

Enterprise Risk

The official magazine of the Institute of Risk Management



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Spring 2016 / www.enterpriseriskmag.com

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Bribery conundrum: when to defer prosecution / **Deadly legacy:** learning from asbestos / **Written in stone?** applying ERM to strategy / **Enhance your influencing:** effective communication / **Into the breach:** dealing with hackers



The Forever War: Stuart Sterling on the UK Government's cybersecurity strategy

www.enterpriseriskmag.com

MEDIA PACK 2016



ABOUT THE INSTITUTE OF RISK MANAGEMENT

The Institute of Risk Management (IRM) is the leading professional body for professional risk management. We are an independent, not-for-profit organisation that champions excellence in managing risk to improve organisational performance.

We do this by providing internationally recognised qualifications and training, publishing research and guidance and setting professional standards across the world. Our members work in all industries, in all risk disciplines and across the public, private and not-for-profit sectors.



MEMBERSHIP OF IRM

Membership of IRM unites an international community of over 5,000 risk professionals across 100 countries. It provides individuals with unrivalled access to a wealth of technical resources and tools to help them excel in their professional roles. Our world class qualifications offer the opportunity to gain and improve the skills and knowledge needed to maintain their professional competence and capability and enhance their career potential.



If you would like to discuss how you can work with the Institute of Risk Management to promote your business, please contact our team on +44 (0)20 7709 9808

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ABOUT ENTERPRISE RISK

Enterprise Risk is an essential read for both IRM members and industry professionals. Readership comprises risk professionals, those working in risk-related disciplines – such as audit, governance, compliance, accountancy, engineering, insurance and project management – and anyone working in, or interested in, enterprise-wide risk management from board level down.

Enterprise Risk is sector-independent and covers all commercial, public and not-for-profit sectors from construction, financial services, oil and gas and retail, to local authority and central government. The magazine has a current circulation of over 5,500, with approximately 4,500 in the UK and 1,000 overseas. It has a global reach and is written for an international audience.

The editorial is diverse, covering subjects such as compliance, cyber risks, emerging risks, enterprise risk management, governance, natural disasters, political risk, reputational risk, risk management tools and techniques, security risks, supply chains and much more. In addition, the magazine covers the latest news and initiatives from the IRM.

ENTERPRISE RISK FEATURES 2016

Enterprise Risk does not run a formal features list. Why not? Because we like to keep things as interesting and as topical as possible. That way, readers spend more time with the magazine.

At the moment, we are working on a special focus on the anthropology and management of risk culture. We are looking at how a major financial services firm has dealt with the all-too-common problem of getting risk professionals across an entire business to collaborate effectively. And we have the CEO of one of Europe's risk management bodies explain the new rules on non-financial risk reporting.

Each issue, Enterprise Risk takes a look at one of the many possible topics risk managers have to get to grips with when it comes to technology risk. We also usually run something to help people hone existing skills and develop new ones.

What we are aiming to do is to stimulate debate, provoke new thinking and help people understand the risks their businesses face and get some tips on how to begin to manage them.

Enterprise Risk is helping the Institute of Risk Management create a community of like-minded people who want to serve their organisations as best they can. Feel free to join the debate.

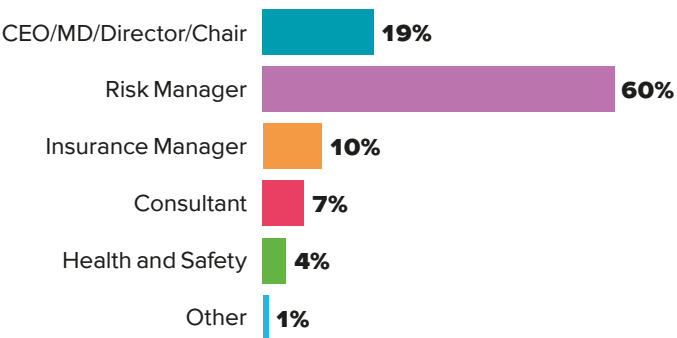


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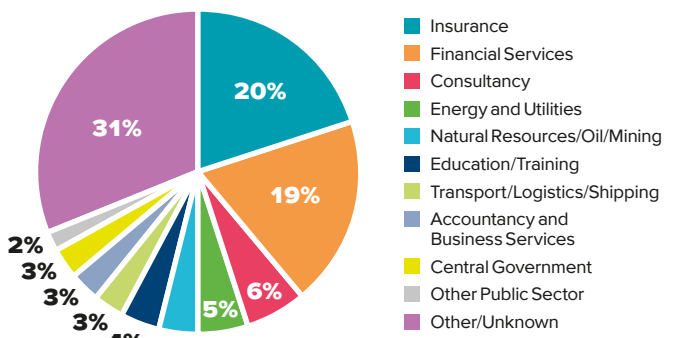


THE LEADING TITLE FOR RISK MANAGERS AND ENTERPRISE RISK

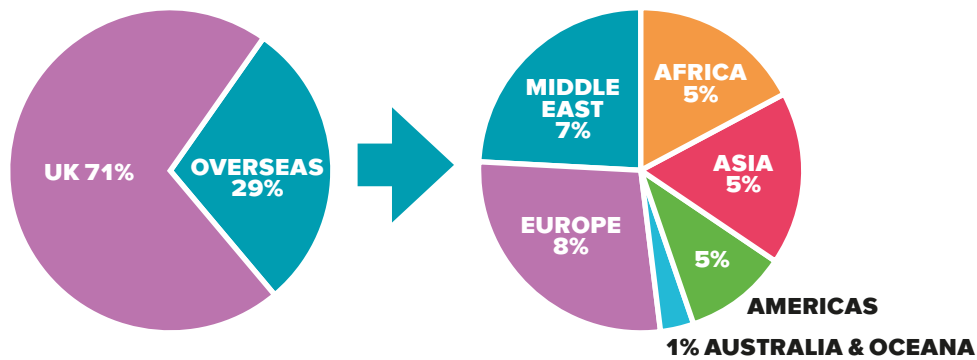
READERSHIP BY JOB FUNCTION



READERSHIP BY SECTOR



READERSHIP BY LOCATION



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ENTERPRISE RISK ROUNDTABLES, BREAKFAST BRIEFINGS & BESPOKE EVENTS

Enterprise Risk creates informative breakfast or lunch briefings around your content, working with you to create bespoke events tailored to your requirements and the interests of our readers. These high-profile events also offer a package of editorial and advertising opportunities.

The format is flexible, but an example might be:

- Event held at prestigious London conference or boardroom
- Light continental breakfast or lunch and networking
- Introduction from Managing Editor and/or IRM representative
- Guest speaker slot
- Your speaking slot
- Q&A session from the floor; Q&A panel made up of IRM, guest speaker, your company
- Close and thank you from Editor / IRM representative
- Potential for filming the event for your own use and promotion (extra cost)
- Full digital marketing programme, personalised reader invitations, write up of event in Enterprise Risk, Full page colour advertisement, Full access to attendee list

Bespoke Event – rate on application.

ENTERPRISE RISK WEBINARS

Enterprise Risk can host live, online, sponsored webinar events on a specific topic of risk management. During the broadcast, individuals are invited to submit questions for discussion.

The opportunity:

- Each webinar is hosted by the editor of Enterprise Risk and can include guest speakers, as well as one or more from the sponsor
- Following the event, a recording of the debate will be made available on the enterpriseriskmag.com and in a version for use by the sponsor
- Details of registered participants will be made available to sponsors following the webinar

Individual sponsorship package: £7,500



DIRECTORY OF SERVICES: PRINT & ONLINE

Benefit from 12 months' branding in the magazine and on enterpriseriskmag.com, with a listing in the Supplier Directory Section in each issue of the magazines published over a year and on enterpriseriskmag.com

The opportunity:

- Your company logo
- Your company contact details
- Up to 80 words about your company and the products and services that you offer
- The heading that best fits your company's products or services
- We will create this ad on your behalf as an approx quarter-page strip
- The same information included on enterpriseriskmag.com for 1 year, including a back link to your website

12-month directory listing: £1,500

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MAGAZINE ADVERTISING RATES

Throughout the magazine we offer a number of different positions and sizes for both display and recruitment advertising.

Display Size	Full colour
DPS	£5,950
Full page	£3,950
Half Page	£2,150
Quarter page	£1,250
Directory of Services	£1,500 for 12 months
Inserts / belly bands	POA
Outside back cover	+20%
Inside back / front covers	+15%

Recruitment Size	Full colour
DPS + 8 standard job listings	£6,545
Full page + 4 standard job listings	£4,345
Half Page + 2 standard job listings	£2,365
Quarter page + 1 standard job listings	£1,375

SPONSORED REPORT

Sponsored features offer the opportunity to have a voice of authority within an editorial feature or report, among the rest of the comments from senior marketers/business leaders. This format will give sponsors the chance to show off their thinking and intelligence.

The opportunity:

- Full page display advertisement (next to the feature)
- 150-word interview of the sponsor conducted and written by the article's author
- Logo and 'sponsored by' included in the box out
- 50 copies of the magazine to be used as marketing collateral

Cost of sponsorship £7,995

BESPOKE REPORT

We offer bespoke Sponsored Reports as supplements for distribution with the normal magazine and at leading industry and IRM events. We can build something specific around the content you require.

£POA.

ENTERPRISERISKMAG.COM

Enhance your advertising and presence in the magazine by advertising on the magazine website. Our dedicated site, enterpriseriskmag.com is open to both members and non-members.

The website includes:

- Enterprise Risk content and archive
- Recruitment centre
- Webinars and roundtable content
- White papers, education and events

The opportunity:

	Whole site	Home page	One page	
Leaderboard	£750	£650	£550	per month
MPU	£750	£650	£550	per month
Skyscraper	£650	£565	£480	per month
Rectangle	£450	£395	£335	per month
Video/sponsored content	POA	-	-	per month
Wallpaper take over	£2495	£1995	-	per month

WHITE PAPERS

Promote your original reports and views by including your papers online for downloading. Minimum three months' posting – during which you can include three papers available for download and change these monthly should you wish.

Three months: £1,800

E-NEWSLETTER

The Enterprise Risk eNewsletter is distributed to more than 4,132 IRM members and risk management professionals. The digital newsletter is mailed monthly and offers advertisers an immediate opportunity to raise both their profile and traffic to their websites.

The opportunity:

Leaderboard	£650 per entry
MPU	£650 per entry
Skyscraper	£550 per entry
Rectangle	£450 per entry

eNewsletter sponsorship and textbox advertorial is also available, please call to discuss.



ONLINE RECRUITMENT PACKAGES

All job listings are automatically placed across two websites: both enterpriseriskmag.com and theirm.org, which enables you to reach 15,000 unique users browsing vacancies per month.

We do offer series discount for placing multiple roles, please call to discuss.

BRONZE PACKAGE – £395

- Listing online for one month
- Company logo included
- Full job profile

SILVER PACKAGE – £495

- Twitter alert to all followers of @irmglobal with link to the advert
- Listing online for one month
- Full job profile
- Company logo included

GOLD PACKAGE – £695

- Twitter alert to all followers of @irmglobal with link to the advert
- Inclusion in the monthly eNewsletter
- Company logo included
- Listing online for one month
- Full job profile

PLATINUM PACKAGE – £1,100

- Twitter alert to all followers of @irmglobal with link to the advert
- Inclusion in the monthly eNewsletter
- LinkedIn job advertisement
- Job of the Month
- Listing online for one month
- Company logo included
- Full job profile

SPECIFICATIONS

DISPLAY ADVERTISEMENT SIZES

Full page: (3mm bleed, 10mm type area margin)	W215mm x H280mm
Half page horizontal: (no bleed or type area required)	W187mm x H120mm
Half page vertical: (no bleed or type area required)	W92mm x H244mm
Quarter page vertical: (no bleed or type area required)	W92mm x H120mm
Quarter page horizontal strip: (no bleed or type area required)	W187mm x H58mm

WEB BANNER SIZES

Leader board F:	W728 x H90 pixels
MPU G:	W300 x H250 pixels
Skyscraper H:	W160 x H600 pixels
Rectangle J:	W180 x H150 pixels
Sponsored wallpaper:	W1980 x H1320 pixels (under 100KB)

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CONTACT

To discuss these and other opportunities, including multiple media solutions, please contact the Enterprise Risk team:

ADVERTISING AND SPONSORSHIP

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