

A photograph of the London skyline at dusk, featuring prominent skyscrapers like the Gherkin and the Walkie-Talkie. The sky is a mix of dark blue and orange, and the city lights are beginning to glow.

# COVER

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MEDIA PACK 2021

# INTRODUCTION

COVER is the leading industry publication for the protection and health insurance sector. Drawing upon multiple channels, minute-by-minute we track the movements of the sector, covering the most important issues impacting the life, private medical insurance (PMI) and employee benefits space. Driven by a desire for ethical industry standards, we help ensure intermediaries have all the knowledge they need to know their products, following industry trends and do the right thing for customers on a daily basis.

## How and where we do it:

- **COVER website**
- **Daily news bulletins**
- **Features, analysis, opinion**
- **Product reviews**
- **Webinars**
- **Video**
- **Podcast**
- **Social media**
- **Live events**
- **Awards**

*‘The home of protection  
and health insurance  
distribution’*



# INDUSTRY TOPICS

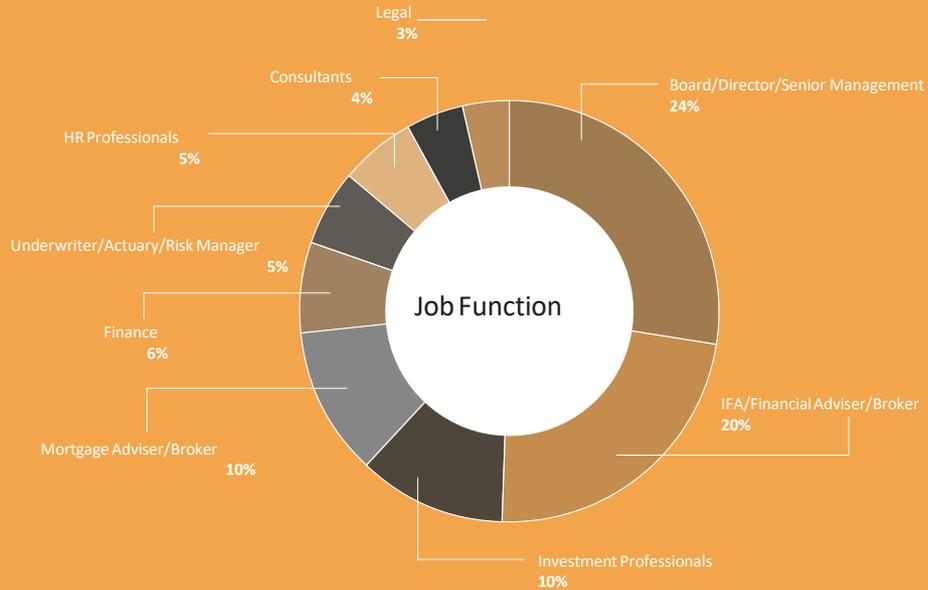
## Key themes we 'own':

- **Access to insurance** – we push for better underwriting inclusivity and hold providers to account
- **Mental health & wellbeing** – we raise awareness, break down stigma and promote the prevention of serious illness
- **Diversity & Inclusion** – levelling the playing fields and pushing for fairer treatment of colleagues, employees and consumers
- **Innovation** – new products development, adviser technology and cutting-edge market trends
- **Adviser viewpoint** – tips, tools and industry commentary



# CIRCULATION

COVER DAILY NEWSLETTER SUBSCRIBERS IS 13K



# ENGAGEMENT

## BELOW ARE THE AVERAGE MONTHLY FIGURES:

\*Stats from December 2020

### WEBSITE\*



**91,484**

Average monthly page views



**75,251**

Average monthly unique page views



**2.18s**

Average time spent on site



**1.78**

Page views per visit



**13k**

Daily newsletter subscribers

### MOBILE\*



**21,112**

Unique page views



**2.3s**

Average time spent on site



**1.5**

Page views per visit

### EVENTS:



**7+**

annual events



**2000+**

average registrations annually

### SOCIAL MEDIA:



**2,024**

COVER Mag followers on LinkedIn



**2,990**

@cover\_mag Twitter followers

# ADVERTISING PLATFORMS

- Online adverts
- Sponsored daily news alerts
- Solus HTML's
- Interactive ebooks
- 'An Audience With' interviews
- Bespoke digital and or face to face events
- Webinars
- Roundtables
- Podcasts
- Events

**COVER**

AN  
AUDIENCE WITH  
Iain McMillan

**Bupa From Home**

**FIND OUT MORE**

**COVER** Legal & General

L&G sales masterclass takeaways

**1. Advisers should turn their protection sales triangle upside down**

The numbers do not lie. During our working lives, one-in-three of us will face long-term sickness, one-in-four of us will survive a critical illness and one-sixth of us will die before retirement. However, advisers sell more life cover, followed by critical illness cover and, least of all, income protection. So why not turn the triangle upside down, and offer income protection first? After all, it's the policy that clients are most likely to need.

**COVER PODCAST**

**COVER**

COVID-19 Life Critical illness Income protection Health Employee benefits Regulation Diversity

Set your health connected using beyond protection with **Adviser**

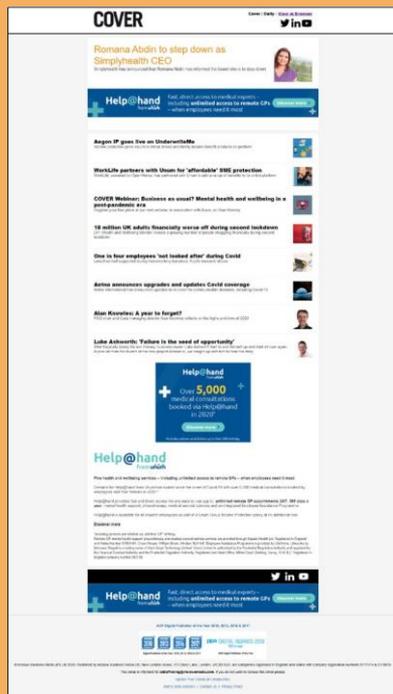
**TOP STORIES**

Shepherd's Friendly expands income protection rehab

**Luke Ashworth: 'Failure is the seed of opportunity'**

# ONLINE ADVERTISING

- Leaderboard
- Billboard
- MPU
- HPU
- Sidebar/Wallpaper
- Newsletter advert
- Solus email campaigns



A digital advertisement for 'reframe'. The top features the 'reframe' logo in a purple box. Below it is a photograph of a man with a beard and glasses, wearing headphones, working at a desk with a laptop. The text reads: 'Playbook Strengthening employee wellbeing through COVID'. Below the image, it says 'Strengthen your team's wellbeing through COVID' and 'Hi Martin,'. The main body of text states: 'COVID-19 has changed the way we work; increasing anxiety, depression and loneliness among employees. This shifting landscape puts wellbeing at the top of the agenda. It gives you the opportunity to assess how best to support your people. So are you really doing enough for each individual? Our playbook looks at the benefits of a healthy, well-supported workforce and shows you how you can enhance and sustain your team's wellbeing.' At the bottom, there is a purple button that says '&lt; Download playbook &gt;'. The footer features the 'reframe' logo and the tagline: 'A new kind of digital health company transforming the way individuals experience healthcare.'



# EVENTS 2021

MARCH

**COVER**

MENTAL HEALTH  
& WELLBEING 360

APRIL

**COVER**

CLAIMS,  
UNDERWRITING  
& INNOVATION  
FORUM

**COVER**

CUSTOMER CARE  
AWARDS 2021

JUNE

**COVER**

HEALTH  
INSURANCE LIVE

**COVER**

HEALTH INSURANCE  
AWARDS 2021

OCTOBER

**COVER**

PROTECTION  
AND HEALTH  
SUMMIT 2021

**COVER**

EXCELLENCE  
AWARDS 2021

NOVEMBER

**COVER**

WOMEN IN  
PROTECTION  
AWARDS 2021



# EVENT DELEGATES - THE AUDIENCE

**45%**

Adviser/IFA

**28%**

C-Suite/Director

**12%**

Financial Planning

**5%**

Other

**4%**

Investment  
Analyst/Manager

**4%**

Wealth  
Management

**3%**

Consultant

# TESTIMONIALS

‘As an industry professional I can’t say how pleased I personally am to see how Cover Summit has evolved recently to become something transformative for the industry rather than a platform for product placement. I think the increased attendance demonstrates the real appetite on the ground for real and engaging content which means being big enough to address what is wrong as well as what is right in the industry.’

**Andrew Wilkinson, Director, Moneysworth**

“I just wanted to pass on my congratulations for hosting such a successful event – so much rich content, it must have taken so much effort from you and your team – thank you!”

**David Mead, CEO, Future Proof**

“Just wanted to say an empathic well done today... Great sessions so far, especially on the important topic of trust.”

**Ian Sawyer, Director, Assured Futures**

“Well done on organising a super event. I must admit, I did miss my annual trip to the UK , to visit the Cover Summit, but that is life (these days). I feel that Virtual events are much more demanding to the organisers and keeping your attendees attention is that bit more challenging. As an attendee to many remote events over the past 8 months, I genuinely felt that the level of professionalism at the Cover summit was the best I’ve seen. Superb speakers and as always many things to take away from the two days.”

**Tom Grant, Owner, OneLife Insure**

“A really good conference and awards ceremony - focussed, interesting and growing so fast you’ll already be scouting much larger venues.”

**Tom Baigrie, CEO, LifeSearch**

“Two brilliant events - so many people said to me how much they enjoyed last night as well as the conference, and people seemed to love the venue too which is great. Am sure you had similar feedback.

A great partnership! Thank you for all your support.”

**Emma Thomson, founder, Women in Protection Network**

# CONTACT

For more information please contact:



**Adam Saville**

Editor - COVER magazine

E: [adam.saville@incisivemedia.com](mailto:adam.saville@incisivemedia.com)

T: +44 (0) 2074849924



**Rachel Calvert**

Publisher - COVER magazine

E: [rachel.calvert@incisivemedia.com](mailto:rachel.calvert@incisivemedia.com)

T: +44 (0)7710 737414