020. Insurtech M&A exits rose 40% in 2022 to 81.

February 13, 2023 | 7 minute read

Re/insurance Rate Hikes Should Spur Investor Interest in Reinsurance 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.

February 13, 2023 | 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.

February 13, 2023 | 7 minute read

Capital & Investment Income Are Key Points for US Life Insurers

Worries about capital and adverse variable investment income are expected to be the focal points of discussion at life insurers report.

February 20, 2023 | 3 minute read

Worst Natural Disasters in 2022: Global Natural Catastrophe Review

Climate change is taking an increasing toll. The natural disaster figures for 2022 are dominated by events that are more intense or are occurring more frequently.

February 20, 2023 | 8 minute read

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

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

February 13, 2023 | 3 minute read

banner #4: 800x300

How Earthquakes in Turkey & Syria Impacts for Re/Insurance Industry?

According to Global InsurTech Report, 2022 has been a year of macro-realism for many InsurTechs, investors and risk partners, micro company hardship.

5 minute read

U.S. Property & Casualty Insurance Market Results & Performance

U.S. Property & Casualty (P&C) insurers should see stabilizing to modestly better industry operating performance in 2023.

4 minute read

New EU Legislation Bolsters Cybersecurity Requirements & Insurance to Protect Infrastructure

New EU Legislation came into force to bolster cybersecurity requirements to protect critical and digital infrastructure for applicable entities in member states.

5 Most Popular Investment Strategies

INSURANCE & INSURTECH NEWS

★ Internal pages

beinsure.

NEWS RANKINGS INSURTECH INSURANCE REINSURANCE CRYPTO BLOCKCHAIN TECH M&A INVESTING STATISTICS

banner #1: 1200x120

REINSURE NEWS Mariko B. CargoInsurance

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

Published on 13 February 2023, 18:21 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 #3: 300x600 300x300

FEATURED IN INSURANCE

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

Aviation, 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

Re/insurance rate hike raised \$10.5 m in a Series B funding round

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

Kotak Mahindra Bank is considering selling a Kotak General 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 Lloyds

UP NEXT

Insurtech startup Bench launches condo insurance

banner #2: 600x300

It was not yet clear how bunkers taken on board vessels in fuel tanks — rather than as cargo — would be treated under the new rules.

INSURTECH

Global FinTech & InsurTech Funding Highlight & Investment Trends

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

The jury ruled in Depp'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

INSURANCE & INSURTECH NEWS

Banner Formats

★ Main page

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

★ Internal pages

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

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advertising

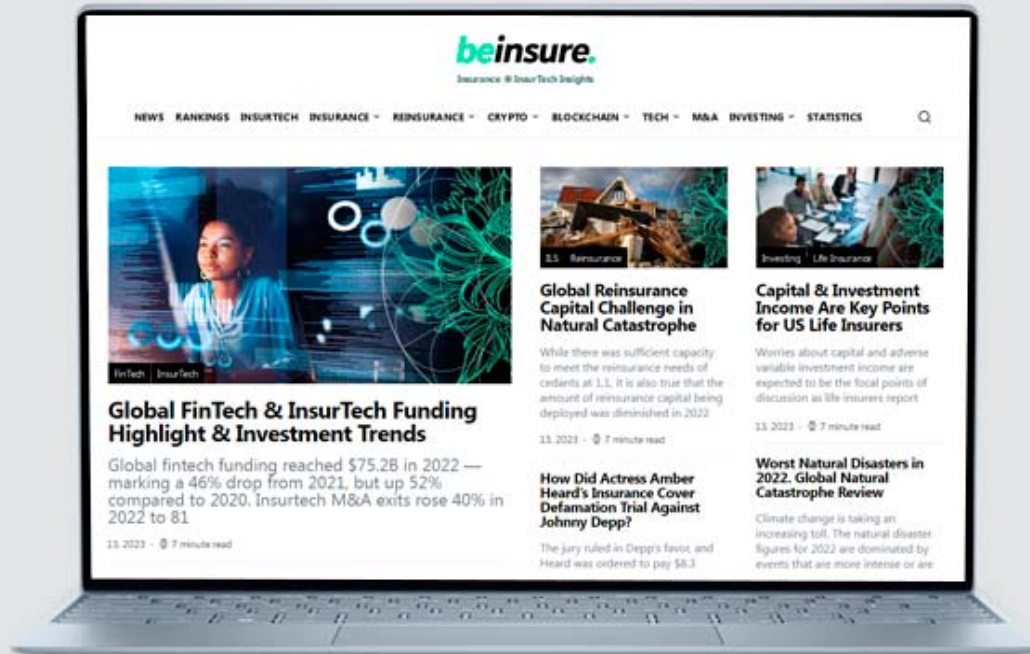
Media advertising

#1: Banner 1200x120

#2: Banner 600x300

#3: Banner 300x600

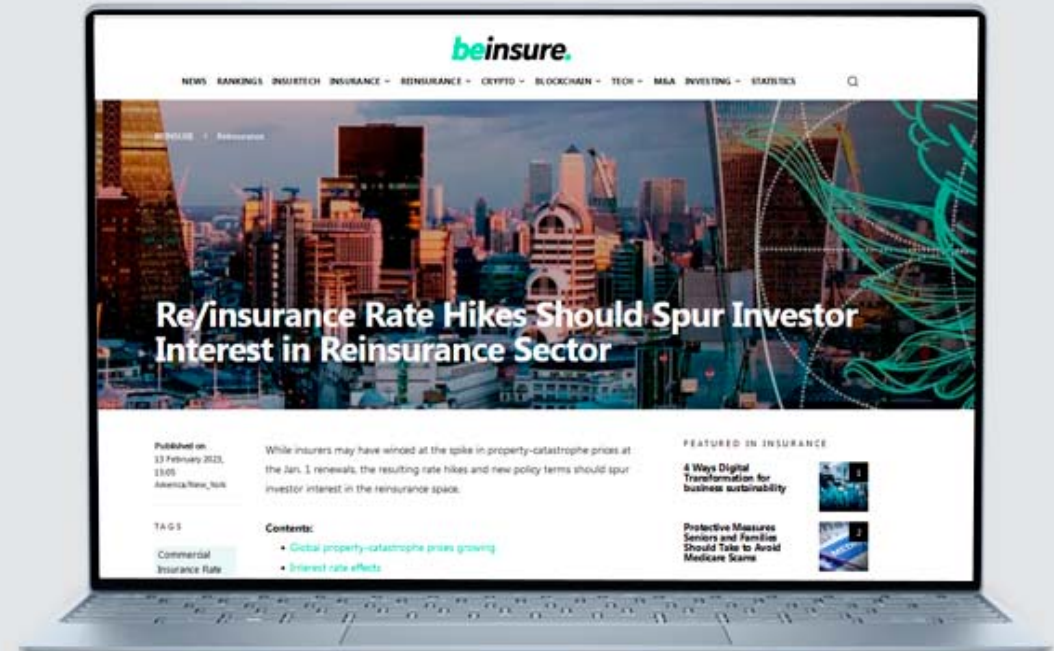
#3: Banner 300x300



Digital PR

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

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

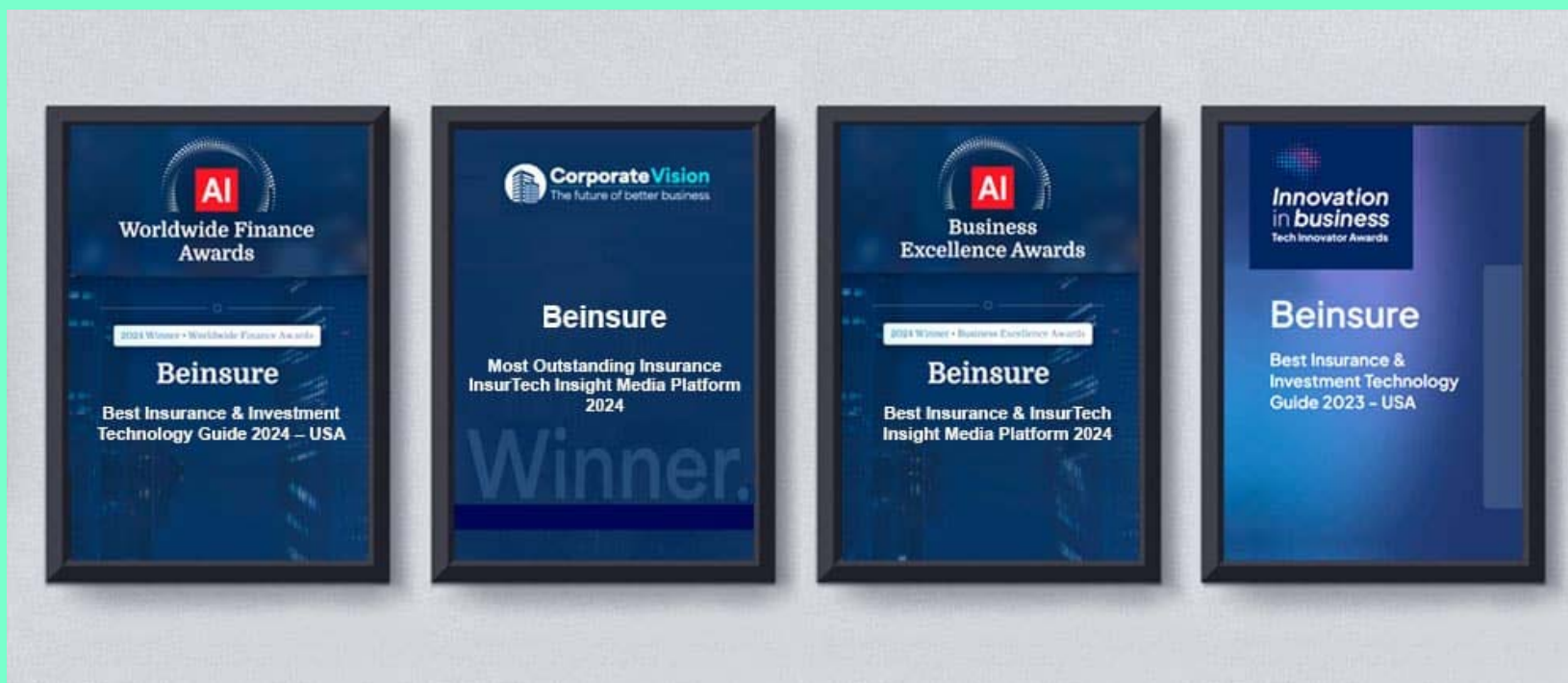


Target Group

- ★ 31% female, 69% male
- ★ 30% of visitors are 24-34 year old, 50% are 25-44 year old
- ★ United States 51%, United Kingdom 19%, Canada 7%, Germany 3%, Australia 2%
- ★ Interests: 55% Finance, Investment, Business, Insurance, Banking & Software Services
- ★ Sessions by device type: 67% Mobile, 31% Desktop, 2% Tablet

Beinsure Media Awards

In 2023-2026, we at Beinsure have proudly achieved new milestones, [awards and recognitions](#), solidifying our position as a leader in the insurance and InsurTech media industries.

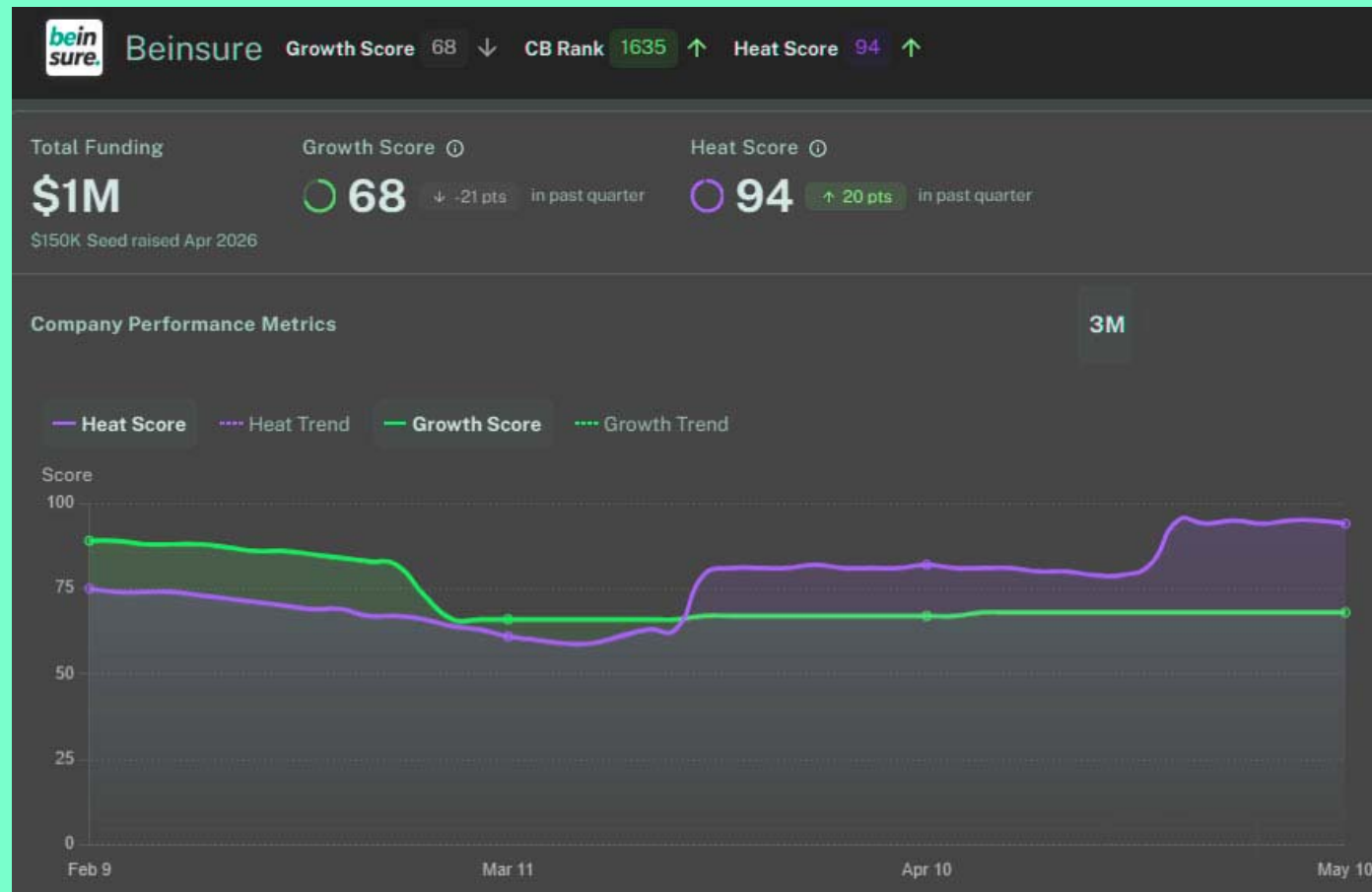


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- **2026 FinTech Awards:** Best B2B InsurTech Media Platform 2026 (Winner)
- **2025 Business Excellence Awards:** Biz Tech Outlook (Shortlist)
- **2025 Northern American Startup Awards Edition 11 :** FinTech Startup of the Year for 2025 (Nominee)
- **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)

Beinsure Performance Metrics by Crunchbase - <https://www.crunchbase.com/organization/beinsure>



team executives



- **Oleg Parashchak, Founder & Editor-in-Chief:**

Serial entrepreneur and senior media executive, and industry analyst with 25+ years of experience in insurance, digital media, technologies, advertising, and B2B sales. Over the course of his career, he has built successful B2B and B2C digital platforms that have strengthened the media and information landscape of the insurance industry.



- **Tetiana Mykhailova, Commercial Director / CFO**

20 years of professional experience in finance, strategy management, accounting, digital marketing and advertising. She has created and built a profitable company, B2B & B2C Digital Platform and Advertising agency. *Expertise:* Finance, M&A, Insurance, Digital.



Profiles

- ★ [Beinsure Crunchbase](#)
- ★ [Beinsure F6S](#)
- ★ [Beinsure Wellfound](#)
- ★ [Beinsure Tracxn](#)

Socials

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- ★ [Beinsure BlueSky](#)
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- ★ [Beinsure X](#)



Get in touch

- ★ email: go@beinsure.com