

GULF INSURANCE & RE INSURANCE

Media Program

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Gulf Insurance and Reinsurance Magazine is targeting decision makers at corporate, insurance and reinsurance organization in the GCC and greater Middle East. Its mission is to provide an objective, informative, and critical source of news and information on regional and international insurance and reinsurance trends.

It will feature a monthly interview of a key industry figure, report on headline international reinsurance news, focus on trends and product development, and comment if not critique issues affecting the Middle Eastern reinsurance market place.

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March – April 2012

Volume 2 Issue 6

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London / International Market

Jobs Section

MEIF 2012 Photo Album

Captives this Month: Full Captive or
another Special Purpose Vehicle?



circulation

5,000 copies to be in circulation every month distributed as follows:

- * 1,500 copies delivered to insurers, reinsurers, brokers and practitioners across the Middle East
- * 1,000 copies to be distributed in the London market to underwriters, brokers, and members of the Lloyd's and London market.
- * 2,500 copies to be distributed to CEOs and CFOs in the corporate sectors in Bahrain, Saudi Arabia, Qatar, UAE, Kuwait and GCC

Publisher



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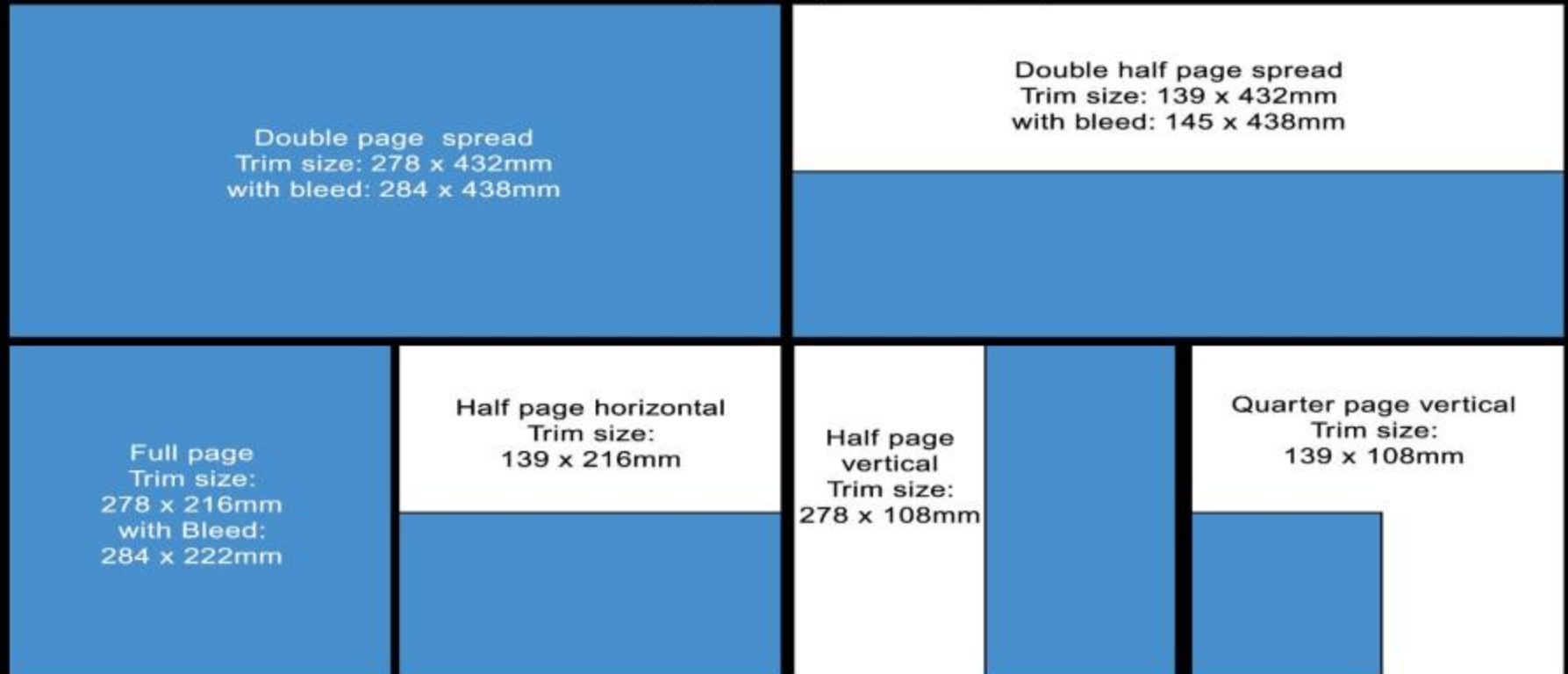
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mechanical DATA DATA

Unit size - Height (mm) x Width (mm)



advertising POSITION

Type of Ad	Single Ad	Annually	Position
Full Page Color Ad	500 USD	3,500 USD	Main Body
Half Page	350 USD	2,000 USD	Main Body
Inside Front Cover	750 USD	5,000 USD	Front Cover
Inside Back Cover	750 USD	5,000 USD	Back Cover
Outside Back Cover	1,500 USD	-	Back Cover
Sponsor of Round Up	-	5,000 USD	Main Body
Other Opportunities	Contact Us		

* Free supplement distribution for annual advertisers. (ie. Annual reports, press releases, photos ops. Etc.) Any cost of print or distribution to be charged only at cost.

contribution & integrity of NEWS SOURCES

Gulf Insurance and Reinsurance will solicit on a regular basis the valuable input of its reader base at all levels. Certain captains of industry will be interviewed, and/or invited to contribute to the editorial content of the magazine.

The magazine will also utilize press releases, corporate news feeds, and other credible public news sources to ensure the integrity of information published monthly.

An online version of the magazine can be found on www.gulfreinsurance.com. Gulf Insurance and Reinsurance will not only feature articles, news, and key interviews published in the magazine, but will maintain a daily news segment with a recap of all breaking international insurance news.

about Gulf Insurance & Reinsurance Magazine & GULF reinsurance.com

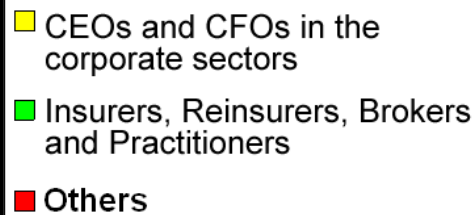
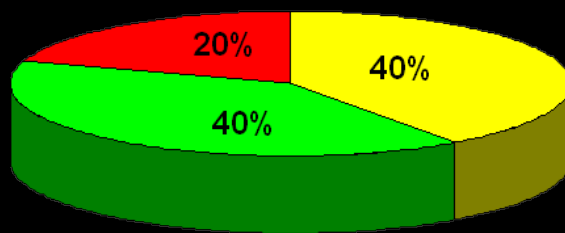
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Why Gulf Insurance & Reinsurance

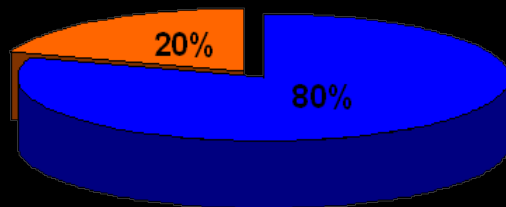
Gulf Insurance and Reinsurance magazine is the only publication in the Middles East dedicated to the region, and to the exchange of information between the London/Europe and MENA market.

Who Reads Gulf Insurance and Reinsurance?

(Circulation of 5,000 copies)



Geographical Distribution of Publication



Why Gulf Insurance & Reinsurance

If you are provider of ancillary services to the MENA Insurance industry why advertise or sponsor?

Its simple, Gulf Insurance and Reinsurance allows to target your specific niche audience and puts your brand and service in front the decision makers and opinion formers in the industry.

If you are regulator or a financial services centre why advertise or sponsor?

If you are trying to attract foreign players into your domestic market, Gulf Insurance and Reinsurance will raise your brand awareness and reinforce market opinion. It is ultimately the underwriters, brokers, and other key constituents that influence corporate opinion and direction, and Gulf Insurance and Reinsurance is the perfect vehicle to communicate the advantages and visibility of your financial centre internationally especially in the Lloyd's and London market.

If you are a business or a company why advertise or sponsor?

Gulf Insurance and Reinsurance is the best way to create brand awareness and attract senior decision makers from the corporate and insurance sectors to your business.

If you are a regional or international reinsurer why advertise or sponsor?

Gulf Insurance and Reinsurance is quickly becoming a regional opinion former in the reinsurance industry. The publication is a very good vehicle to strengthen brand visibility, issue press releases, and announce product launches.

Why Gulf Insurance & Reinsurance

If you are a regional/local insurance company why advertise or sponsor?

Gulf Insurance and Reinsurance is not only read by your peers in the regional insurance industry, but also by the London market. Advertising in Gulf Reinsurance will raise the profile of your company in the London and international market, as well as attract brokers, underwriters, and facultative inward business. Gulf Insurance and Reinsurance can put you on the map in your local market internationally.

If you are a provider of luxury goods and services for professionals why advertise or sponsor?

Gulf Insurance and Reinsurance is a good opportunity to target executives and white collar professionals with relatively modest to high disposable income. It is a specific media channel targeted at decision makers of this rapidly growing financial services industry.

Agency Commission:

There is a 30% commission payable to advertising and media agencies that assume responsibility for collection of dues and billing on published rates.

terms & conditions

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You are responsible for ensuring that your computer system meets all relevant technical specifications necessary to use our Web Site.

We will do our best to ensure that all materials and information published in our magazines and/or on our Web Site are accurate, but please note that all materials and information on our Web Site are provided on an “as in” basis.

We give no warranties of any kind concerning the magazine and/or web site or the material to the fullest extent permissible by law. In particular, we do not warrant that the web site or any of its content is virus free. You must take your precautions in this respect as we accept no responsibility for any infection by virus or other communication or by anything that has destructive properties.