MEDIA KIT 2019
Infopro Digital: N°1 Information and services group for professionals

Leading media brands on the key sectors of the economy

100 B2B media brands
11 M unique monthly visitors
50 software and databases
3 M active B2B contacts
+ 40 trade shows in France and abroad
850 training events and conferences
A strong pluri-media ecosystem to target all decision-makers in the insurance sector

**EVENTS**
- 18 conferences, 3 awards,
- 4 congresses, bespoke events

**STUDIES**
A team of experts dedicated to collecting figures on your market

**DATABASE**
107,358 qualified contacts in the insurance sector

**PUBLISHING**
Our publishing service creates your very own contents on the topic of your choice: white papers, articles, infographics...

**MAGAZINE**
- 130,000 B2B readers
- 14,722 weekly copies (OJD PV 2017)

**WEBSITE**
- 896,315 page views
- 472,469 unique visitors (AI Internet 2018)

**E-NEWSLETTERS**
- Morning News + the Must-reads (daily):
  - 19,000 B2B subscribers
- Distributors (weekly):
  - 21,000 B2B subscribers
- Tech (weekly):
  - 10,000 B2B subscribers
The reference magazine for the insurance sector, driving decision-makers since 1877

The largest editorial committee dedicated to the insurance sector. A team of 30 specialised journalists in France and overseas

92% THE reference per year

Professionals consider that the L’Argus de l’assurance is THE REFERENCE in their trade (study TNS Sofres)
The weekly magazine: N°1 in the insurance sector

- **14 722** copies distributed every week. The only insurance brand that is certified by OJD (French circulation audit office).

- **Leading** brand for targeting all insurance sectors.

<table>
<thead>
<tr>
<th>B2B audience</th>
<th>Insurance Base</th>
<th>Distributor target</th>
</tr>
</thead>
<tbody>
<tr>
<td>L’Argus de l’assurance</td>
<td>65%</td>
<td>57%</td>
</tr>
<tr>
<td>La Tribune de l’assurance</td>
<td>36%</td>
<td>22%</td>
</tr>
<tr>
<td>Les Echos</td>
<td>14%</td>
<td>16%</td>
</tr>
</tbody>
</table>

- **65% of insurance professionals have consulted L’Argus de l’Assurance in the last 7 days.**

- **130 000** executive readers per issue.

- A **strong reader engagement**, a positive impact on your communicationion.

- **39 minutes**

- **1,6 times each magazine is re-read**

- **8 circulation rate**

- **TNS Sofres Studies**
Digital: a redesign of the website and e-newsletter

1. COMPREHENSIVENESS
   - More operation-oriented sections
   - A restructured hierarchy of business sectors and insurance products

2. ACCESSIBILITY
   - Clearer ergonomics: easy access to information
   - Faster browsing: time saving
   - A more attractive & dynamic model

3. MOBILITY
   - A new interface for hypermobile decision-makers
   - Vertical reading to fit all screens: computer, tablet, smartphone
   - A site viewable everywhere, any time

- ASSURANCE DE PERSONNES
  - Sante
  - Prevoyance
  - Epargne
  - Assurance vie
  - Retraite

- ASSURANCE DOMMAGES
  - Auto
  - Habitation
  - Construction
  - Risques d'entreprise

- JURISCOPE
- LES DISTRIBUTEURS
  - Courtiers
  - Agents generaux
  - Syndicats professionnels
- LES ASSURANCES
  - Compagnies
  - Groupes de protection sociale
  - Federations
  - Mutuelles
  - Services

- TECH
- CLASSEMENTS
- CARNET DES DECIDEURS
Digital: an additional audience to gain in coverage and play on repetition

**argusdelassurance.com**: support of a content dedicated site acclaimed by decision-makers

<table>
<thead>
<tr>
<th>REPUTATION</th>
<th>USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>argusdelassurance.com</td>
<td>98,6%</td>
</tr>
<tr>
<td>tribune-assurance.fr</td>
<td>72,7%</td>
</tr>
<tr>
<td>news-assurances</td>
<td>Pro</td>
</tr>
<tr>
<td>agefiactifs.com</td>
<td>31,1%</td>
</tr>
<tr>
<td>riskassur-hebdo.com</td>
<td>20,8%</td>
</tr>
</tbody>
</table>

*Mediamétrie / Netratings Study

**E-newsletters**: 1 general news + NEW 2 thematic

- **19 000** Subscribed to the daily NL (6 days)
- **23,5%** Opening rate (vs the 10% market average for B2B e-newsletters)
- **7,5%** Click rate (vs the 5% B2B average)

**Digital Audience Profiles**

- **Distribution Networks**: 26%
- **Insurance / reinsurance companies**: 39%
- **Others**: 12%
- **Provident institution / pension funds**: 13%
- **Computing / Software**: 6%

**E-newsletters**

<table>
<thead>
<tr>
<th></th>
<th>TECH</th>
<th>DISTRIBUTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dispatch day</strong></td>
<td>Tuesday</td>
<td>Wednesday</td>
</tr>
<tr>
<td><strong>Nb of subscribers</strong></td>
<td>10 000 @</td>
<td>21 000 @</td>
</tr>
<tr>
<td><strong>Opening rate</strong></td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Core Target</strong></td>
<td>CEO/MD, CIO transformation, digital, innovation, and development directors...</td>
<td>Brokers, Agents, asset managers, sales directors of insurance companies, pension funds, provident institutions</td>
</tr>
</tbody>
</table>

At internet Audience – Monthly data 2018

**Digital Audience Profiles**

- **argusdelassurance.com**
  - 98,6%
  - 93,9%
- **tribune-assurance.fr**
  - 72,7%
  - 26,2%
- **news-assurances | Pro**
  - 40,2%
  - 19,9%
- **agefiactifs.com**
  - 31,1%
  - 10,0%
- **riskassur-hebdo.com**
  - 20,8%
  - 6,4%

*Mediamétrie / Netratings Study
Publishing: Boost your brand and reinforce your leadership with expert contents

Sustainable contents, that can be used to
- Promote your high points and accomplishments
- Reinforce your sales pitch
- Enrich your communication (website, intranet, social networks)
- Generate qualified contacts and fuel your CRM platform

A turnkey service including
- Creation of your contents (text, video, graphics...)
- Technical and marketing assistance
- Ownership of deliverables
- Media coverage in L'Argus de l'assurance (optional)

An opportunity to
- Highlight your services, collaborators, etc.
- Position yourself as an expert in your business activity
- Rely on the strength and security guaranteed by L'Argus de l'assurance

NEW White paper; NEW Webinar; Article; Poster; Infographics... All formats are possible: PLEASE CONTACT US
Database: targeted emails in the insurance sector to reach all your objectives

- **107 358** qualified, named contacts in the sector

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<th>BUSINESS ACTIVITY</th>
<th>INSURANCE ENTITIES</th>
<th>INTERMÉDIAIRES</th>
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<tbody>
<tr>
<td></td>
<td>Insurance Companies</td>
<td>Insurance agent</td>
</tr>
<tr>
<td></td>
<td>Mutual insurances</td>
<td>Insurance broker</td>
</tr>
<tr>
<td></td>
<td>Provident institutions</td>
<td>Asset management consultant</td>
</tr>
<tr>
<td></td>
<td>Reinsurance</td>
<td>Other intermediaries</td>
</tr>
</tbody>
</table>

- As well as **3 M** B2B contacts in manufacturing, construction, distribution, communities, automobile...

**Solutions to reach all your objectives**

**DIRECT MARKETING**
- Rent email addresses: customised email campaigns, flash products...
- Contents publications: white paper, testimonials
- Rent postal addresses

**PROJECT IDENTIFICATION**
- One-click surveys (study via email + telephone)
- Identify investment project, organise meetings...

**RETARGETING**
- DMP (Data Management Platform) activation pour broadcast your message (email and/or display) exclusively towards your core target

**NOS STRENGTHS**
- 80% of email addresses are named
- 100% of contacts are confirmed to be linked to a company
- Controlled sales pressure: **2 sendings/contact/month**
- Exclusive marketing by our services
- 120 employees dedicated to our DATA
Studies: Enrich your **strategic thinking** and develop your influence

**EDITORIAL STUDY**

- **You take the floor** on a subject discussed by our editorial board
  - Become the *exclusive partner* of the study conducted by the editorial board for this issue and express your expert opinion
  - The methodology of the study is *pre-determined by the editorial board* and our team according to the subject
  - **You exchange directly** with the editorial board on the results
  - **You are co-owner of the results** and thus:
    - You will be present on l’Argus’ entire data exploitation system (magazine and digital)
    - You can use the results for your communication operations and your sales strategy

**AD-HOC SURVEY**

- **You direct a survey** on a specific problem: imaging, reputation, satisfaction, opinion,…
  - We provide our survey teams and databases to *create your own study*
  - You determine all the parameters of the study with our team *according to your objectives*: type of study, theme, customized questionnaire, surveyed population,…
  - **You are the exclusive owner** of the results
  - We can help you create and *publicize the contents*: article, white paper, infographics…
L’Argus de l’assurance events:

3,000 participants gathered together each year:
CEO/MD, Sales directors, CIO, development directors, legal directors, brokers, insurers...

A partner offer designed to allow action in a targeted context, enable meetings of ultra-qualified audiences and ensure increased reputation.

Unique programs, bringing together the insurance decision-makers, led by journalists from L’Argus de l’assurance.

Wide-ranging marketing relying on all the media support of the L’Argus de l’assurance brand.

The know-how of a group who is a leader in professional information, organising 900 events, shows, training programmes and conferences each year.
Events: benefits for our partners in terms of image and networking

➤ L’Argus Meetings: 18 conferences organised around current issues and sector-related challenges
  - NEW GDPR NEW Retirement savings, prevention, blockchain and insurance, connected habitat, fraud, construction, health...

➤ Congresses: 4 Essential events for all decision makers
  - Major International Insurance Forum, 16th ed.: 23rd May 2019
  - L’Argus Factory, 2nd ed.: 2nd – 3rd July 2019
  - REAVIE, Special 30th anniversary: 9th – 11th October 2019

➤ L’Argus Awards: 3 renowned annual awards
  - Les Argus d’Or, 15th ed.: 9th April 2019
  - Mutual and joint innovation awards, 9th ed.: 3rd December 2019
  - Employer brand and diversity awards, 8th ed.: 10th December 2019

➤ Bespoke events: Highly targeted professional interviews conducted on a targeted topic
  - NEW The institutional investors Club, Dinner Clubs, after-works...
A team at your service

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