

INSURE

Connecting Consumers and
Businesses to Better Insurance



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INSURE showcases the essential role of insurance in safeguarding individuals, businesses, and economies. In an ever-changing world, insurance remains a pillar of resilience, security, and innovation.

As a trusted resource for industry leaders, brokers, service providers, and consumers alike, INSURE explores emerging trends, innovative solutions, and market opportunities that shape the future of the sector. From cutting-edge technologies like AI and data analytics to advancements in healthcare, cybersecurity, and risk mitigation, we cover all aspects of the insurance landscape. With a strong focus on thought leadership, collaboration, and education, we connect insurers, service providers, and clients—empowering them to navigate challenges, drive advancements, and thrive in a competitive marketplace.

Whether you're shaping the industry, seeking personal or business solutions, or exploring the latest trends, INSURE is your platform for knowledge, growth, and strategic connections

Business Day Insure includes a deep dive into upcoming trends shaping the industry, exploring how artificial intelligence is transforming risk assessment, underwriting, and claims, and redefining and customising insurance to meet unique client needs.

EDITORIAL TOPICS

- The Future of Insurance
- Private and General Wealth Insurance Solutions
- Estate Planning and Life Insurance
- Insurance for Personal and Luxury Assets
- Investment-Linked Insurance Products
- Business Insurance Strategies for Growth
- Advancements in Medical and Health Insurance
- Cybersecurity and Risk Mitigation
- Insurance for Emerging Markets and Startups
- Disaster Preparedness and Climate Risk Insurance
- The Role of AI and Big Data in Insurance

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available on the following websites:

BusinessLIVE

TimesLIVE

BusinessMediaMags

+

PRESSREADER

Business Day: 6 428

financialmail: 11 625

Sunday Times: 12 329

STATS

BusinessLIVE

Users: 1 275 842

Pageviews: 3 825 701

Facebook followers: 122 370

Times LIVE

Users: 2 177 438

Pageviews: 7 148 700

Facebook followers: 1 757 176

Business Media Mags

Page views: 42 825

Users: 18 002

Facebook followers 36 000+ followers

2025 ADVERTISING RATES

ALL RATES: excl vat and agency commission

| FULL PAGE | DOUBLE PAGE SPREAD | INSIDE FRONT COVER DPS | OUTSIDE BACK COVER | HALF PAGE |
|-----------|-----------------------|---------------------------|-----------------------|-----------|
| R19 500 | R34 500 | R43 000 | R27 900 | R11 500 |

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| | |
|----------------|---------|
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| 4-Page profile | R68 250 |

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