

L'ARGUS

de l'assurance



2024 MEDIA KIT

The leading media brand on insurance

The **leading source of information** that has been bringing together decision-makers in the sector since 1877.



532K

Unique Visitors/
Month⁽¹⁾



127K

Intentional emails in our
database



130,000

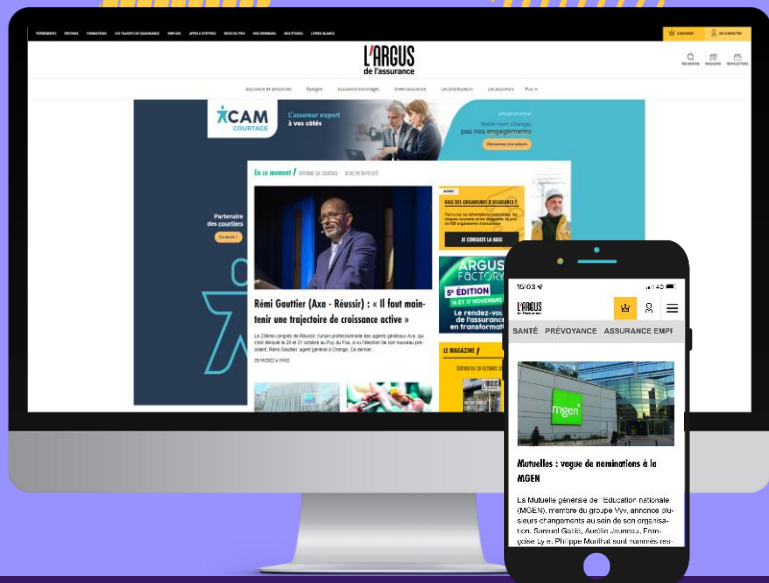
BtoB readers⁽²⁾



16,449

copies distributed⁽³⁾

+ 6,8% vs N-1



Personal insurance **Savings** **Property and casualty insurance**
Insurers **Bancassurance** **Sinistres** **Brokers**
Health **Pensions** **Loan Insurance** **Risks**
Provisions **Mutuals** **Life Insurance** **Reassurance**

Sources :
 (1) Piano Analytics Janvier 2023
 (2) Etude TNS Sofres
 (3) ACPM Diffusion DSH 2022-2023

An expert and recognized editorial team in the insurance sector



François LIMOGÉ
Editor-in-Chief



Sébastien ACEDO
Associate Editor-in-Chief

92%
of professionals consider
that L'Argus de l'assurance
is the reference in their
field (Etude TNS Sofres)

The largest editorial office dedicated to the insurance industry:

- ▶ The guarantee of experts with a strong reputation among decision-makers.
- ▶ A team of 12 journalists in France and abroad.
- ▶ A focus on innovations in the sector, trends and a deciphering of best practices in the insurance ecosystem.



Press: L'Argus de l'assurance, leader in the insurance sector

Total Circulation **ACPM**

DSH 2022-2023

L'Argus de l'assurance is the only OJD certified title in the sector



Paid circulation in France

86%

(DFP : Paid Circulation in France = 13,322 copies)

+6.85%

Evol DFP vs N-1

16,449 copies distributed each week

No. 1 for targeting all insurance players

B2B audience in LDP **

Base Assurance

Distributors target

	Base Assurance	Distributors target
L'ARGUS de l'assurance	65%	57%
La Tribune de l'assurance	36 %	22%
Les Echos	14%	16%

57% of distributors consult L'Argus de l'assurance at each publication

**LDP = Latest reading / TNS Sofres study

Press: L'Argus de l'assurance, leader in the insurance sector

A strong reading involvement...

130,000 executive readers per issue

39
minutes

1.6
number of pick-ups

8
circulation rate

...for an optimized efficiency of your campaigns

Profile of L'Argus de l'assurance readers:

Distribution: brokers, agents, IFAs 55%

Institutional: companies, mutuals, IP, bancassurance 36%

Miscellaneous: experts, claims management, consulting, IT 9%

Digital: a powerful and affinity-based audience

- ▶ **argusdelassurance.com** : a powerful site that allows you to gain coverage⁽¹⁾ :

1.2M
page views per month

532K
VIEWS / month

- ▶ The reference site for insurance professionals- **known and trusted**⁽²⁾ :

	REPUTATION	UTILIZATION
L'ARGUS de l'assurance	98.6%	93.9%
tribune-assurance.fr	72.7%	26.2%
news-assurances Pro	40.2%	19.9%
agefactifs.com	31.1%	10.0%
riskassur-hebdo.com	20.8%	6.4%

Sources :
(1) AT Internet - February 2022
(2) Médiamétrie - Ad hoc Studies

Profile of the digital audience :

Institutional: companies, mutuels, IP, bancassurance **52%**

Distribution: brokers, agents, IFAs **26%**

Miscellaneous: experts, claims management, consulting, IT **22%**

Digital: an exclusive, affinity-based audience

E-newsletters : an audience with a strong affinity



	LA MATINALE réservée aux abonnés	NOMINATIONS	GREEN	LA TECH	LES DISTRIBUTEU RS
SENDING DAY	Monday to Saturday (Les indispensables)	Every Friday	Every Monday	Every Tuesday	Every Wednesday
NUMBER REGISTERED	37,000 contacts	14,754 contacts	34,500 contacts	38,200 contacts	37,300 contacts
AVERAGE OPENING RATE⁽¹⁾	26.5 %	31%	27.2 %	28.2 %	28.5 %
CORE TARGET	Insurance/Reinsurance companies, Distribution networks, IP/ Mutuels / Pension funds	Brokers, Insurers, Business lines	CEO, CFO, Investment Director...	CEO/General Manager, CIO, Digital Dir. transfo., devpnt, innovation,	Brokers, Agents, IFAs, Sales Managers (Companies, Mutuels, IP)



The L'Argus de l'assurance events are...

3,000 participants
gathered each year

General management and business departments ... companies, mutuels, provident institutions, bancassurance ...

Unique programs

bringing together insurance decision-makers and led by journalists from L'Argus de l'assurance.

A partner offer

the opportunity to speak in a targeted context, to meet an affinity audience and to rely on the guarantee of L'Argus de l'assurance.

A large-scale promotion

relying on the power of L'Argus de l'assurance and promoting the reputation of our partners.

The know-how

of a group that organizes more than 1,500 events, trade shows and training sessions per year.



Events: benefits for our partners in terms of image and networking

► Multiple formats adapted to your strategy:

Conferences

3 meetings

organized on current themes and sectoral issues

- Assurance Affinitaire : 12 March 2024
- Prévention Santé : 04 June 2024
- Lutte contre la fraude : 03 Oct. 2024

Convention

6 meetings

a must for all decision-makers

- Next Insurance : 21 March 2024
- Forum des stratégies commerciales : 28 May 2024
- Inside IARD : 13 June 2024
- REAVIE : 16-18 October 2024
- L'Argus Factory : 05 November 2024
- Assurer pour le climat : 19 November 2024

Awards

1 award ceremony
with strong guarantees and federating effects

- Argus d'Or : 23 April 2024

Custom made

Ultra-targeted interviews
conducted exclusively and on demand on a specific subject

Diners Club

Matinées débats (Construction insurance on 25 April, retirement savings on 24 September, etc.)



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MEDIA

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LET'S KEEP IN TOUCH!