



COVERTM

MEDIA PACK 2022

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
- Content
- Video
- Podcast
- Social media
- Live events
- Awards

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



INDUSTRY TOPICS

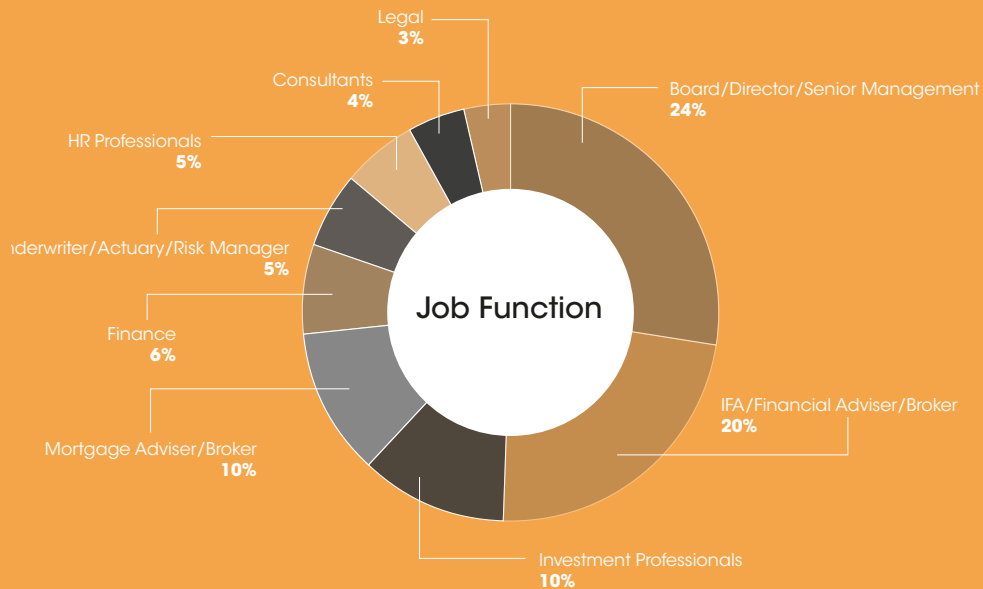
Key themes we 'own':

- **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 18K



ENGAGEMENT

BELOW ARE THE AVERAGE MONTHLY FIGURES:

*Stats from December 2021

WEBSITE*



91,484

Average monthly page views



75,251

Average monthly unique page views



2.18s

Average time spent on site



1.86

Page views per visit



18k

Daily newsletter subscribers

MOBILE*



21,112

Unique page views



37s

Average time spent on site



1.5

Page views per visit

EVENTS:



8+

annual events



2200+

average registrations annually

SOCIAL MEDIA:



2,523

COVER Mag followers on LinkedIn



3,360

@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



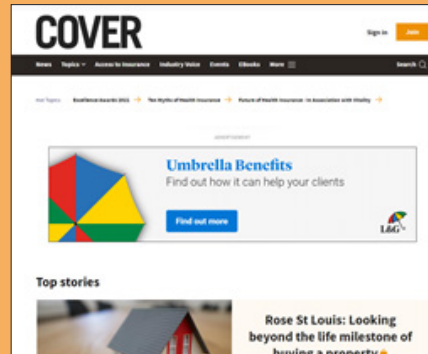
COVER
WEBINARS

28th September, 2pm

THE ROLE OF PROTECTION IN SUPPORTING YOUR CLIENTS' FINANCIAL WELLBEING



Sponsored by: **AEGON**



COVER

Home Topics Accounts for Insurance Industry Update Events Webinars About Search

and Topics: Excellence Awards 2022 · The Myths of Health Insurance · Powers of Health Insurance: An Association with Health

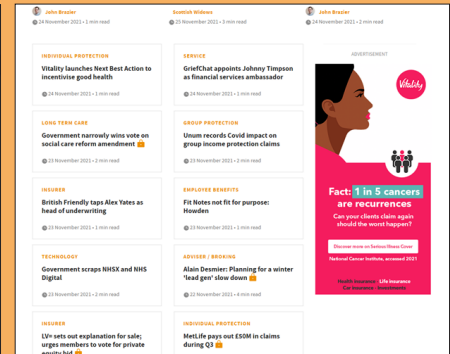
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Umbrella Benefits
Find out how it can help your clients

Find out more

Top stories

Rose St Louis: Looking beyond the life milestone of buying a property



ADVERTISEMENT

INDIVIDUAL PROTECTION
Vitality launches Best Action to incentive good health
14 November 2021 · 1 min read

ADVICE
Griffith appoints Johnny Tomson as financial services ambassador
14 November 2021 · 1 min read

LONG TERM CARE
Government narrowly votes on social care reform amendment
13 November 2021 · 2 min read

GROUP PROTECTION
Unum records Covid impact on group income protection claims
13 November 2021 · 2 min read

INSURER
British Friendly taps Alex Yates as head of underwriting
13 November 2021 · 1 min read

EMPLOYER BENEFITS
Fit Notes not fit for purpose: Howden
13 November 2021 · 1 min read

TECHNOLOGY
Government scraps NH&X and NHS Digital
13 November 2021 · 4 min read

ADVISER / BROKING
Alain Desmet: Planning for a winter 'head gear' slow down
13 November 2021 · 1 min read

INDIVIDUAL PROTECTION
MetLife pays out £50M in claims during Q1
12 November 2021 · 1 min read

Fact: 1 in 5 cancers are recurrences
Can your clients claim again should the worst happen?
Health Insurance · Life Insurance · Car Insurance



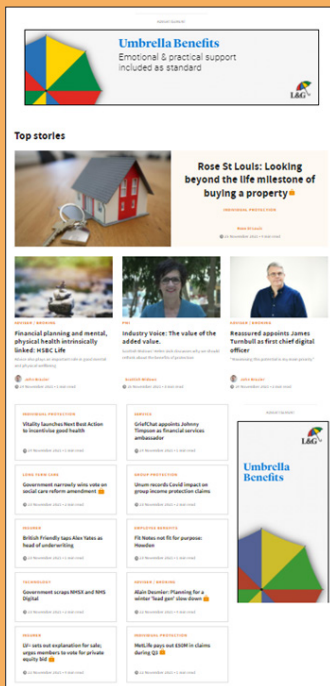
COVER

An Audience with
Guardian's CEO and
Sales Director



GUARDIAN
LIFE. MADE BETTER.

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



CONTENT CASE STUDY



2,271

Page views



2:24

Average
engagement
time



33,410

Native adverts
on Cover
promoting
content



2,134

Client branded
ads on article
pages



57,895

Twitter
impressions
promoting
content



2,000 +

LinkedIn
organic
impressions

EVENTS 2022

MARCH

COVER™

WELLBEING
360 SUMMIT

APRIL

W COVER™

WOMEN IN
PROTECTION
AND HEALTH
AWARDS 2022

JUNE

COVER™

HEALTH
INSURANCE LIVE

COVER™

RECOGNISING
HEALTHCARE
INNOVATION
AWARDS 2022

SEPTEMBER

COVER™

CLAIMS AND
UNDERWRITING
INNOVATION
FORUM



COVER™

CUSTOMER CARE
AWARDS 2022

NOVEMBER

COVER™

PROTECTION
AND HEALTH
SUMMIT 2022



COVER™

EXCELLENCE
AWARDS 2022



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

“Tremendous peer interaction and dynamic learning experiences that you cannot find anywhere else”

James Berkeley, MD, Ellice Consulting Ltd

“A superbly organised event with a diversity of speakers and subject matter”

Jason Somers, Independent Financial Adviser, Continuum (Financial Services) LLP

“An insightful, productive and well run event which kept your attention throughout”

Lewis Breach, Training & Development Manager, Future Proof

“Brilliant to meet up with industry ‘best in class’ fellow Healthcare & Protection advisors, to be re-focused, energised & inspired”

Daniel Donoghue, Specialist PMI Broker, Surrey Circle Health

“The best and most useful investment of a day that anyone advising can make. If you are involved in Protection, you need this event”

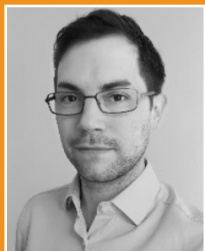
Christopher Green, Wealth Manager, Wealth & Finance Matters Ltd

“The event was fantastic, a lot of effort and time had been invested to make the day great. Many thanks, until the next one”

Craig Weston, IFA, Independence Assured

CONTACT

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