Our monthly Risk Insights e-Newsletter is sent out to over 250,000 risk professionals every month. There are many ways in which we can include your organization’s thought leadership, branding, and services to our community of risk professionals.

**SPONSOR LOGO**

Sponsor our Monthly Risk Insights e-Newsletter. We will place your 180 x 100 hyperlinked logo as a sponsor of our newsletter.

**ADVERT BANNER**

Ideal if you have a webinar, event, or service to share with our audience. We will place your 180 x 225 hyperlinked banner advert in our newsletter.

**ADVERTORIAL**

Have a new white paper, article, or other risk related thought leadership item that you wish to share with our audience? We recommend choosing an advertorial that can either link back to a posting on our Risk Insights website or directly to a URL of your choice. The advertorial will include a title, 60 words, and a ‘read more’ link.

Contact: sales@cefpro.com  |  +44 (0) 20 7164 6582  |  +1 888 677 7007  |  www.risk-insights.com
Advertise your thought leadership content through our Risk Insights monthly e-Newsletter to reach a global audience of risk and regulation professionals from across the board. See our e-Newsletter engagement below…

**EMEA NEWSLETTER STATISTICS**

- **150,000 AUDIENCE**
- **UNSUBSCRIBES | 0.3%**
- **OPENS | 21%**
- **CLICKS | 6%**
- **% OF CLICKS**
  - Banner Advert | 21%
  - Sponsor Logos | 14%
  - Advertorials | 61%
  - Other Clicks | 4%

**US NEWSLETTER STATISTICS**

- **130,000 AUDIENCE**
- **UNSUBSCRIBES | 0.4%**
- **OPENS | 21%**
- **CLICKS | 5%**
- **% OF CLICKS**
  - Banner Advert | 16%
  - Sponsor Logos | 23%
  - Advertorials | 58%
  - Other Clicks | 3%

**NEWSLETTER DEMOGRAPHICS**

**EMEA**
- 29% Buy Side
- 65% Sell side
- 6% Other

**US**
- 32% Buy Side
- 64% Sell side
- 4% Other

**SOME OF THE FINANCIAL INSTITUTIONS THAT RECEIVE OUR NEWSLETTER**

- Bank of England
- Bank of Ireland
- Capital Markets
- Bank of New York
- Credit Suisse
- Deutsche Postbank
- Dresdner Bank
- Erste Bank
- European Commission
- Erste Bank
- European Banking Authority
- ESMA
- Fitch Ratings
- Goldman Sachs
- Prudential plc
- Imperial College
- KeyCorp
- Morgan Stanley
- Munich Reinsurance
- Nationwide
- OneWest Bank
- Prudential Re
- Santander
- Standard & Poor’s
- Swiss Re
- Union Bank
- Wells Fargo
- Standard & Poor’s
- The Financial Services Authority
- JPMorgan Chase
- Julius Baer
- KeyCorp
- KKR
- Lazard
- Legal and General
- Lloyds Bank
- LSE
- Metro Bank
- Morgan Keegan & Co
- O’Neill & Partners
- Santander
- Viessmann
- Zurich Financial Services

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Contribute to our collection of risk and regulation insights with your latest whitepaper, article or service. Plus, why not increase your branding and awareness with a banner advert across all of our risk insights.

**ADVERTORIAL**

Have an article you would like to share with our audience? We will submit your content on our Risk Insights website with a link to your page.

500 words maximum
1 Supporting Banner

**ADVERT BANNER**

Advertise on our Risk Insights website within the right hand information panel. This will display on the main page (shown left) as well as every article we post (shown below).

Size 240 x 400 pixels
Advertise your thought leadership content through our Risk Insights website to reach a global audience of risk and regulation professionals from across the board. See who visits our Risk Insights every month…

**RISK INSIGHTS WEBSITE STATISTICS**

**SPONSORED ADVERTORIAL**
Average page time on article **1.42mins**
Average article page views **787**

**BANNER ADVERT**
Total page views across the Risk Insights website, including individual articles **18,952**

- **UNITED KINGDOM** 5117 HITS | **27%**
- **US & CANADA** 9097 HITS | **48%**
- **FRANCE** 948 HITS | **5%**
- **NETHERLANDS** 567 HITS | **3%**
- **GERMANY** 1137 HITS | **6%**
- **OTHER** 2085 HITS | **11%**

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