



## Leader's Edge 2020 Market Presentation



# *Leader's Edge* is committed to exploring risk in an ever-changing world.



## TAKING THE ROBOT OUT OF THE HUMAN

Automation may take over some back-office jobs, but it also presents opportunities to transform employees into more valuable roles.

### PERSPECTIVE

As the real value of a robot is that it takes the risk out of the human, it's important to think about the potential of automation in the workplace. While jobs may be changing and the work may be done by machines, the human element is still the key to success.

While the general consensus is that a high volume of jobs will be lost to automation, many experts believe that the human element is still the key to success. The human element is what makes the difference between a robot and a human. The human element is what makes the difference between a robot and a human. The human element is what makes the difference between a robot and a human.

PHOTO: SHUTTERSTOCK

### CONCLUSION

Automation may take over some back-office jobs, but it also presents opportunities to transform employees into more valuable roles. The human element is what makes the difference between a robot and a human. The human element is what makes the difference between a robot and a human.

PHOTO: SHUTTERSTOCK

“No other publication in our industry comes close to *Leader's Edge*.”

DEN BISHOP, PRESIDENT, HOLMES MURPHY

# *Leader's Edge* Subscribers

SELL

90%

OF THE U.S. COMMERCIAL  
PROPERTY AND CASUALTY  
INSURANCE MARKET

PLACE

70%

OF EMPLOYEE GROUP  
BENEFITS IN THE  
UNITED STATES

**FIRMS AVERAGE TOTAL PREMIUM VOLUME = \$2.8 BILLION**

in annual written premium. *Leader's Edge* subscribers specialize in writing policies and plans for mid and large size corporations

Other publications often cater to small agencies, typically under \$20 million in premium volume, that sell primarily personal lines (auto, home, boat) and small business

# *Leader's Edge* Subscribers

Include **20** of the top **20**,  
and **48** of the top **50** commercial  
brokerages in the U.S.

Meeting Customers in the Middle Market

Your sweetest may be in the middle market...

CUSTOMER NEEDS TO MEET SUPPLIER NEEDS

“Concise and Compact.”

DAVID PAGOUMIAN, OFFICE PRESIDENT, CRC

# Published by The Council of Insurance Agents & Brokers

CIAB.COM

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CIAB member firms work with clients averaging  
**1,000+ employees**

Average personal book of business = **\$17.1 million**  
(premium volume, producers only)

Consist of **83.9%** senior management and/or producers

# Award-Winning Publication

*Leader's Edge* is the only magazine to have been honored twice by the AM&P with the best of show EXTRA! Award and to win four gold awards in a single year

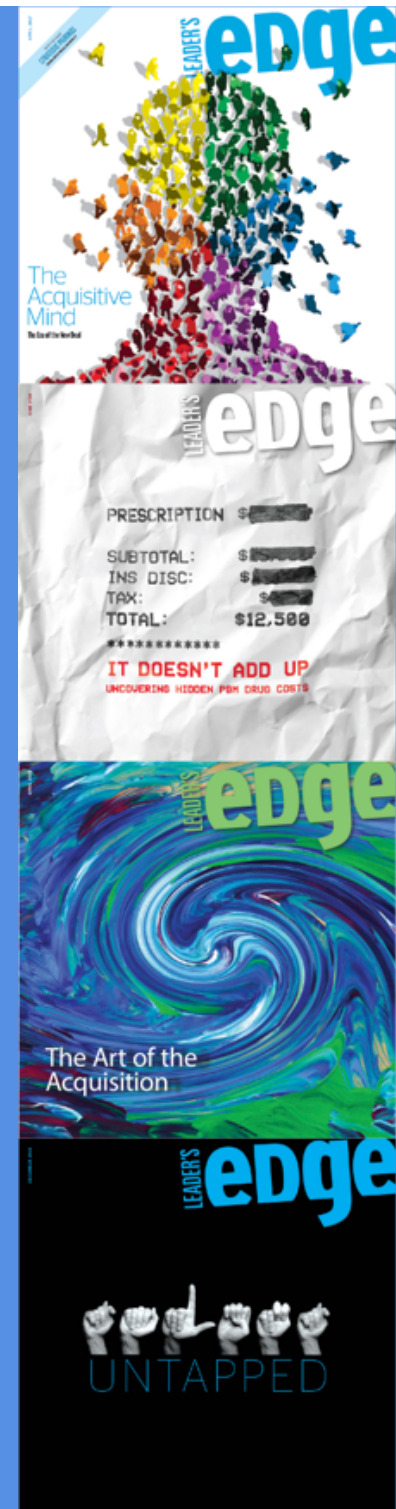
Read by the top commercial insurance and employee benefits brokers across the globe

Informs, enlightens, and initiates the conversations that broaden industry perspectives and build understanding of the risks businesses and their employees face

# Concentrated Circulation into the Top Brokerages

## DISTRIBUTION BY SIZE RANKING

TOP 3 BROKERAGES .....	1,887
#4 – 15 .....	6,708
OTHER BROKERAGES .....	5,943
<b>TOTAL</b>	<b>14,538</b>



# *Leader's Edge* Reader Demographics

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50

AVERAGE AGE

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\$287,898

AVERAGE ANNUAL INCOME

---

62 minutes

TIME SPENT READING LE

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5.9

READERS PER COPY

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48.7

NUMBER OF CARRIERS ARE  
PRODUCER READERS TYPICALLY  
WORK WITH IN A YEAR

---

72.2

CLIENTS USUALLY DON'T OFFER  
INPUT INTO THE SELECTION OF  
THEIR CARRIERS



# Property & Casualty - Job Roles

83.9%\*

ARE SENIOR MANAGEMENT/  
PRODUCER

\*some have both roles

83.1%

OF PRODUCERS HANDLE  
COMMERCIAL P&C SALES

60.9%

PRODUCERS

28.7%

SENIOR OR TOP MANAGEMENT

76.1%

50% OR MORE BUSINESS IS FROM COMMERCIAL P&C

66.2%

90% OR MORE BUSINESS IS FROM COMMERCIAL P&C

\$15.5 million

THEIR AVERAGE PERSONAL PREMIUM VOLUME

# Employee Benefits - Job Roles

83.9%\*

ARE SENIOR MANAGEMENT/  
PRODUCER

\*some have both roles

60.9%

PRODUCERS

28.7%

SENIOR OR TOP MANAGEMENT

42.8%

OF PRODUCERS HANDLE  
EMPLOYEE GROUP BENEFIT SALES

76.2%

TYPICALLY WRITE GROUPS OVER 100 EMPLOYEES

\$21.2 million

THEIR AVERAGE PERSONAL PREMIUM VOLUME

# What our P&C producers write

WHICH OF THE FOLLOWING COVERAGES DO YOU TYPICALLY WRITE?

<b>BOPs</b> .....	57.8%	<b>Flood</b> .....	79.7%
<b>Commercial Auto</b> .....	89.1%	<b>General Liability</b> .....	92.2%
<b>Crime</b> .....	82.8%	<b>Marine</b> .....	67.2%
<b>Cyber</b> .....	82.8%	<b>Professional Liability</b> .....	82.8%
<b>D&amp;O</b> .....	82.8%	<b>Property</b> .....	90.6%
<b>Environmental</b> .....	75.0%	<b>Specialty Lines</b> .....	73.4%
<b>EPLI</b> .....	79.7%	<b>Surety</b> .....	56.3%
<b>Excess/Umbrella</b> .....	89.1%	<b>Terrorism</b> .....	71.9%
<b>Fiduciary Liability</b> .....	78.1%	<b>Workers Comp</b> .....	89.1%

# What our P&C producers recommend to their clients

WHICH OF THE FOLLOWING SERVICES DO YOU TYPICALLY ENGAGE ON BEHALF OF YOUR CLIENT?

Actuarial Services .....	37.9%
Appraisal Services .....	43.9%
Captive Services .....	60.6%
Claims Management Services .....	72.7%
Disaster Recovery Services .....	47.0%
Premium Finance Companies .....	74.2%

# What our Benefit brokers write

WHICH OF THE FOLLOWING COVERAGES DO YOU TYPICALLY WRITE?

**Accident and Health** ..... 78.6%  
**Critical Illness** ..... 69.0%  
**Dental** ..... 71.4%  
**Discount Medical Plans** ..... 28.6%  
**Disability** ..... 83.3%  
**Health** ..... 78.6%  
**Life** ..... 85.7%

**Long Term Care**..... 35.7%  
**Pet** ..... 35.7%  
**Pharmacy Plan** ..... 59.5%  
**Retirement**..... 26.2%  
**Stop Loss Insurance** ..... 69.0%  
**Vision** ..... 71.4%

# What our Benefit producers recommend to their clients

WHICH OF THE FOLLOWING SERVICES DO YOU TYPICALLY ENGAGE ON BEHALF OF YOUR CLIENT?

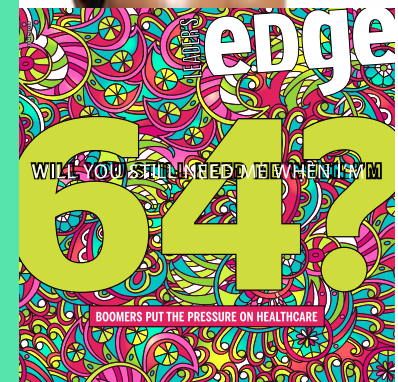
**Actuarial** ..... 47.5%  
**Care Management** ..... 50.0%  
**Enrollment Services** ..... 70.0%  
**Fertility** ..... 25.0%  
**Financial Wellness** ..... 40.0%  
**Identity Theft** ..... 62.5%

**Legal Services** ..... 55.0%  
**Payroll Services** ..... 42.5%  
**Second Opinion Services** ..... 40.0%  
**Telemedicine** ..... 65.0%  
**TPA** ..... 67.5%  
**Wellness** ..... 75.0%

# What our Management readers purchase

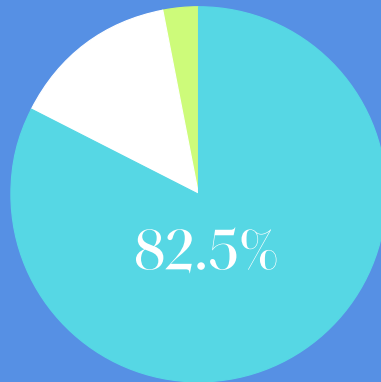
ARE YOU INVOLVED IN ANY ROLE (APPROVAL, RECOMMENDATION, ETC.) IN THE PURCHASE OF:

Agency Management Software .....	43.81%
Agency Technology Infrastructure .....	43.81%
Business Management Consulting Services .....	44.76%
Data Analytics .....	44.76%
Human Capital Management .....	44.76%
Investment Advisors .....	25.71%
Personnel Outsourcing Services .....	39.05%

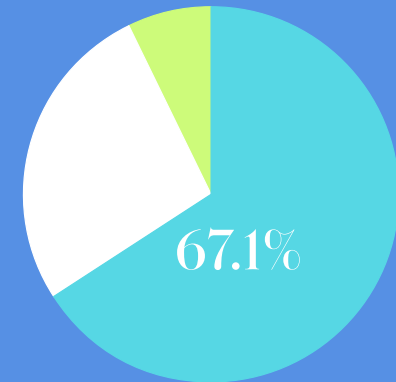


# What our readers think of *Leader's Edge*

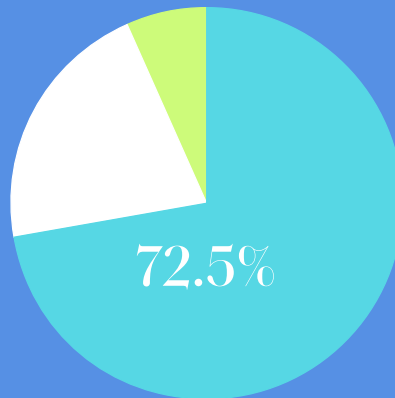
PROVIDES IN-DEPTH  
COVERAGE OF KEY  
INSURANCE ISSUES



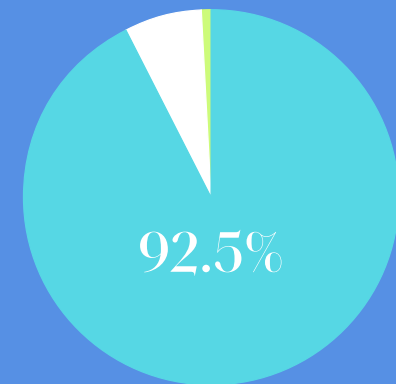
PROVIDES ME WITH  
INFORMATION I DO  
NOT GET ELSEWHERE



TOPICS WRITTEN  
ABOUT ARE RELEVANT  
TO MY JOB



ARTICLES ARE WELL  
WRITTEN



■ AGREE OR AGREE STRONGLY

■ NEUTRAL

■ DISAGREE OR DISAGREE STRONGLY



# What our readers think of *Leader's Edge*

PLEASE INDICATE WHICH THREE NEWS SOURCES HAVE THE GREATEST VALUE TO YOU  
AS AN INSURANCE PROFESSIONAL, IN ORDER OF IMPORTANCE.

1<sup>ST</sup>, 2<sup>ND</sup> OR 3<sup>RD</sup> CHOICE

84.3%	..... Leader's Edge	7.8%	..... The Hales Report
49.0%	..... Business Insurance	5.9%	..... Carrier Management
29.4%	..... Employee Benefits Advisor	4.9%	..... Insurance Business America
19.6%	..... Benefits Pro	4.9%	..... Risk Management
18.6%	..... Rough Notes	4.9%	..... The Insurer
14.7%	..... National Underwriter	2.9%	..... The Intelligent Insurer
14.7%	..... Risk & Insurance	1.0%	..... CB Insights
10.8%	..... Independent Agent	1.0%	..... Reactions

# Leader's Edge: Growing

YEAR	CIRCULATION	AD PAGES
2008	13,830	235
2009	11,741	206
2010	11,705	227
2011	13,179	230
2012	12,515	221
2013	14,839	269
2014	14,933	250
2015	15,218	278
2016	15,471	246
2017	15,955	251
2018	18,005	281
<b>2019</b>	<b>16,994</b>	<b>312</b>



## The Human Quirk

Behavioral economics provides key insights into employee engagement and a successful approach to incentives.

...when a leader is faced with a choice between a certain benefit and the possibility of a greater benefit, the decision is often influenced by the "behavioral economics" of the situation. Behavioral economics is the study of how people make decisions, and it has a lot to offer to leaders. It can help you understand why people make the choices they do, and it can help you design incentives that are more effective. This is a key insight from behavioral economics: people are not always rational. They are often influenced by emotions, social norms, and other factors. This is why it's important to understand your audience and to design incentives that are tailored to their needs. Behavioral economics can help you do this. It can help you understand why people make the choices they do, and it can help you design incentives that are more effective. This is a key insight from behavioral economics: people are not always rational. They are often influenced by emotions, social norms, and other factors. This is why it's important to understand your audience and to design incentives that are tailored to their needs. Behavioral economics can help you do this.



### The Doctor is In

A community-based education program trains barbers as health advocates, reaching underserved, high-risk individuals.

BY HARRISON MONTGOMERY FOR LEADERS' EDGE

Barbers Thomas have been barbering for over 100 years in the heart of African American communities. They are a pillar of their communities and a trusted source of information. In other cities, similar programs have trained barbers to become health advocates. This is a community-based education program that trains barbers as health advocates, reaching underserved, high-risk individuals. The program is based on the idea that barbers are a trusted source of information in their communities. They are often the first person someone goes to for advice. This makes them an ideal place to start a health education program. The program is based on the idea that barbers are a trusted source of information in their communities. They are often the first person someone goes to for advice. This makes them an ideal place to start a health education program.

“Best  
magazine in  
its class.”

SCOTT TROFHOLZ, PRESIDENT & CEO,  
THE HARRY A. KOCH CO.

# Official Magazine of the Annual Industry Leadership Forum

## REPRESENTATIVE ATTENDEES BROKERAGE

Alliant Insurance Services, Inc.	Chairman and CEO
AmWINS Group, Inc	CEO
Aon	CEO
Brown & Brown, Inc.	Chairman
Clements Worldwide	President
CRC Group	CEO
Gallagher	Chairman, Gallagher Global Brokering
Guy Carpenter & Company, LLC	President and CEO
Hagerty Insurance	CEO
Heffernan Group	President/CEO
Hub International	President & CEO
Hylant	CEO
Leavitt Group	Executive Chairman & CEO
Lockton, Inc.	President & CEO
Marsh	President and CEO
Marsh & McLennan Agency	Chairman & CEO
NFP	Chairman & CEO
Ryan Specialty Group	Chairman & CEO
Willis Towers Watson	CEO

# Official Magazine of the Annual Industry Leadership Forum

## REPRESENTATIVE ATTENDEES CARRIERS

AIG	President & CEO
Allianz Global Corporate & Specialty	President & CEO, AGCS N. America
Allstate Insurance	President, Allstate Business Insurance
AXA XL	CEO
Beazley	CEO
Berkshire Hathaway Group	President - Reinsurance Div.
Chubb	Chairman & CEO Chubb Limited
Great American Insurance Group	Chairman & CEO
Liberty Mutual	President, Global Risk Solutions
Markel	President & CUO
Munich Re	CEO, Reinsurance Division
Nationwide Insurance	President, Nationwide Natl Partners
Swiss Re	CEO Americas
The Hanover Insurance Group	President & CEO
The Hartford	Chairman & CEO
Tokio Marine HCC	President
Travelers	Chairman & CEO
W. R. Berkley Corporation	President & CEO
Zurich	Chief Executive Officer, North America

# Official Magazine of the Annual Employee Benefits Leadership Forum

## REPRESENTATIVE ATTENDEES BROKERAGE

ABD Insurance and Financial Services	President
Acrisure	EVP
Alera Group	President
Alliant Insurance Services, Inc.	EVP & Managing Director
AmWINS Group Benefits	President
Aon	Executive Vice President
BXS Insurance, Inc.	President, Employee Benefits
Catto & Catto LLP	CEO
Gallagher	Executive Vice President
Hub International	Executive Chairman
Leavitt Group	President
Lockton, Inc.	President, Lockton Benefit Group
Marsh & McLennan Agency	Chairman & CEO
Mercer	President, US & Canada
NFP	Executive Vice President, Head of Insurance Brokerage and Consulting
OneDigital Health and Benefits	EVP, Client Services
USI Insurance Services	President
Warner Pacific Insurance Services, Inc	Co-CEO
Willis Towers Watson	Voluntary Benefits Practice Leader

# Official Magazine of the Annual Employee Benefits Leadership Forum

## REPRESENTATIVE ATTENDEES CARRIERS

Aetna	President
Aflac	Sr. Vice President, Broker Sales
Allstate Benefits	President
Anthem, Inc.	President, Specialty Business
Chubb Workplace Benefits	President
Cigna	EVP, Distribution
Colonial Life & Accident	CEO & President
Humana	SVP, Distribution
Lincoln Financial Group	SVP, Distribution
MetLife	EVP
Mutual of Omaha	EVP, Workplace Solutions
Nationwide Insurance	SVP, Emerging Businesses
Prudential	President, Group Insurance
Reliance Standard Life	President & CEO Group Benefits
Sun Life Financial	Senior Vice President - Group Distribution
The Hartford	EVP, Group Benefits
UnitedHealthcare	SVP, Global Growth
Unum	SVP, Sales and Client Management
Voya Financial	SVP, Employee Benefits Distribution

# Print Offerings

## FULL-PAGE 4C ADVERTISING

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1-4x net rate of \$6,316 per insertion

5-9x net rate of \$5,976 per insertion

10+ net rate of \$5,797 per insertion

## SPONSORED CONTENT

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Ideal format for commanding presence with unique ability to convey expertise in topics of choice

Price includes one year print and digital reprint rights  
Single page format - \$8,430 net

Four page format - \$ 19,947 net (includes one page or equivalent of client supplied advertising)



**Game On**  
What's your game? What are you really looking for in a car? Here are the top 10.

**UNDER THE HOOD**  
How do you know if your car is really worth the price? Here are the top 10.

**“Interesting, entertaining, colorful and good source for news and insight.”**



ALBERT COUNSELMAN,  
CHAIRMAN & CEO, RCM&D, INC.

# Digital Offerings

*Leader's Edge* offers multi-platform programs and experiential opportunities that provide a deep consumer connection that can help your brand influence.

## E-NEWSLETTER RATES

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CREATIVE UNIT	SIZE	1-2 X	3-5 X	6+
Premier Banner	500 x 100	\$2,500	\$2,200	\$2,000
Banner	500 x 100	\$2,250	\$2,000	\$1,800
Native Ad	500 x 300	\$3,000	\$2,750	
Partner Content	500 Words	\$3,500	\$3,250	

## WEBSITE ADVERTISING

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CREATIVE UNIT	SIZE
Square	250 x 250
Tall Rectangle	200 x 500

**COST \$6,000 (total for twelve months)**



# Current Features

Announcing the latest issue of *Leader's Edge*.  
Highlighting a brief overview of the main features and fresh, new content or stories that unfolded after we went to press linking back to [www.leadersedge.com](http://www.leadersedge.com).

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**Frequency:** 10x per year

**Target Launch:** The 1<sup>st</sup> week of the month except January and July

**Distribution:** 14,000+

The screenshot shows the cover of the March 2020 issue of *Leader's Edge*. The top header includes the magazine title and the date. The first article, "Space Invaders", features a grid of colorful, pixelated alien characters. The text below discusses the space insurance market, noting that the commercial market has been soft for years but is now facing challenges due to large payouts. A "Read more" link and social media icons are present. Below this is a grey banner with the text "Banner 500 x 100". The second article, "What's in a Name?", features a cartoon illustration of a smiling pickle. The text discusses the history of whimsical names in the insurtech industry, mentioning names like Ask Kodak, Bold Penguin, and Goose. A "What's behind those whimsical insurtech identities?" link and social media icons are at the bottom.

# Inside Broker

Curated insights, resources and tips (or digestible takeaways) that help brokers manage and be more productive day in and day out. The content will focus on a range of topics including business operations, technology tools and resources, leadership and talent development, sales skills, M&A and more.

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**Frequency:** Monthly – 12x per year


**Target Launch:** The 2<sup>nd</sup> week of the month

**Distribution:** 11,000+

**edge** **INSIDE BROKER**

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### Tornado Talk



Last October, local news interrupted the Cowboy's game to announce a tornado was on the ground in Dallas. Den Bishop immediately got his family into a bathroom under the stairs in the middle of the house. About 30 seconds later, the impact sound of a wracking ball taking down a building resonated and then everything went completely silent. When he cautiously opened the bathroom door, he saw the limbs of a live oak tree in the center hallway of his house. Now what?

[Read Bishop's experience as a customer of the insurance industry.](#)


[t](#) [e](#) [f](#)

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**Banner** 500 x 100

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### A Cautionary Tale



Sixteen years ago, the view of the world was much different from EC3, the City of London's insurance district. A near-universal hard market had emerged overnight following 9/11. Reinsurance rates had surged, and primary prices were following suit. But as the profits flowed, no one seemed to be paying much attention to the fundamentals. Of course, rates soon began to fall, but everyone was making money, so it didn't matter. But the near-marketwide sense of security was false, and ultimately, the post-World Trade Center hard

# Health + Benefits

This e-newsletter conveys the changing dynamics of healthcare spending and delivery as they relate to the brokers and consultants navigating the commercial employee benefits landscape. It highlights market trends and regulatory updates, and explores solutions to lower healthcare costs, improve the quality of care, and leverage technology and data.

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**Frequency:** Monthly – 12x per year

**Target Launch:** The 3<sup>rd</sup> week of the month

**Distribution:** 11,000+

The screenshot shows an e-newsletter layout. At the top, the logo 'the edge' is followed by 'HEALTH + BENEFITS'. Below this is the headline 'Healthcare Is Making Us Poorer'. The main image is a syringe with a shadow of a dollar sign. Below the image is a paragraph of text: 'The average American family spends the equivalent of a Tesla on healthcare expenses every other year. At the Council of Affordable Health Coverage (CAHC)'s Price of Good Health conference, we learned that each year, the healthcare system effectively makes individuals poorer. CAHC's annual event brings together Washington D.C.'s policy wonks, private sector innovators, employer groups, and other industry stakeholders to hear from insurers, pharmaceutical companies, hospital systems, tech companies, and members of Congress on the state of healthcare.' Below this is a link 'Here's what we learned.' and social media icons for Twitter, LinkedIn, and Facebook. A large grey box contains the text 'Native Ad' and '500 x 300'. Below this is the headline 'Data, Privacy, and Silicon Valley'. The main image is a photograph of a Google building with the Google logo overlaid. Below the image is a paragraph of text: 'Last year, Google and Ascension secretly embarked on Project Nightingale, a tool that stores and aggregates patient information and medical data. It is the largest effort to date by a technology company to venture into the healthcare space. Millions of Americans across 20+ states unknowingly had their data, including lab results, hospitalizations, and'

# Emerging Trends

Honing in on the evolving world of risk, this e-newsletter exposes readers to and informs readers about the latest technologies, trends and solutions shaping the insurance industry and the future of risk. It features new business opportunities and strategies, and addresses everything from cyber risk to tech-enabled distribution models, all through a broker-focused lens.

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**Frequency:** Monthly – 12x per year


**Target Launch:** The 4<sup>nd</sup> week of the month

**Distribution:** 11,000+

The screenshot shows the top portion of an e-newsletter. At the top is a dark green header with the 'iEdge' logo and the text 'EMERGING TRENDS' in yellow. Below the header is the first article title: 'Cybersecurity Remains High Priority for Healthcare Institutions during COVID-19 Outbreak'. The article features a photograph of a healthcare worker in a surgical cap and mask. The text of the article discusses the importance of patient data, the risk of opportunistic security attacks, and a recent cyberattack on the Department of Health and Human Services (HHS). Below the article is a 'Read more' link and social media sharing icons. The second article title is 'COVID-19 Brings Increased Recession Risk'. It features an illustration of a bar chart with a microscope focusing on a red virus particle. The text discusses the global economic struggle and quotes Jérôme Haegeli, group chief economist at Swiss Re. Below this article is another 'Read more' link and social media sharing icons. At the bottom of the screenshot is a grey banner box with the text 'Banner 500 x 100'. The very bottom of the page shows the start of a third article title: 'COVID-19 Stimulus Packages & What's Ahead'.

**iege** EMERGING TRENDS

## Cybersecurity Remains High Priority for Healthcare Institutions during COVID-19 Outbreak

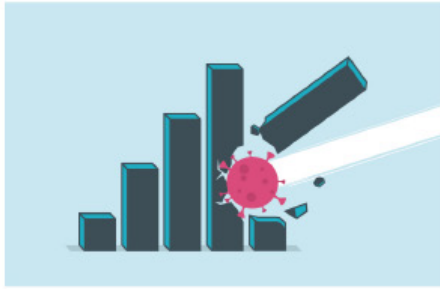


At a time when patient data is critical to slowing the virus, creating a vaccine, and coordinating care, hospitals now have to fend off opportunistic security attacks and phishing attempts from bad actors. Deploying malware, email senders are posing as employees working remotely or CDC officials with important information and are sending fake map tracking of COVID-19 cases as a ruse to steal usernames, passwords, and other personal information. In addition, the Department of Health and Human Services (HHS) recently endured a cyberattack on its computer system, which investigators believe was intended to create disruption and enable the spread of misinformation.

[Read more](#)

🔗 📧 📱

## COVID-19 Brings Increased Recession Risk



The COVID-19 pandemic comes at a time when the global economy is already struggling. "Fact is," said Jérôme Haegeli, group chief economist at Swiss Re, "the coronavirus is hitting the global economy when economic resilience is already weak to start with."

[What dangers does COVID-19 pose in a weakened global economy?](#)

🔗 📧 📱

**Banner 500 x 100**

COVID-19 Stimulus Packages & What's Ahead

# Leader's Edge @ EBLF

Insights and perspectives captured on-site at The Council's Employee Benefits Leadership Forum (EBLF) in June.

Through the lens of a broker, these roundups will feature interviews, podcasts and commentary on hot industry topics.

**Frequency:** Event driven. Others may be added if appropriate

**Target Launch:** The Council's Employee Benefit Forum (EBLF) – June 1 - 4

**Distribution:** 14,000+



The screenshot shows the top portion of the EBLF website. At the top is a blue header with the text "Reporting On The Ground At EBLF" and the "Leader's Edge" logo. Below the header is a paragraph of introductory text. This is followed by an "ATTENDEE BREAKDOWN" section with four columns: "TOTAL ATTENDEES" (575), "COMMERCIAL" (283), "HEALTHY & WELLNESS" (54), and "TOTAL BY MARKET" (238). Below this is a "WHAT TO EXPECT AT EBLF" section featuring a "Q&A with Kerry Finnegan" sub-section. This includes a portrait of Kerry Finnegan, his title as Senior Partner at Mercer, and a short bio. Below the bio is a question: "What are some of the biggest challenges facing employee benefits brokers and consultants right now? How has CEBS addressed those challenges?". The page continues with more text and a "Read on" link. At the bottom of the screenshot is a grey rectangular area with the text "Banner 500 x 300".

# Leader's Edge @ ILF

Insights and perspectives captured on-site at The Council's Insurance Leadership Forum (ILF) in October. Through the lens of a broker, these roundups will feature interviews, podcasts and commentary on hot industry topics.

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**Frequency:** Event driven. Others may be added if appropriate

**Target Launch:** The Council's Insurance Leadership Forum (ILF) – October 2 - 6

**Distribution:** 14,000+

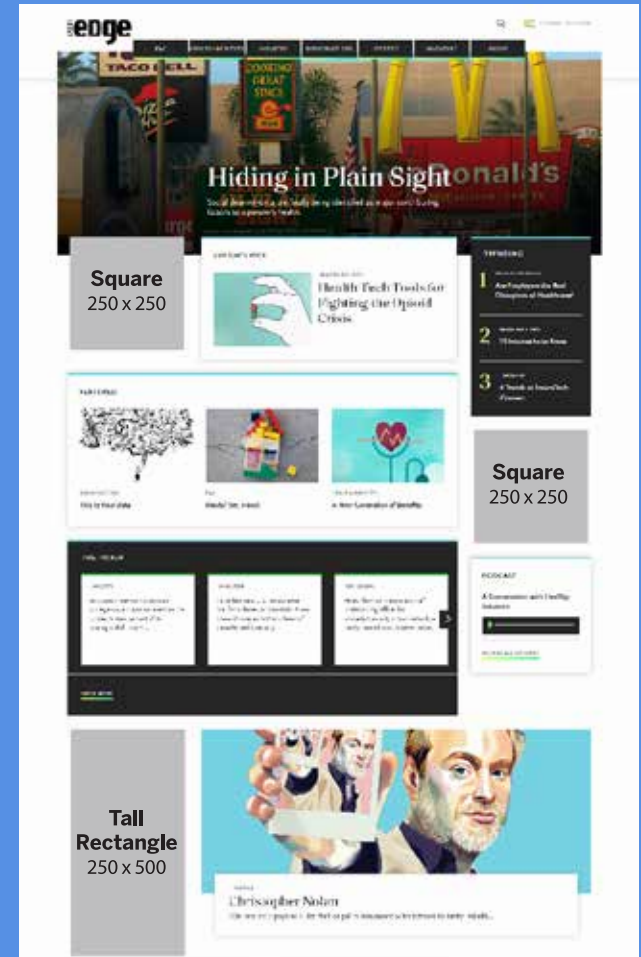
The screenshot shows a webpage layout for 'Leader's Edge @ ILF'. At the top, there's a header with the 'iege' logo, '@ ILF', and 'INSURANCE LEADERSHIP FORUM'. Below the header, there's a paragraph of introductory text. A table titled 'ATTENDEE BREAKDOWN' displays the following data:

Category	Count
TOTAL ATTENDEES	1,124
INSURANCE BROKERS	580
TOP EXECUTIVE OFFICERS BY COMPANY	522
NEW TO THE INDUSTRY	196

Below the table is a section titled 'Q&A with Diana Gonzalez Garcia' with the subtitle '2019 COUNCIL FOUNDATION SCHOLAR'. It features a portrait of Diana Gonzalez Garcia. Below the portrait is a short paragraph of text and a 'Read More' link. At the bottom of the screenshot, there is a grey banner with the text 'Banner 500 x 100' and a section titled 'The Role of Virtual Reality in D&I' with a corresponding image of a person wearing a VR headset.

# Website

Launched in 2019, the NEW *Leader's Edge* website offers updated display ad formats with a variety of options to meet a range of campaign objectives and budgets. LeadersEdge.com is a content journey with better search functionality, more market intelligence, updated information on a real time basis, additional podcasts, coverage from key industry events and other industry sources.



# Leadersedge.com by the numbers

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7,700

MONTHLY UNIQUE VISITORS

---

15,400

MONTHLY PAGE VIEWS

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51.2%

AUDIENCE GROWTH\*

*\*since launch of new site July 2019*

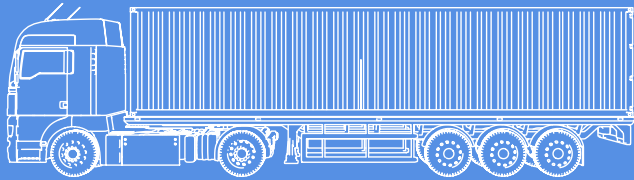


“Good mix of topics  
on industry and  
management issues. It is  
the only trade publication  
that I always read.”

RICHARD RANKIN, CHAIRMAN,  
PRESIDENT, MURRAY SECURUS



## OUR READERS WRITE



## THEIR READERS WRITE



OUR READERS WRITE  
LARGE GROUPS



THEIR READERS WRITE  
SMALL GROUPS



# Thank you.



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