

RIMS DIGITAL MEDIA &

MAXIMIZE YOUR BRAND IMPACT WITH RIMS' INFLUENTIAL AUDIENCE

SPONSORED CONTENT

2026 MEDIA KIT



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To learn more or reserve space, please contact:

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2026 RIMS DIGITAL MEDIA AND SPONSORED CONTENT MEDIA KIT

Maximize Your Brand Impact with RIMS' Influential Audience

Why Engage RIMS Members Year-Round?

The RIMS membership organizational audience represents unmatched purchasing power in the commercial insurance, risk management services, and risk management technology sectors. By connecting with this community 365 days a year, advertisers can tap into the decision-makers who drive Fortune 1000 firms' risk strategies and technology investments. RIMS members are continually seeking solutions to emerging risks, making them a prime audience for companies looking to influence buying decisions and build lasting business relationships.

Digital Advertising Opportunities

Banner ad placements across the RIMS website, RiskWire, the Weekend Read, RM Editor's Picks, and RIMS NOW newsletters are powerful vehicles for increasing your brand awareness among this highly influential audience. These platforms deliver your messaging directly to industry leaders and decision-makers, ensuring your brand stays top-of-mind as they evaluate new solutions and partners.

Sponsored Content Solutions

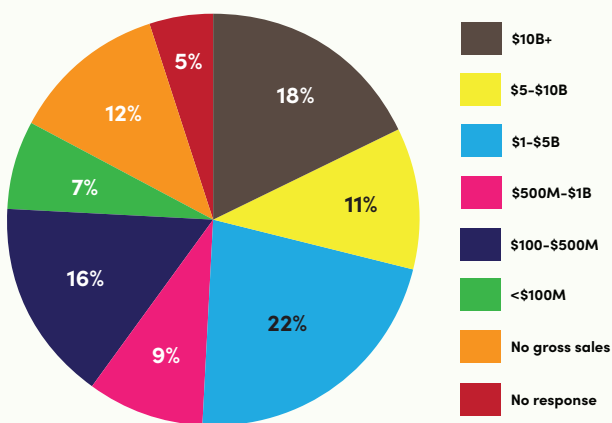
For organizations aiming to showcase their subject matter expertise and present effective solutions to the evolving risk challenges faced by global enterprises, RIMS offers exclusive sponsored content opportunities. Engage our audience through white paper blasts, podcast interview episodes, and live webinar events, each designed to position your thought leaders at the forefront of industry conversations and innovation.

Content Syndication and Pipeline Growth

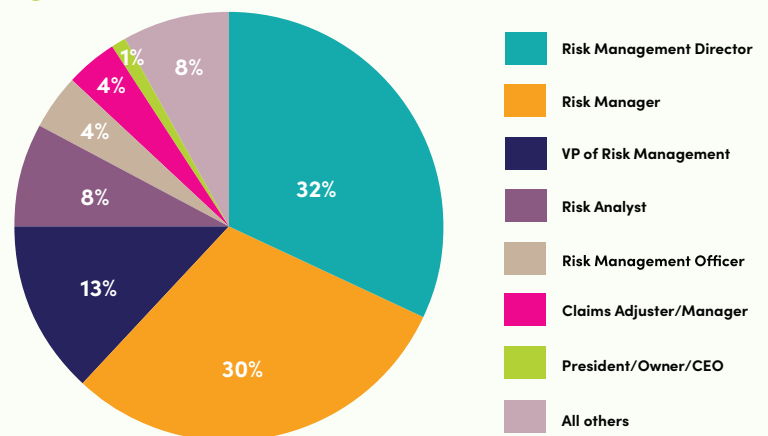
Our sponsored content syndication programs empower clients to extend their reach and nurture sales pipelines among RIMS' vast corporate insurance customer base. By leveraging RIMS trusted channels, advertisers can deliver valuable insights, generate high-quality leads, and foster lasting engagement with key buyers throughout the year.

RIMS Audience Demographic Highlights

*Company Revenue (mean: \$4.23 billion)



*Job Titles



*Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)

2026 LEARNING EXPERIENCES

Event Education Sessions (2025): 300 sessions

Webinars, Workshops & Courses (2025): 98 experiences

Risk Knowledge (on-demand resource library for risk professionals): 830 Resources available

Magazine Articles (2025): 188 published

RIMScast Episodes 383+ published to date

White Papers (2025): 32 issued

RIMS Newsletters (2025):

Weekend Read 280,000 monthly Engagements

RiskWire 48,000 Monthly Engagements

RM Editor's Picks: 70,000 monthly engagements

RIMS NOW: 7,500 quarterly engagements

**RIMS 2025 Historical Data*

FINDINGS: About their Work

Products/Services Involved in Purchasing

For which of the following products/services do you have any level of purchasing involvement (approve/authorize, recommend, select/specify, or any other involvement) for your organization?

Property/Casualty Insurance	64%
Cyber Risk Insurance	62%
Brokerage Services	58%
Directors & Officers' Liability Insurance	57%
Excess Liability Insurance	57%
Fidelity and Crime Insurance	56%
Claims Administration/TPA Services	53%
Business Interruption and Property	44%
Enterprise Risk Management	44%
Alternative Risk Financing Programs	43%
Professional Development	43%
Environmental Liability Insurance	42%
Third-Party Risk Management	42%
Property Loss Prevention Engineering Services	42%
Risk Data Analytics	41%
Certificate of Insurance Tracking Software	39%
Terrorism Insurance	38%
Audit, Risk & Compliance Management Programs	36%
Business Continuity	31%
Pandemic Risk Management	30%
Construction Wrap-ups and Surety Bonds	28%
Fleet Safety	26%
Medical Cost Management for Workers	24%
Litigation Management Programs	24%
Captive Domicile Selection	20%
At least one	89%

**Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)*

2026 LEARNING EXPERIENCES

FINDINGS: Content Interests, Opinions and Preferences

Interest in Topics

How interested are you in reading about each of the following topics in Risk Management?

Emerging Risks	84%
Cyber Risk	78%
Strategic Risk Management	73%
Artificial Intelligence	69%
Benchmarking	69%
Enterprise Risk Management	64%
Property/Casualty	64%
Litigation/Legal Issues	62%
Crisis Management	59%
Risk Data Analytics	54%
Alternative Risk Financing	53%
Global Risks	52%
Disaster Preparedness	51%
Directors' & Officers' Liability	50%
Loss Prevention	50%
Privacy & Data Governance	47%
Claims Management	46%
Environmental, Social & Governance (ESG) Risks	44%
RIMS News	43%
Climate Change	42%
Pandemic Risk Management	38%
Supply Chain Risk	36%
Workers' Compensation	37%
Digital Business Transformation	34%
Diversity, Equity & Inclusion	27%
GRC & Security Assurance	25%
Insurtech/Risktech	22%

*Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)

FINDINGS: Use of Digital Resources

Digital Resources Accessed Most Frequently

Which of the following digital resources do you access most frequently when seeking new information related to risk management?

Websites	64%
Webinars	62%
Whitepapers	60%
Newsletters	46%
Podcasts	15%
Social media sites (LinkedIn, Meta, Instagram, etc.)	15%
Videos	9%

*Risk Management's 2023 Survey of Organizational Risk Managers (conducted by Readex Research)

2026 RIMS ONLINE ADVERTISING OPPORTUNITIES

Online Specifications and Digital Pricing

RIMS.org

Display Unit	Dimensions (pixels)	Monthly Cost
HP and ROS Leaderboard Banner, above the fold (ATF)	728 x 90	\$8,000
HP and ROS Leaderboard Banner, above the fold (ATF)	320 x 50	\$4,500
RiskWire Leaderboard Banner	728 x 90	\$6,500
RiskWire first content well	650 x 90	\$7,000
RiskWire second content well	650 x 90	\$6,000
RiskWire native text content	180 x 150	\$7,500
RM Editor's Picks newsletter	650 x 90	\$7,000
RIMSNOW newsletter full page 4-color bleed PDF ad	8.75" x 11.5"	\$6,500
The Weekend Read e-newsletter banner	650 x 90	\$8,000

Average Monthly Web Traffic

RIMS.org

Users: 60,798

Sessions: 81,585

Unique pageviews: 74,333

Monthly pageviews: 199,564

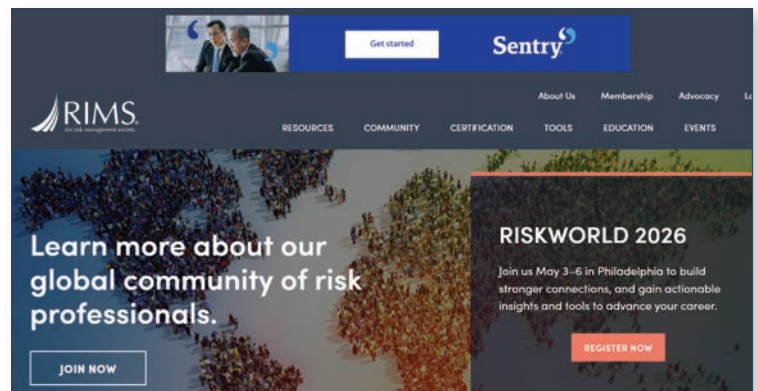
Visit duration: 00:03:15

Source: Google Analytics Dashboard Report for RIMS.org: 1/1/26-1/31/26

Site Positioning Statement

RIMS.org, the official website of the Risk and Insurance Management Society, Inc. (RIMS), is the premier online destination for those business executives that practice the discipline of risk management. Navigation of the RIMS website highlights the key tools that RIMS is committed to providing risk professionals: resources and content, connections, certification, education, and events. The RIMS website allows the Society to better connect the world's risk management community with curated content and resources. Access to knowledge, expertise, and other online assets that our members expect is front and center, supporting them as they navigate the challenges and advance in this rewarding profession.

RIMS.org Homepage



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2026 RIMS ONLINE ADVERTISING OPPORTUNITIES

Online Specifications and Digital Pricing

Average Monthly Web Traffic

RMMagazine.com

Display Unit	Dimensions (pixels)	Monthly Cost
HP and ROS leaderboard banner, above the fold (ATF)	728 x 90	\$4,750
HP and ROS mobile banner, above the fold (ATF)	320 x 50	\$4,000

RMMagazine.com

Users 30,591

Sessions: 40,419

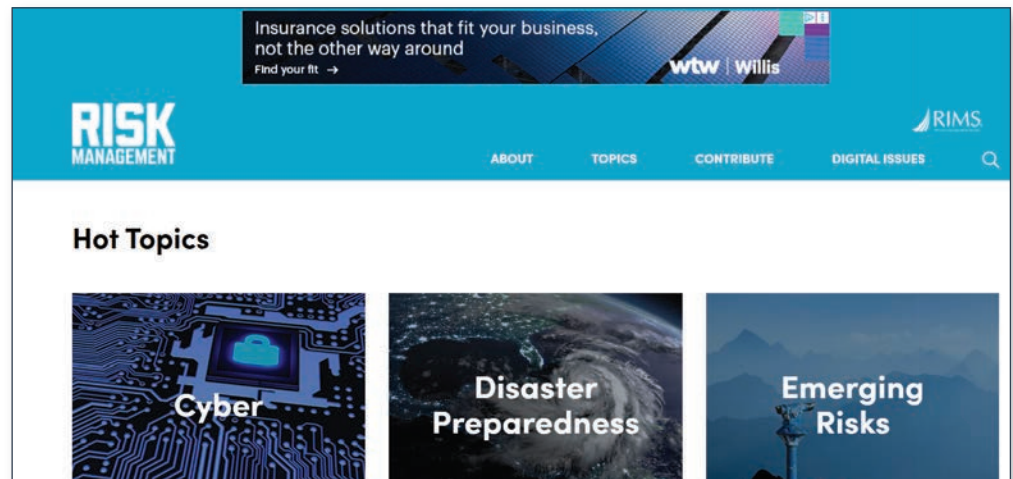
Unique pageviews: 21,384

Monthly pageviews: 27,227

Average visit duration: 00:03:10

Source: Google Analytics Dashboard Report for RMMagazine.com: 1/1/26-1/31/26

RMMagazine.com Homepage

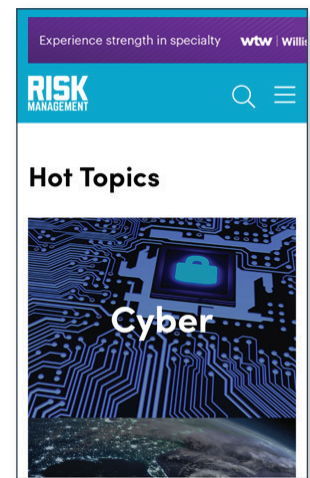


SITE POSITIONING STATEMENT

RMMagazine.com, the official website of Risk Management, provides analysis, insight, and news for the risk management community. RMMagazine.com explores the foundational and dynamic concepts and strategies used by those tasked with protecting the physical, financial, human, and intellectual assets of their organizations, and provides in-depth insight into new and emerging risks to help risk and insurance professionals meet the evolving challenges of today's business landscape.

ONLINE CAMPAIGN MEASUREMENT

You have the option of using RIMS' third-party ad server, Google Ad Manager, or your approved third-party ad server to monitor the results of your online campaigns on RIMS' digital platforms.



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2026 RIMS WHITE PAPER SPONSORSHIPS

Utilize a proven marketing vehicle by engaging risk management professionals with your thought leadership content. Sponsored white papers give your brand competitive advantage and generate highly qualified sales leads.

60% of RIMS members access white papers most frequently when seeking new information related to risk management.

Background

All sponsored white papers are hosted on Risk Knowledge, our online library that includes white papers, webinars, podcasts, articles and benchmarking data. Your sponsored white paper will be archived on Risk Knowledge indefinitely.

Process

RIMS will review our email inventory calendar and recommend available launch dates for your sponsored white paper promotion. Once a launch date is confirmed, your final materials (white paper PDF, logo, and email copy) are due five (5) business days prior to the scheduled deployment so our team can complete review, set up hosting, and prepare promotion.

RIMS' content team reviews each sponsored white paper/eBook before it is posted to Risk Knowledge to confirm it is timely, educational, and relevant to the risk management community, and that it aligns with RIMS' editorial and formatting requirements. If changes are needed, RIMS will provide consolidated feedback and work with the sponsor to finalize revisions prior to publishing.

Prior to launch, RIMS will provide a test email for sponsor review and approval to confirm links, branding, and messaging. After sponsor approval, RIMS will complete final quality checks, publish the asset to Risk Knowledge, and execute the scheduled email deployment.

Promotion

RIMS will publish your white paper/eBook on Risk Knowledge and promote it to our audience through a co-branded email blast to 70,000+ risk professionals. This promotion is executed through RIMS trusted channels and is supported by RIMS' internal content review process to help ensure the sponsored asset delivers clear, educational value for corporate insurance buyers (e.g., practical guidance, credible data, and actionable takeaways). If the submitted white paper/eBook does not meet these requirements, RIMS will delay publication and promotion until the necessary updates are completed.

Download Reports

RIMS tracks downloads of your sponsored white paper/eBook from Risk Knowledge and furnishes white paper sales download leads to the sponsor. Within two to three (2-3) business days of launch, RIMS will provide an initial download report with the contact information submitted by each downloader, including first name, last name, company name, job title, phone number, mailing address, email address, and city/state/country information. Before the end of the first thirty (30) days that RIMS hosts your sponsored content, RIMS will send a second report capturing any additional downloads/leads generated during that period.

Average Downloads

Broad white paper/eBook topics average 150 downloads+ per white paper/eBook. Niche topics average 75 to 100 downloads per white paper/eBook.

The cost for a white paper/eBook sponsorship campaign is \$9,000.00 per content piece.

RIMS
the risk management society

Sponsored by
TUV SUD

The 2026 Property Renewal Playbook: Soft Market, Smart Strategies

The soft market is a strategic moment you can't afford to waste.

Even as capacity returns and pricing pressure eases, underwriters continue to reward only those insureds with strong loss histories, disciplined risk improvement, and credible, defensible submission data.

Organizations that win in 2026 are using this cycle to close long-standing loss control gaps, fund high-impact protection improvements, and clearly document resilience investments underwriters can trust.

Make the most of the moment with the **2026 Property Renewal Playbook: Soft Market, Smart Strategies**, a step-by-step roadmap for risk managers and insurance professionals. Developed from the field experience of independent property risk engineers, this whitepaper shows how to elevate submission quality, improve underwriting outcomes, and build a property risk program that performs in any market cycle.

Whether you're preparing for a 2026 renewal or reassessing your long-term strategy, this playbook delivers actionable guidance you can use immediately.

What you'll learn:

- The key drivers shaping 2026 property insurance decisions, including predictive analytics, AI, and evolving natural hazard risk.

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2026 RIMS WEBINAR SPONSORSHIPS

Sponsoring a 60-minute live webinar hosted by RIMS on Zoom gives your organization direct access to a targeted audience of risk management professionals—supporting brand awareness, thought leadership, and demand generation.

RIMS will execute a multi-touch webinar marketing campaign to build awareness and drive registrations among corporate risk management professionals (RIMS members) and other industry practitioners.

What sponsors receive

- 60-minute live webinar hosted by RIMS on Zoom
- Registration page hosted on RIMS.org (built from sponsor-supplied title, description, objectives, speaker details, and creative)
- Multi-channel promotion to the RIMS audience (email, social, and newsletter placements as applicable)
- Moderator/host support and a pre-event technical rehearsal (tech check)
- Post-event on-demand access for registered users
- Registration and attendee reports with registrant-submitted contact details
- MP4 recording file provided to the sponsor for marketing use

Process

To launch your webinar, RIMS requests approximately 8 weeks' lead time to build the registration page and maximize promotion. Sponsor-provided items typically include logo, webinar title, brief description (1–2 paragraphs), key takeaways/learning objectives (3–4 bullet points), speaker bios, and headshots.

- **~8 weeks prior:** Sponsor submits required content (logo, title, description, objectives, speaker bios, headshots).
- **~1 week prior:** RIMS conducts a tech check with the speaker panel.
- **Live date:** 60-minute webinar (typical format: presentation followed by moderated Q&A, as time permits).
- **Within 3 business days after:** Webinar is made available on demand to all registered users, and the sponsor receives the MP4 recording.
- **Within 2–3 business days after:** Sponsor receives registration and attendee reports.

Promotion

Marketing efforts may include webinar sponsor email promotions to the RIMS database of 70,000+ risk professionals, social promotion across RIMS channels (including LinkedIn, X, Meta, and Instagram), and inclusion in the *RIMS Weekend Read* newsletter.

Registration and Attendee Reports

Within 2–3 business days after the webinar concludes, RIMS will provide the sponsor with registration and attendee reports containing registrant-submitted contact details (e.g., first name, last name, company name, job title, phone number, mailing address, email address, and city/state/country).

RIMS will also provide the sponsor with an MP4 recording of the webinar for use in marketing and promotional efforts.

After the live date, webinar presentations are made available on demand to registered users within a few days.



Audience Engagement

Attendance is driven by topic relevance to risk leaders. Broad interest topics—such as geopolitical risk, supply chain risk, business continuity and disaster recovery, emerging risks, data privacy and cybersecurity, artificial intelligence, enterprise risk management, property/casualty insurance, third-party litigation funding, crisis management, risk data analytics, and alternative risk financing—may average 160+ executive attendees. More niche topics may average 100–125 attendees.

Webinar Sponsorship

Pricing a La Carte Options

Base sponsorship: **\$10,500** per webinar (includes on-demand hosting on RIMS.org, promotional marketing, registration & attendee reports, MP4 recording, and ten (10) complimentary registrations).

Option 1 (best for sponsors inviting a modest internal/client list): **\$12,500** total = \$10,500 base + \$2,000 for an additional 50 complimentary registrations (employees, customers, and prospects).

Option 2 (best for sponsors inviting a larger internal/client list): **\$14,500** total = \$10,500 base + \$4,000 for an additional 100 complimentary registrations (employees, customers, and prospects).

Option 3 (best for maximizing non-member attendance): **\$16,000** total = \$10,500 base + \$5,500 underwriting fee to waive the \$50 non-member registration fee for all registrants.

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2026 RIMSCAST SPONSORSHIPS

RIMScast is RIMS' official podcast channel featuring timely conversations on today's most important risk issues. Episodes deliver practical insights and real-world perspectives for risk professionals across industries, including risk managers, insurance leaders, and risk finance decision-makers who rely on RIMS for credible guidance and emerging best practices. Sponsoring an episode aligns your brand with trusted thought leadership, elevates the visibility of your subject matter experts, and connects you with a highly targeted audience through engaging audio content.

Audience Demographics

- Globally based risk management professionals
- Executive leaders
- RIMS organizational members

Podcast Download Activity

- Total episodes published: 383+
- Total unique downloads: 204,500
- Average downloads per episode: 533
- Unique downloads in 2025: 18,347

Source: RIMScast metrics since launch in September 2018

Custom Campaign Sponsorship (\$6,500 per episode)

What sponsors receive

- 8–12-minute RIMScast interview hosted by Justin Smulison (RIMS Business Content Manager) with your industry subject matter expert(s)
- A dedicated sponsor webpage on RIMS.org (built from sponsor-supplied title, description, interviewee details, and creative)
- Multichannel promotion to the RIMS audience (email, social, and newsletter placements, as applicable)
- Host/moderator support plus a pre-interview tech check
- Post-campaign reporting on downloads/listens, including visitor-submitted contact details (when provided)
- MP3 file provided for sponsor marketing use
- Optional call to action included in the episode

Process

To launch your sponsored episode, RIMS requests approximately six weeks to record the interview, build your hosted landing page on RIMS.org, and maximize promotion. Sponsor-provided items typically include a logo, episode title, brief description, and headshots.

~6 weeks prior: Sponsor provides interview script(s); Justin Smulison records the episode.

~2 weeks prior: Sponsor sends digital assets needed for the scheduled co-branded email blast.

Live date: RIMS distributes the co-branded email blast and publishes the episode on RIMS.org.

Promotion

Marketing efforts include an email promotion to the RIMS database of 70,000+ risk professionals, social promotion across RIMS channels (including LinkedIn, X, Meta, and Instagram), and inclusion in the RIMS *Weekend Read* newsletter.

Publicly Facing Campaign Sponsorship (\$7,500)

What Sponsors Receive

- Four brief sponsor-read promotional segments (pre-roll, introduction, mid-roll, and outroll) embedded in RIMScast's published opening keynote speaker interview episodes supporting the following events: RISKWORLD, RIMS Canada, RIMS Texas Regional, and the RIMS ERM Conference.
- Optional call to action included in the segments to direct listeners to a specified destination (e.g., your booth/branded kiosk, a sponsor-led session, or a designated page on your website for hosted thought-leadership content).

Core benefit: Align your brand with RIMS' keynote thought leadership while driving targeted attendee action at priority events—before, during, and after each conference.

You may also sponsor a monthly awareness theme—positioning your brand alongside timely, high-interest risk topics and giving you a natural reason to engage the RIMS audience throughout the month (e.g., National Cybersecurity Awareness Month in October; Natural Disaster Preparedness/Awareness in September; Safety topics in June; National Critical Infrastructure Security and Resilience Month in November).



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REACH 6,000+ ENGAGED RISK LEADERS WITH BANNER ADS IN RIMS' RISKWIRE

Put your brand in front of opt-in risk management professionals who actively open, read, and click trusted industry news.

Channel snapshot: 6,000+ opt-in subscribers | 42% average open rate | 125–150 average ad clicks per month

Sponsors seeking to maximize their visibility and connect with a highly engaged audience of 6,000+ opt-in risk management professional subscribers, should consider running banner ad campaigns on RIMS' *RiskWire* newsletter channel. With an impressive average open rate of 42%, *RiskWire* reaches risk management professionals who consistently engage with its trusted content. The newsletter's curated selection features articles from renowned sources such as the Wall Street Journal, New York Times, Reuters, The Washington Post, Financial Times, The Associated Press, and other leading industry trade publications, ensuring that subscribers receive timely and relevant updates on risk management trends and best practices.

RiskWire's carefully chosen content empowers RIMS members to make informed business decisions that directly impact on the structure and success of their organizations' commercial insurance programs. This high-value readership translates into tangible results for sponsors, with banner ads averaging 125–150 clicks per month. By advertising in *RiskWire*, sponsors benefit from enhanced brand exposure among decision-makers who actively seek authoritative news and insights, making it an ideal platform for organizations aiming to reach and influence risk management leaders.

RiskWire Digital Ad Opportunities

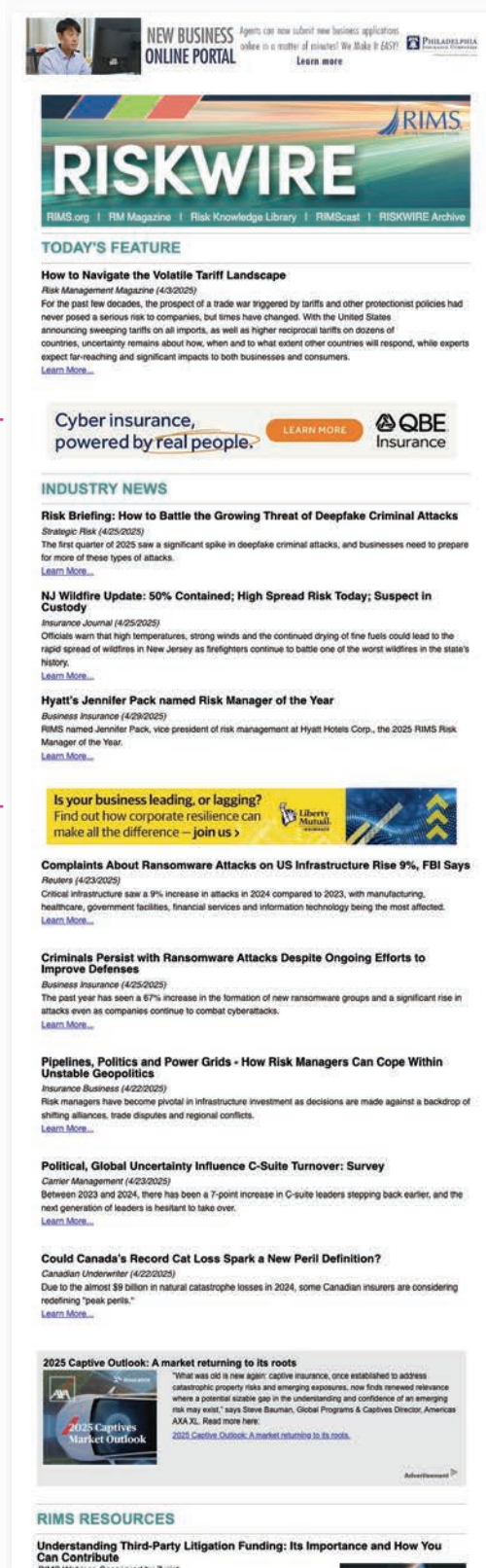
Name	Dimensions (in pixels)
Leaderboard	728 x 90
Banners	650 x 90
Native Banner	180 x 50

RiskWire Digital Ad Positions

Display Unit	
728 x 90 leaderboard (top position in the e-newsletter)	\$6,500 per month
650 x 90 banner (placed within the first well of content)	\$7,000 per month
650 x 90 banner (placed within the second well of content)	\$6,000 per month
180 x 50 native banner (placed within the third well of content)	\$7,500 per month

Media File Requirements

- Static image files must be of type: JPG, PNG or GIF.
- File types Flash, BMP and PDF are NOT supported.



THE RIMS WEEKEND READ: HIGH-ENGAGEMENT RISK INSIGHTS—PLUS SPONSOR BANNER VISIBILITY

Risk leaders are being asked to do more than ever—manage emerging threats, advise the business, and keep stakeholders informed—yet finding time to stay current is harder every quarter. *Weekend Read* makes it easy by delivering the most relevant insights in one high-value Saturday-morning touchpoint.

Reaching 70,000+ risk professionals worldwide across the broader RIMS community, *Weekend Read* features five pre-selected RIMS content highlights in every edition—such as a spotlighted sponsored webinar, a RIMScast podcast episode, a sponsored professional report, and a Risk Management digital article—curated to drive deeper readership and repeat engagement. Your digital banner runs alongside these sought-after content pieces, benefiting from the attention and click intent they generate, all in a clean, uncluttered email experience.

With an estimated 280,000 newsletter deliveries per month, an average 25% open rate, and 120+ banner ad clicks monthly, sponsors gain consistent visibility and measurable response. Your banner will be seen—and acted on—by a highly qualified audience of corporate risk managers, broker practice leaders, property/casualty insurance executives, and C-suite decision-makers.

Weekend Read Digital Ad Positions (\$8,000 per month)

650 x 90 (top position in newsletter)

650 x 90 (placed in first well of content)

650 x 90 (placed in second well of content)

Media File Requirements

- Static image files must be type: JPG, PNG or GIF
- File types of Flash, BMP and PDF are NOT supported.

The screenshot shows the layout of the RIMS Weekend Read newsletter. At the top, it features the RIMS logo and the title 'The Weekend Read' with a photo of a man reading. Below this is a date 'Saturday, October 18'. A prominent blue banner for QBE Insurance is displayed, with the text 'At the heart of insuring the opportunities of a lifetime.' Below the banner are several content tiles: 'RIMS Legislative Review: A 2025 Cybersecurity Legal Safe Harbor Overview' (Professional Report), '10 Tips for Developing an Effective ERM Program' (RIMS Risk Management Magazine), 'Cyberrisk: Preparing Beyond 2025' (RIMScast, Sponsored by Alliant), 'ERM Software Buyers Guide' (Diligent), 'Risk in Focus 2026: North America' (Professional Report, Sponsored by AuditBoard), and 'Parametric Insurance: Providing Financial Certainty in Uncertain Times' (RIMS Webinar, Sponsored by Swiss Re). At the bottom, there is a 'SIGN UP' button and contact information for RIMS.

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REACH 70,000 RISK LEADERS MONTHLY— SPONSOR RM EDITOR’S PICKS

RIMS members consistently rate Risk Management—now 100% digital—as one of their most valuable member benefits because it delivers practical, in-depth coverage of the issues shaping today’s risk professional.

Each month, the Risk Management editorial team curates seven timely, relevant emerging-risk articles from RMMagazine.com to feature in a dedicated newsletter blast—ensuring sponsors are aligned with the topics our risk professional audience is reading and acting on right now.

With an estimated 70,000 monthly newsletter deliveries worldwide, an average monthly open rate of 25%, and an ad CTR of 0.55%, your sponsor banner ad is positioned alongside trusted, high-value editorial content—helping increase brand visibility and encourage engagement with your message across our broader community of corporate risk managers, broker practice leaders, property/casualty insurance executives, and C-suite leaders.

Sponsors can also align their banner placement with a specific article theme (e.g., cyber risk) to extend campaign relevance. In these focused RM Editor’s Picks blasts, sponsor banners have successfully driven readers to dedicated landing pages, including offers to register for complimentary webinar series covering a range of risk management topics.

These custom newsletter blast campaigns have delivered a 38% total monthly open rate and a 3.3% ad CTR for sponsors

RM Editor’s Picks Digital Ad Position (\$7,000 per month)

650 x 90 (top position in newsletter at 100% SOV)

Media File Requirements

- Static image files must be type: JPG, PNG or GIF
- File types of Flash, BMP and PDF are NOT supported..

The image shows a screenshot of a Risk Management Magazine newsletter blast. At the top, there is a blue banner with the text "Insurance solutions that get to the heart of what's at risk." and the QBE Insurance logo. Below this, the newsletter header includes "Risk Management Magazine | View Web Version" and "RISK MANAGEMENT" in large letters. The main content area is titled "Editor's Picks" and features several article teasers. The first article is "Preparing for the Next Cyber Outage" with a sub-headline "Last year's CrowdStrike outage highlighted the importance of having robust cyber insurance and a well-defined risk management and recovery strategy." and a "READ MORE" button. The second article is "How Boundary Devices Present Both Protection and Risk" with a sub-headline "Boundary devices like VPNs and firewalls are vital gatekeepers of business networks and, increasingly, the target of cyberattacks. These tips can help mitigate the risks." and a "READ MORE" button. The third article is "Establishing a DORA Compliance Framework" with a sub-headline "These key steps can help ensure compliance with the EU's Digital Operational Resilience Act, which went into effect in January." and a "READ MORE" button. The fourth article is "Fighting Cyber Insurance Denials Over the 'Human Factor'" with a sub-headline "Despite arguments from insurers, policyholders should know that employee actions do not preclude..." and a "READ MORE" button. The fifth article is "Managing Data Security Risks of AI Technology" with a sub-headline "AI has the potential to change how we work, but it also introduces massive security risks. Risk managers must act now to create guidelines" and a "READ MORE" button. Each article includes a small image and a "READ MORE" button.

To learn more or reserve space, please contact:

Ted Donovan | Senior Business Development Manager | c: +1.917.318.2155 | tdonovan@RIMS.org

Kris Wolcott, CAE, IOM | VP, Business Development | c: +1.828.962.1646 | kwolcott@RIMS.org

UNDERSTAND TODAY'S RISK PRIORITIES— THROUGH A CURATED, MEMBER-DRIVEN VIRTUAL ROUNDTABLE (\$10,500 PER EVENT)

Sponsor a 60-minute, RIMS-hosted Zoom discussion that delivers direct member insight, stronger relationships, and a turnkey experience—from invitations to RSVPs.

Engage a curated group of RIMS organizational member attendees in a candid, small-group discussion—without the logistics burden. RIMS offers a 60-minute Virtual Roundtable Sponsorship hosted by RIMS on Zoom, designed to create a “safe space” where participants can share real-world perspectives, challenges, and solutions around your chosen topic.

RIMS will support you end-to-end: we'll align attendee selection criteria, draft and send email invitations on your behalf, and include your discussion points so attendees come prepared. RIMS manages RSVPs and confirmations; you retain final approval of the invitee list.

Ideal For

- Solution providers seeking direct, voice-of-customer insight from RIMS organizational members
- Partners looking to build relationships with corporate insurance buyers and risk leaders in a high-trust setting
- Teams validating a new product, service, or feature concept before launch
- Marketers and product leaders' pressure-testing positioning, messaging, and value propositions
- Organizations exploring how members are tackling a specific risk management challenge or emerging risk
- Sponsors who want a lightweight, turnkey engagement (RIMS handles invitations, RSVPs, and hosting)

This sponsorship is ideal for partners who want actionable customer insight and stronger relationships with corporate insurance buyers and risk leaders. Use the roundtable to validate a product idea, pressure-test messaging, explore how members are addressing a specific risk management challenge, or gather feedback on an emerging risk need—then take what you learn directly into your go-to-market strategy.

Put Your Brand in Front of 7,400+ Risk Professionals —Sponsor RIMS Now

Advertise in RIMS Now—the quarterly newsletter reaching 7,400+ RIMS members. Each issue delivers timely updates on RIMS programs, chapter highlights, industry insights, and upcoming opportunities, making it a trusted, high-attention environment for sponsors to connect with risk professionals.

With an average open rate of 46%, RIMS Now consistently earns strong engagement—helping your ad message stand out and drive visits, inquiries, and conversions. Sponsorship is an easy way to build awareness with a qualified member audience in a credible association publication.

- Reach a targeted, member-based audience of risk and insurance professionals
- Build brand awareness in a trusted association publication
- Drive new visitor traffic with prominent full page 4-color PDF ad placement alongside high-interest content
- Support the profession and strengthen community credibility through visible sponsorship
- Simple activation with clear specs and deadlines via the media kit

Interested in sponsoring an upcoming issue? Reply to Ted Donovan, RIMS' Senior Business Development Manager, at tdonovan@rims.org to request the current media kit, banner specifications, available placements, and deadlines.



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2026 RIMS DIGITAL ADVERTISING REQUIREMENTS

Online Banner Advertising

RIMS.org

Banner Ad Size Unit	Max File Size	Accepted File Formats
728 x 90 Leaderboard	200k	GIF (static or animated) JPG PNG HTML5
320 x 50 Mobile banner	200k	GIF (static only) JPG

RMMagazine.com

Banner Ad Size Unit	Max File Size	Accepted File Formats
728 x 90	200k	GIF (static or animated) JPG PNG HTML5
320 x 50 Mobile banner	200k	GIF (static only) JPG

Rich Media File Requirements

- Maximum animation length: Unlimited, User-initiated
- Frame rate must be no more than 18 frames per second (fps)
- Audio must be user-initiated (On click)
- All animation/audio must contain Play/Stop controls
- Maximum in-unit video time: additional 30 seconds after user interaction

Newsletter Advertising

Please provide a URL address to accompany the delivery of your ad file

Channel	Banner Ad Size Unit	Max File Size	Accepted File Formats
RiskWire	728 x 90	150k	GIF (static only) JPG
RiskWire	650 x 90	150k	GIF (static only) JPG
RiskWire	180 x 150	N/A	PNG (static only) JPG
Risk Management's Editor's Pick	650 x 90	150k	GIF (static only) JPG
The Weekend Read	650 x 90	150k	GIF (static only) JPG

Native Text Advertising

Channel: RiskWire

True Text Sponsored Content Ad Requirements

- Image/logo must be 180 x 150 pixels
- Image/logo format must be JPG or PNG file, @72 dpi, RGB
- No animation
- No contact information included
- Image cannot be treated as a regular banner ad
- Headline: Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words
- Headline/summary text must be plain text and cannot contain HTML or odd characters
- Call to action text: Advertiser supplies text (e.g., click here, read more)
- Advertiser supplies URL address to link to

Native ads will be labeled as "Sponsor provided content".

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