[MEDIA KIT 2026]

beinsure.com

about

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 is a part of the Finance Media.

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about

INSURTECH

INSURANCE

REINSURANCE

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:

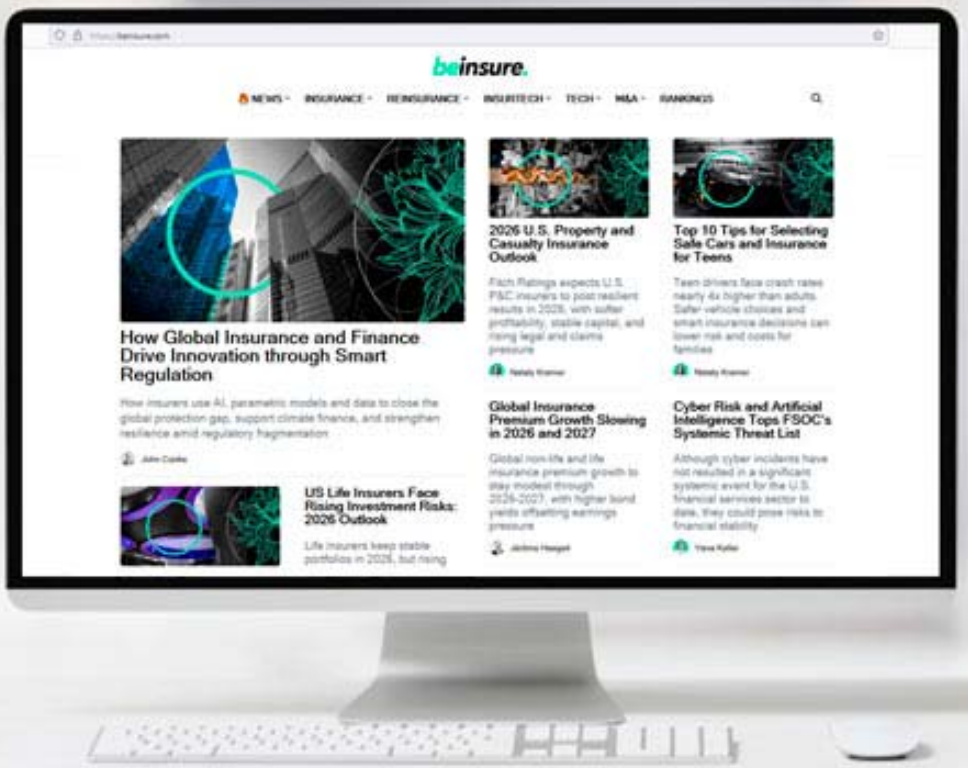
- **AI-powered risk monitoring:** Proprietary algorithms continuously scan disclosures, news and regulatory filings worldwide to detect emerging risks before they impact portfolios.
- **InsurTech predictive analytics:** Machine-learning models track capital flows and consumer behaviour to identify high-potential 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.

about

Audience

Beinsure reaches 400K+ monthly and 3M+ annual readers

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



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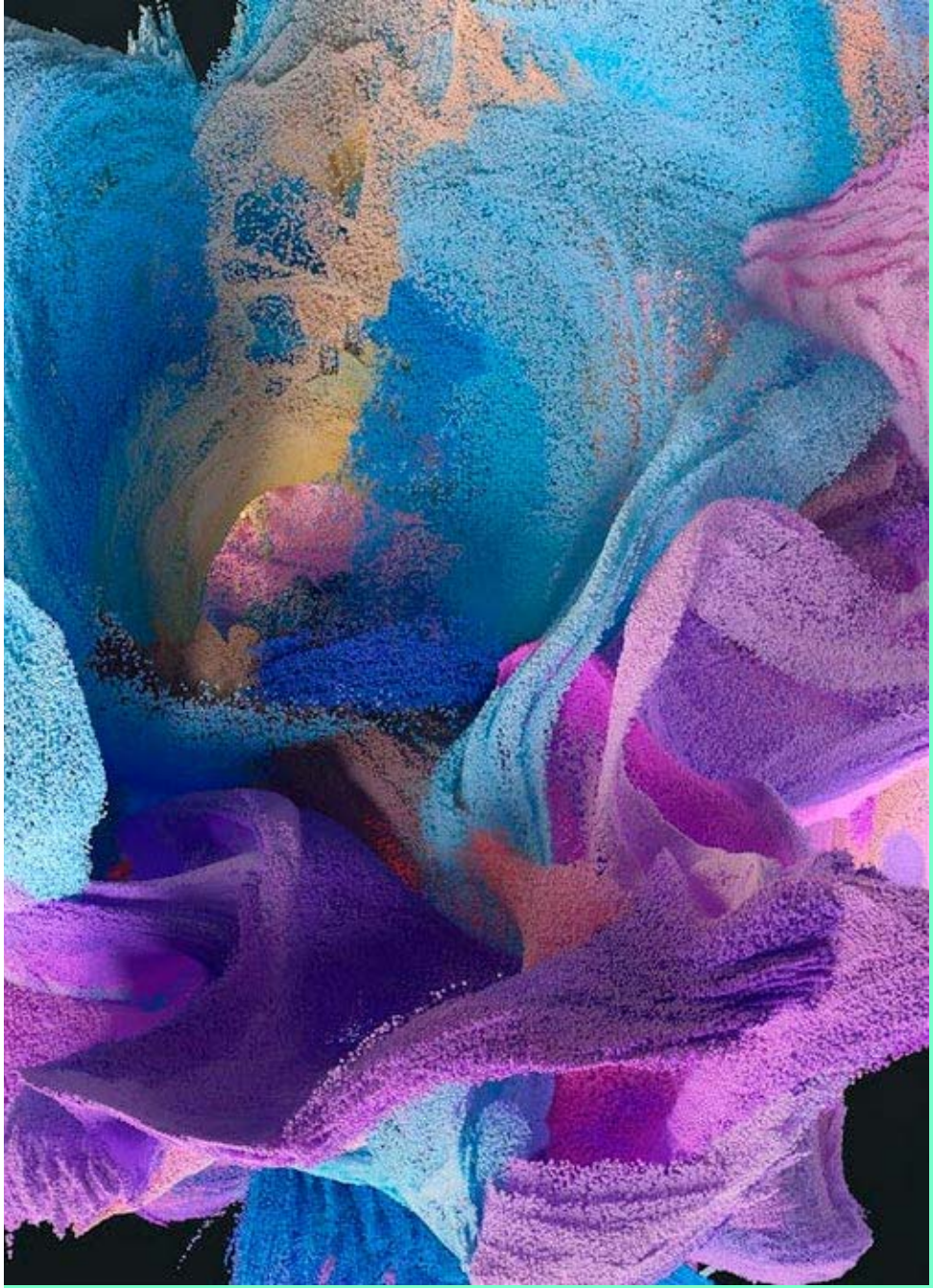
Beinsure reviews, forecasts & data are featured and cited by reputable media



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 3M+ annual readers.

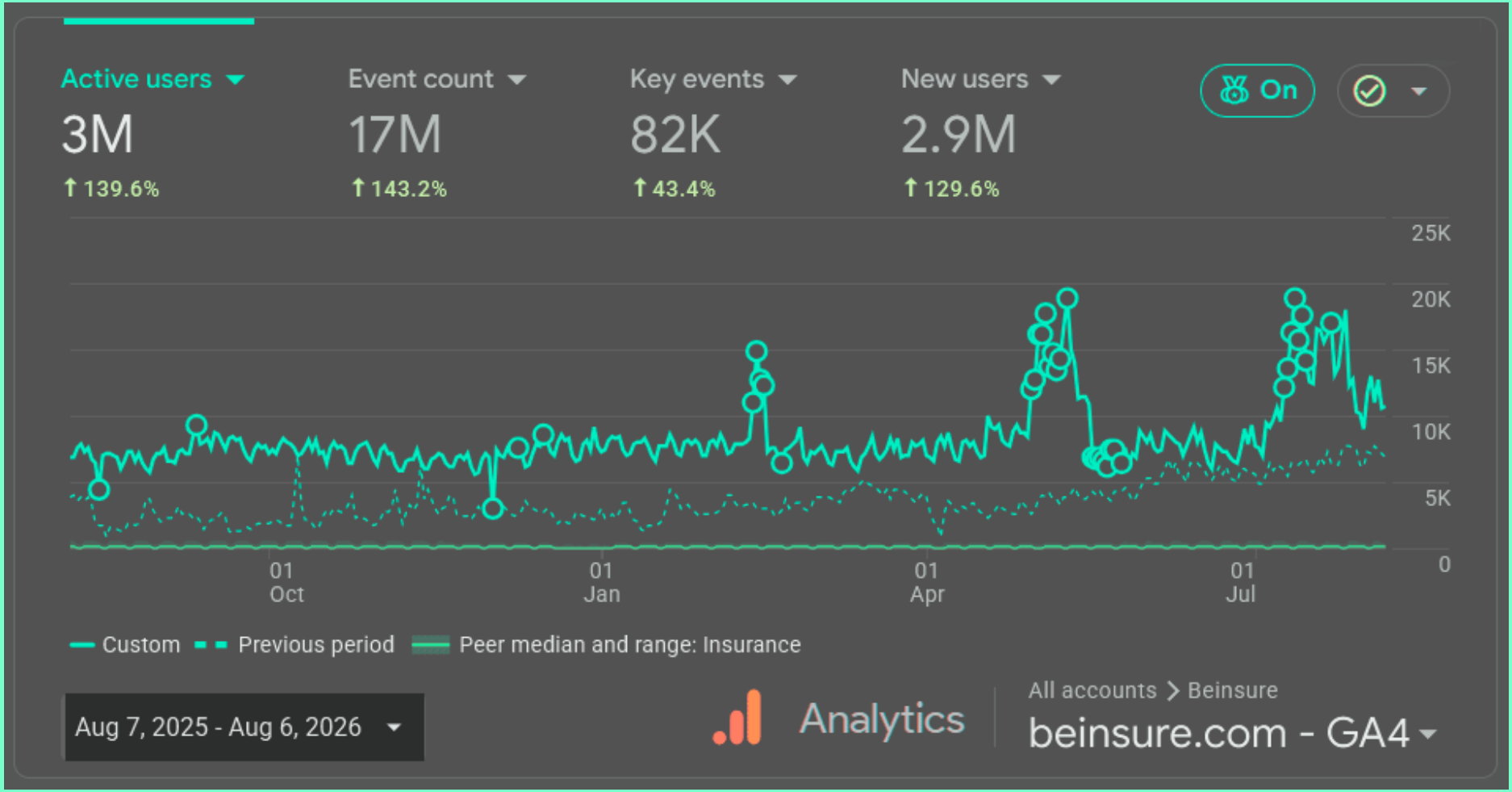
We are great resource for re/insurers and investors looking to stay informed on market news, and it also offers helpful tools and resources.

- **Brand & audience:** Over 3 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.

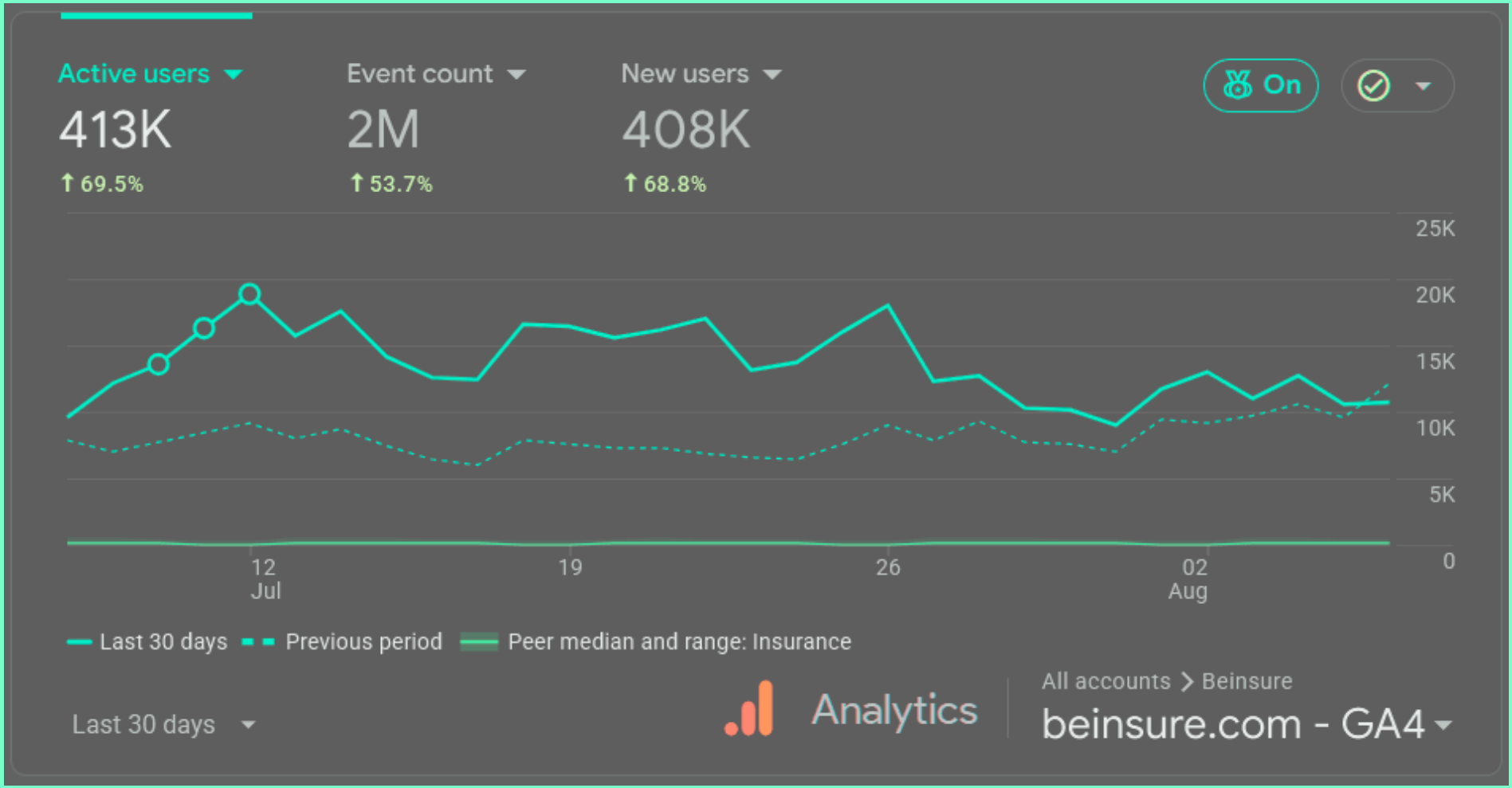
Beinsure's profiles

- ✪ Beinsure Crunchbase
- ✪ Beinsure Wellfound
- ✪ Beinsure F6S
- ✪ Beinsure Tracxn

Beinsure Annual Audience: 3M+

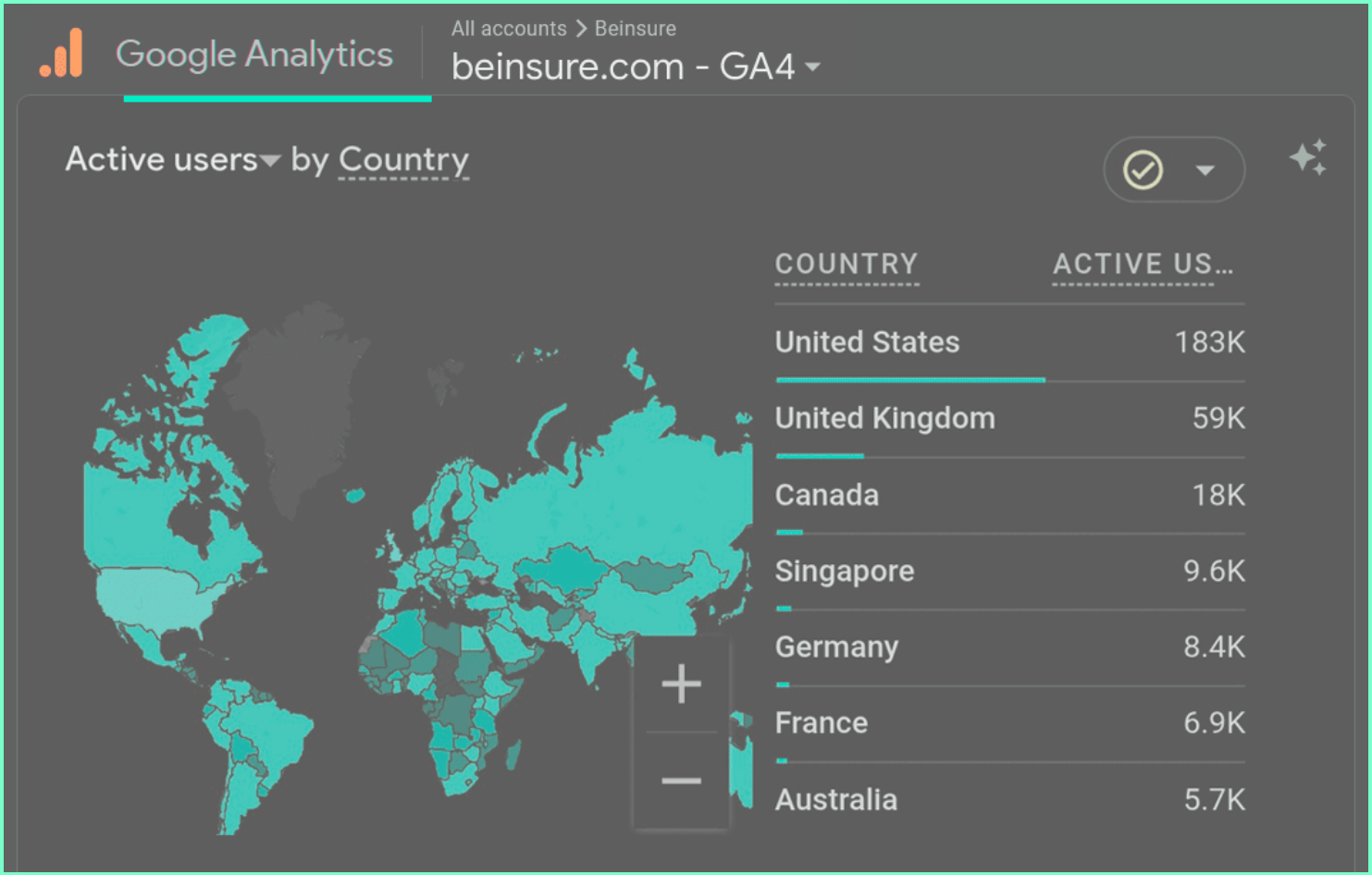


Beinsure Audience by month: 400K+



Beinsure Audience by Region

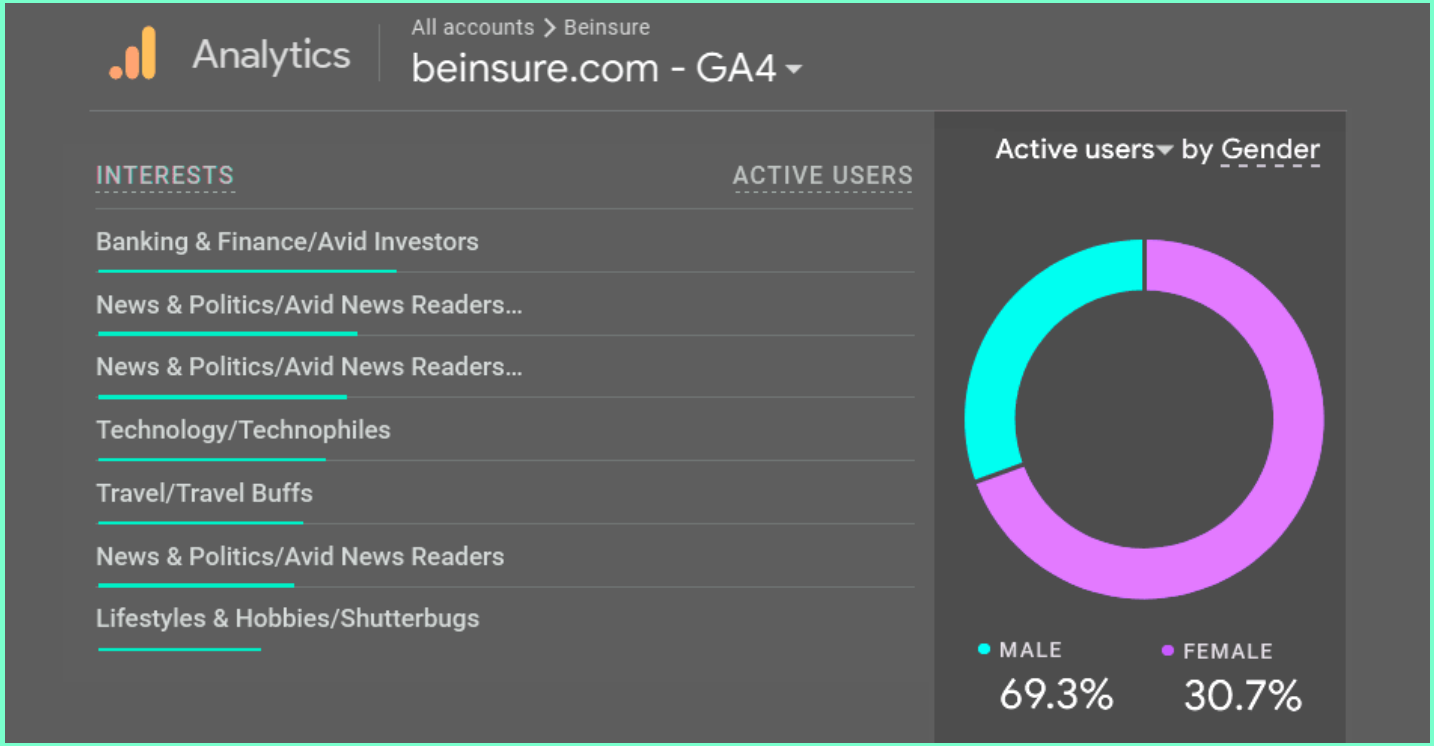
Top 10 countries:
United States 57%, United Kingdom 19%, Canada 7%, India 5%, Germany 3%, France 2%, Australia 2%, Belgium 1.5%, Austria 1.4%, Spain 1.1%



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

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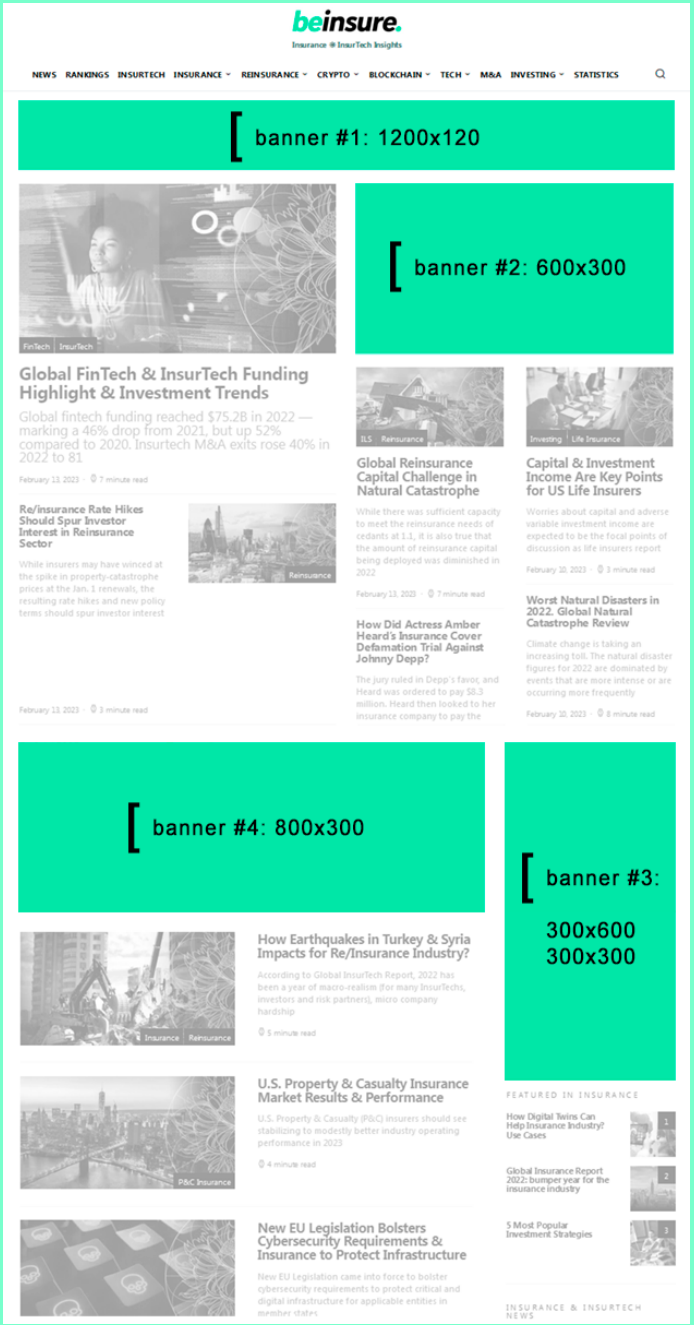
Customers

We are trusted to promote tech brands

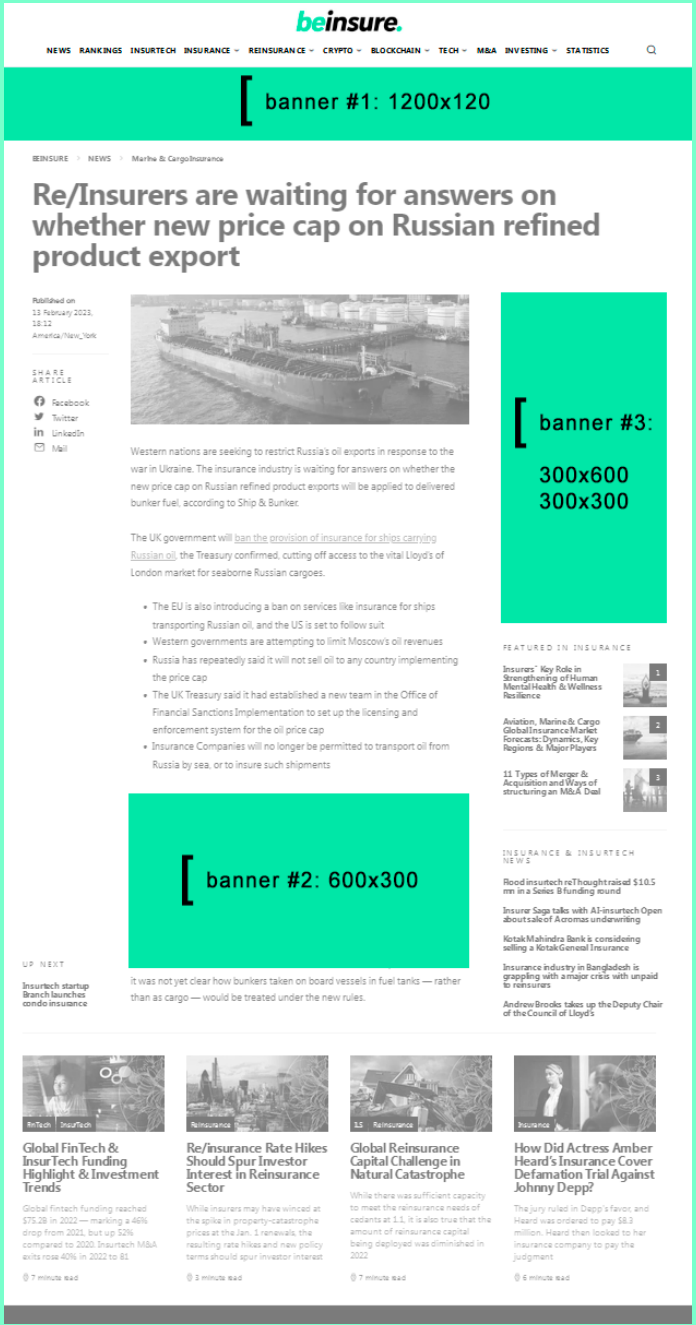
Renowned companies in technology, insurance, blockchain, investment, and finance trust us to promote their brands.

advertising

✪ Main page



✪ Internal pages



[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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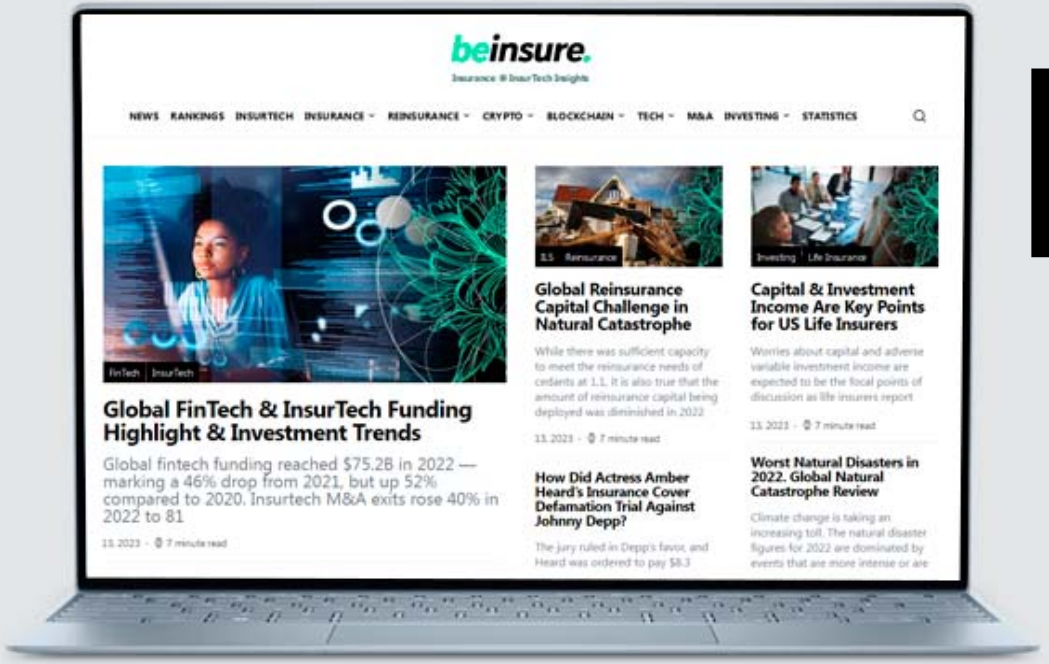
advertising



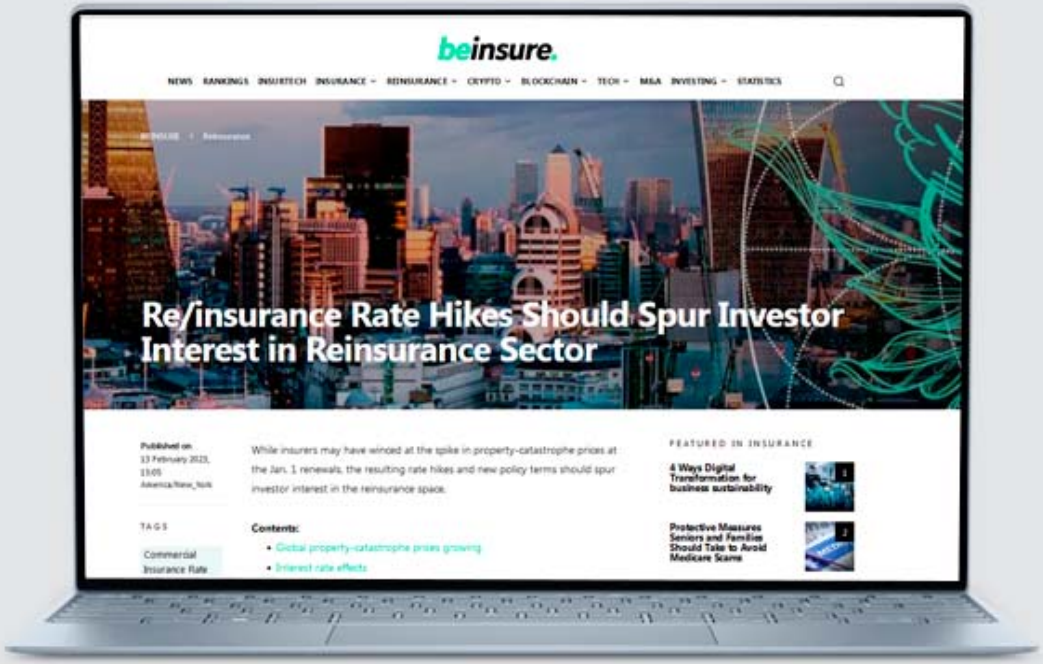
Media advertising

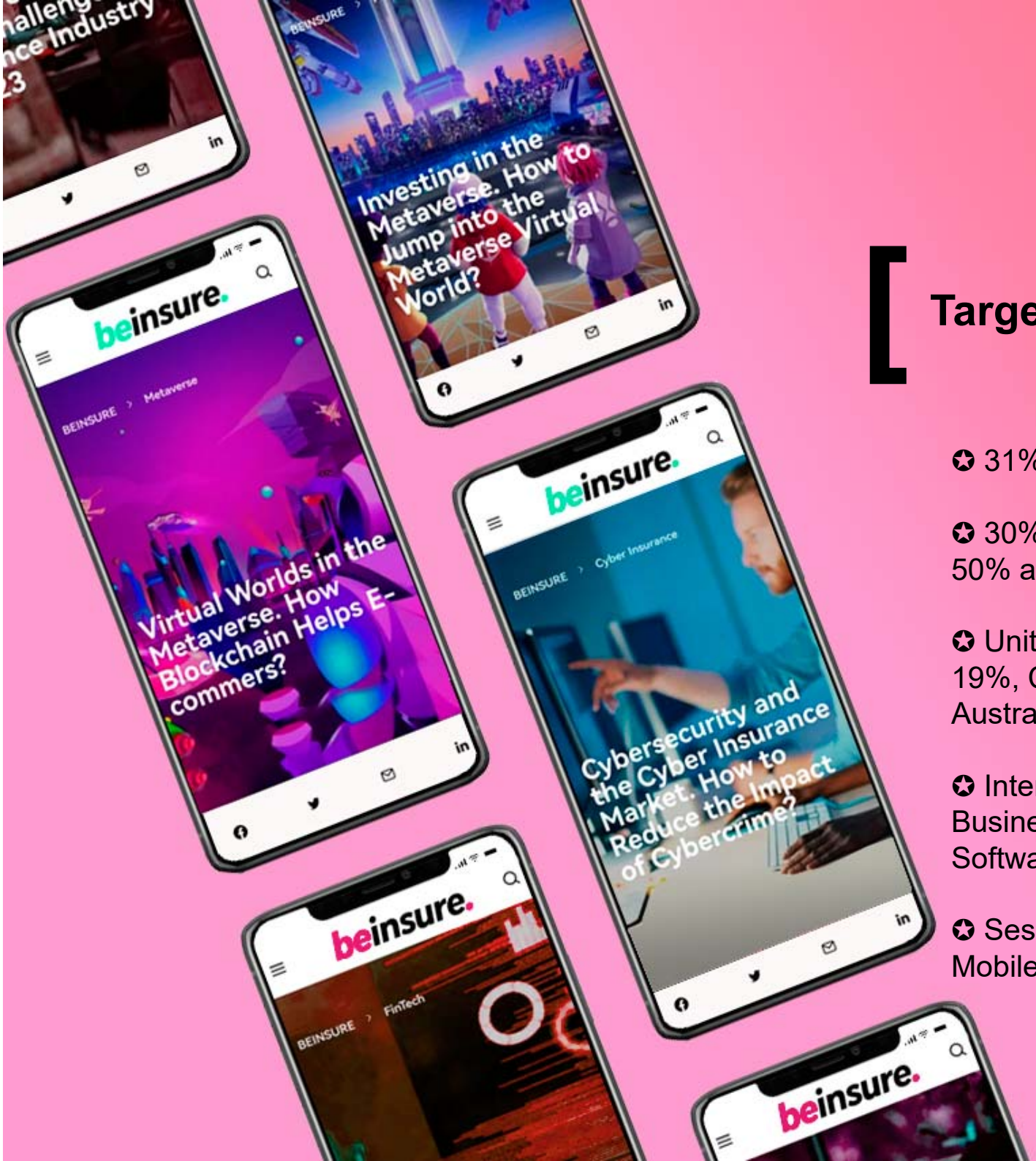
#1: Banner 1200x120
#2: Banner 600x300
#3: Banner 300x600
#3: Banner 300x300

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.

Beinsure Media Awards

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- **2026 Corporate Vision Technology Innovator Awards:** Best Insurance & InsurTech Media Platform 2026 – USA (Winner)
- **2026 Corporate LiveWire Innovation & Excellence Awards:** B2B Digital Media Platform of the Year (Winner)
- **2026 Global Startup Awards – North America – Edition 12:** Best FinTech Startup (Nominee)
- **2026 BFSI Insider Awards:** Best Insurance & InsurTech Market Intelligence Platform 2026 – New York (Winner)
- **2026 Wealth & Finance 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)

Beinsure Performance Metrics by Crunchbase

team executives

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

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

- Beinsure LinkedIn
- Beinsure BlueSky
- Beinsure Trustpilot
- Beinsure X

Get in touch

- **email:** go@beinsure.com