



Newsquest Specialist Media

B U S I N E S S I N T E L L I G E N C E

M E D I A I N F O R M A T I O N

The Newsquest Specialist Media Business Intelligence Unit

Staffed by dedicated analysts and researchers and backed by journalistic teams steeped in their respective industries, the Newsquest Specialist Media Business Intelligence Unit conducts top-quality business research in conjunction with our five finance titles: Insurance Times, Global Reinsurance, StrategicRISK, Pi – The Fund Business and Engaged Investor. We focus on the specific business areas we know best. In these, our readership base, industry contacts, specialist knowledge, rigorous approach and in-house analytical skills are second to none. Quality information needs intelligent presentation and our bespoke reports set new standards for crisp, reader-friendly design and concise, no-flannel text.

We can offer research either on a standalone basis or as part of a package that can include a bespoke report and presentation, sponsorship, on-page or online advertising, interactive events and – where appropriate – editorial and wider press coverage. Whether your business needs to understand or connect with general insurance brokers, insurers, reinsurers, pension schemes, risk managers or the fund management industry, NSM Business Intelligence can help you achieve your goal.

Our products and services:

Newsquest Specialist Media Business Intelligence services fall into three main categories:

Snapshot Surveys

Interested in quickly gauging the views of a market sector, in stimulating thinking on a topic or in generating some hard statistics for marketing purposes? Our editorial and research teams can work with you to design a short sponsored questionnaire targeted at a cross-section of our readers via print, email and website. We can then analyse the response data for you, with – where appropriate – editorial coverage of results.

Business Research Reports

For middleweight research designed to provide real insights into your target market, assist in marketing or brand awareness issues or give support to a thought-leadership event, NSM offers the Business Research Report service. We will design a questionnaire to your requirements, surveying our readership panels to achieve an agreed response level – then analyse the data in detail and provide you with a high-quality bespoke report and, if desired, a presentation on the findings. Sponsored editorial coverage of results and a supporting executive round table event are also options, where appropriate.

Business Intelligence Studies

NSM's Business Intelligence Studies provide high-level investigation to your exact requirements. Engaging with a discrete, influential sub-group – often one that no other brand could hope to reach – our Business Intelligence Studies use a combination of online quantitative surveying and face-to-face and telephone interviewing to explore opinions in-depth and in detail. Our industry specialists will then produce a bespoke, top-quality analytical report, backed with a presentation and specific, relevant business recommendations. Sponsored editorial coverage, a national press release and linked thought-leadership events are all available as options.

Recent Clients

Recent clients of NSM Business Intelligence include:

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| ■ ACE | ■ Chubb Insurance | ■ NIG |
| ■ AIG | ■ Crawford Risk Management Services | ■ Norwich Union |
| ■ Allianz Cornhill | ■ Crédit Agricole Asset Management | ■ Premium Credit |
| ■ Amlin | ■ Financial Services Skills Council | ■ Protiviti Independent Risk Consulting |
| ■ AXA | ■ Groupama | ■ Qatar Financial Centre Authority |
| ■ Barclays Financial Markets | ■ imarket | ■ RBS |
| ■ Brit Insurance | ■ Keoghs Solicitors | ■ Royal & SunAlliance |
| ■ British Insurance Brokers Association | ■ Legal & General | ■ Swinton |
| ■ Broker Direct | ■ Mayer Brown Rowe & Maw | ■ Welsh Development Agency |
| ■ Chartered Insurance Institute | ■ Merrill Lynch Investment Managers | ■ WNS Assistance |

Example Projects

■ Insurance Times Snapshot Survey on M&A in the Broker Market – Swinton Group

Swinton was acquiring UK insurance brokers and needed to improve its profile among owners and managers of small broking firms. The NSM Business Intelligence Unit and Insurance Times worked with Swinton to design a user-friendly but detailed 17-point survey questionnaire exploring brokers' views on consolidation, key factors in buy-out offers and on the managerial and client issues that can arise in M&A situations. The questionnaire – co-branded with Swinton – allowed the firm to compare answers by age group, size of shareholding and size of business.

Over 150 senior brokers responded. Swinton gained valuable business insights direct from its target decision-makers – presented in a simple but detailed Excel format – and was able to position itself in the market as a listening firm that understood owner-brokers' true concerns. Part of the research findings also formed the basis of an Insurance Times feature, co-branded with Swinton. The entire project was conceived and completed within ten days.



■ StrategicRISK Business Research Report on Enterprise Risk Management – Protiviti Independent Risk Consulting

StrategicRISK and NSM Business Intelligence worked with Protiviti to design a 22-point email and telephone questionnaire targeted at Risk Managers and Finance Directors in UK and Continental organisations. The aim was to explore their approach and attitude to Enterprise Risk Management – a business development priority for Protiviti. The 90 top-quality responses were used to generate a 30-page, insight-filled report for Protiviti and an eight-page, branded in-bound insert in the next issue of StrategicRISK. The research raised awareness of Protiviti's capabilities in ERM and ensured a high turnout for a half-day Protiviti-StrategicRISK seminar on the subject.



■ Global Reinsurance Business Intelligence Study on Development Opportunities in Insurance and Reinsurance – Qatar Financial Centre Authority

To further its goal of developing Doha as a recognised Middle East and global financial base, the Qatar Financial Centre Authority wanted to understand how Qatar and the Gulf were perceived by the chiefs of the global insurance and reinsurance industry and to gain an inside view on how best to attract businesses to set up there. It also wanted to identify what was required to deliver an effective, well-attended QFC promotional event for top decision-makers.

QFCA tasked NSM Business Intelligence and Global Reinsurance (GR) with gathering the quantitative and qualitative views of 100 senior executives in insurance, reinsurance and related businesses all around the globe. An NSM project team of 11 researchers and financial journalists in six world cities set to work and over five weeks, using GR's top-level contacts, personally interviewed and gathered extensive online survey responses from no fewer than 114 senior executives in Bermuda, the US, Asia-Pacific, the Middle East, continental Europe and London.



The Business Intelligence Unit then collated and analysed this data and interview material to produce a detailed 50-page, 22-chart report, complete with business development recommendations, which informed the QFC's entire approach to its highly successful inaugural MultaQa Qatar industry event.

Our Titles

Newsquest Specialist Media publishes five major finance titles:

■ Insurance Times www.insurancetimes.co.uk

Insurance Times is the voice of the UK general insurance industry, providing news, views and analysis on the world of commercial and personal lines insurers, brokers and intermediaries and the Lloyd's market. The magazine's team of skilled reporters publishes dozens of stories every week – many of them exclusives followed up by the national press.

Insurance Times contains in-depth features probing the implications of key stories and provides insights and properly digested technical information on topical issues, such as regulatory compliance. Other products include 12 monthly Times Two supplements, annual Top 50 UK Brokers, Top 50 UK Insurers reports and Lloyd's guides, and well-researched analytical supplements on topics ranging from retrocession to uninsured loss recovery. Insurance Times also runs market-leading events.

Second to none in general insurance knowledge and contacts and with an unequalled hotline to the UK's brokers, Insurance Times can deliver highly-focused research and perceptive intelligence that provides real value for expanding businesses.

■ Strategic Risk www.strategicrisk.co.uk

StrategicRISK's editorial mission is to provide relevant, authoritative commentary on vital risk management issues in a changing global business environment. It helps UK, European and worldwide organisations to manage their business risks efficiently, providing expert guidance on protecting the company, its balance sheet and its directors while meeting the needs of shareholders, employees and customers. But controlled risk-taking is crucial for corporate success and StrategicRISK also deals with how innovative risk management methods can reduce costs, attract investment, deliver competitive advantage and enhance shareholder value.

StrategicRISK – named International Business and Professional Magazine of the Year at the 2006 PPA awards – has very close relationships with the main national and international risk management bodies, including FERMA, AMRAE and AIRMIC. It also holds a wide range of UK- and European-focused events. Key areas of expertise include: reputation and brand management; environmental protection, sustainability and corporate accountability; business continuity and crisis management; e-business security and solutions; human resource and customer relationship management; fraud detection and prevention; catastrophe and enterprise risk management; and risk transfer and retention strategies. For any research or business intelligence needs that involve reaching and understanding the needs of risk managers in UK and European industry, StrategicRISK is the ideal partner.

■ Global Reinsurance www.globalreinsurance.com

Global Reinsurance is the top media brand in international reinsurance. Published monthly since 1990, the magazine actively engages with the reinsurance community and is recognised as an authoritative source of knowledge on one of the most global, capital-intensive and innovative of industries. Journalists with years of sector experience dig for news and provide in-depth analysis, while leading practitioners contribute professional opinion and industry perspectives.

Global Reinsurance provides the reinsurance industry's only real-time news service and its website has broken stories of worldwide importance. It also produces special reports, seminars and conferences, including the highly successful biennial European Insurance Forum, which attracts delegates from around the world. Trusted in the boardrooms of the world's biggest and most entrepreneurial reinsurance companies in Europe, Bermuda, the USA and Asia, Global Reinsurance can meet your needs for informed, bespoke industry research at the highest level.

■ Engaged Investor www.engaged-investor.com

Launched in 2004, Engaged Investor (Ei) has rapidly established itself as the only media brand for pension scheme trustees, gaining credibility and support from across the pensions industry's key stake-holder groups. Our mission is twofold: to unravel and explain in everyday language the complex, jargon-filled world of finance and investment; and to support, educate and challenge trustees in their important and rapidly changing role.

Engaged Investor caters to trustees' needs not only through the bi-monthly magazine, but also through Ei Trustee and Awards, weekly email newsletters, standalone publications (such as the annual Ei Trustee Guide) and our web site. It is also required reading for finance and HR directors, asset managers, investment consultants, pension scheme managers, actuaries, pensions lawyers and other providers of services to trustees.

No brand can match Engaged Investor's unique relationship with the trustee community. Continuously improved through primary research and with a heavyweight circulation size, reach and quality, Engaged Investor offers a credible and tightly focused business intelligence and communications platform for all those interested in trustees and institutional investors.

■ Pi – The Fund Business www.thefundbusiness.com

Designed to help fund management professionals make the right business decisions in a fast-evolving market, The Fund Business is a fount of analysis for decision-makers in fund management and related fields. It features forward-looking trend analysis, business development case studies, practical-minded reports on the latest technical and operational developments and interviews with – and insights from – top business leaders.

The Fund Business has 10,000 readers spread across the US, Continental Europe, the UK and the leading offshore financial centres. Like them, The Fund Business and its staff are dedicated to the business of fund management.

About our Company

Newsquest Specialist Media Ltd (NSM) is an international media organisation, providing specialist business-to-business and consumer information for a diverse range of industries. We produce: market-leading publications; events, including conferences, awards and exhibitions; digital services; TV programmes; directories; and other information products.

NSM is part of Newsquest Media Group, the UK's second largest publisher of regional and local newspapers and a wholly-owned subsidiary of Gannett Corporation the largest newspaper publisher in the United States, publisher of 101 daily US newspapers including USA Today, and operator of 22 television stations. A young, dynamic business with award-winning, knowledgeable and committed staff, Newsquest Specialist Media combines small company flexibility with the support and backing of one of the world's leading media organisations.

For further information, please contact:

Peter Joy, Head of Business Intelligence +44(0)207 618 3481
peter.joy@newsquestspecialistmedia.com

Suzanne Hirst, Publishing Director, Global Reinsurance and StrategicRISK +44(0)207 618 3403
suzanne.hirst@newsquestspecialistmedia.com

Jon McGowan, Publishing Director, Insurance Times +44(0)207 618 3402
jon.mcgowan@newsquestspecialistmedia.com

Shân Millie, Publishing Director, Engaged Investor and Pi – The Fund Business +44(0)207 618 3085
shan.millie@newsquestspecialistmedia.com

Newsquest Specialist Media Ltd
30 Cannon Street
London EC4M 6YJ
England

