



MEDIA KIT

2024



WHY ADVERTISE WITH CAPTIVE.COM?



360,000+

Annual Available Impressions



6,000

Daily E-newsletter Subscribers



5,600+

Captive Insurance News and
Thought Leader Articles

continually expanding



3,000+

Annual Industry Influencer
Video Views

Align your brand with the trusted leader in alternative risk market information.

Developed to specifically service the complex information and educational needs of the captive insurance community, **Captive.com** is the go-to comprehensive professional business hub for educational content, news and insights, videos and podcasts, and other curated content. This uniquely positions Captive.com as the right place to reach this specific, highly targeted audience.

How Do We Reach Our Audience?

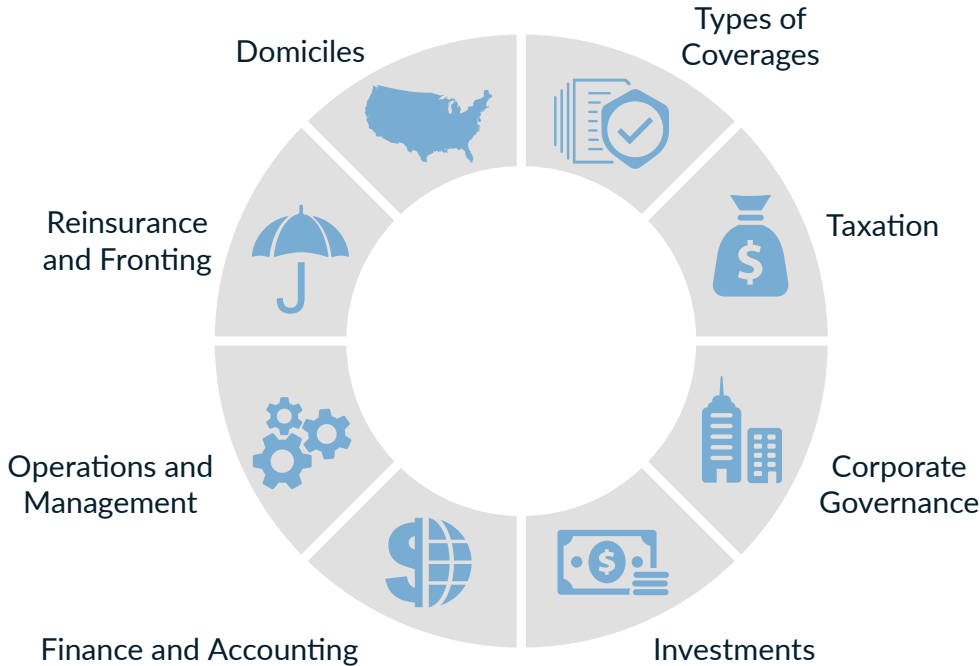
Through captive insurance news, thought leader articles, industry influencer videos and podcasts, and contact listings for major industry suppliers and domiciles.

UNDERSTANDING THE AUDIENCE

Captive.com

attracts a niche audience of practitioners who own, manage, work with, or are considering the formation of captive insurance companies.

Captive practitioners and organizations considering captive formations who visit Captive.com are interested in the following:



Uniquely, this site attracts majority executive level and above.

30% Owner, President/CEO/C-suite

22% SVP/VP

Our target audience includes captive owners, captive managers, and other captive service providers, risk managers, brokers, and insurers.

Sponsorship Types

We offer sponsorship programs for domiciles and service providers. Partner with us to position your organization as a leader in the industry.

Service Provider Sponsorship

Domicile Sponsorship

Sponsorship Benefits

Ads on Captive.com and *Captive Wire* e-newsletter

Content marketing with bylined articles and interviews

Industry influencer videos and podcasts

Social media support

News articles about your organization

Conference marketing support for domiciles

Primary Banner

Captive.com
Powered by IRMI®

Your Trusted Resource for Captive Insurance

Sharpen your expertise in captive insurance, with unique insights from industry leaders, actionable strategies, and practical resources.

728x90

Unrivaled News

Keep informed with articles by leading journalists and experts to amplify your captive industry experience with unparalleled access to the people and issues that matter.

Get the Latest News

Primary Ad

Captive.com
Founded in 1987

Home News Captives 101 Captive Operations Captive Services Domiciles Education & Events

728x90

Home > Captives 101 > What Is Captive Insurance?

Captives 101

- What Is Captive Insurance?
- Why Should You Consider Forming a Captive Insurance Company?
- What Are the Key Elements of a Captive Feasibility Study?
- What is a Fronting Arrangement and Why Do Captive Insurers Use Them?
- What is a Micro-Captive?
- What Are Association and Group Captives?

What Is Captive Insurance?

August 08, 2018

A "captive insurer" is generally defined as an insurance company that is wholly owned and controlled by its insureds; its primary purpose is to insure the risks of its owners, and its insureds benefit from the captive insurer's underwriting profits.

These points do not clearly distinguish the captive insurer from a mutual insurance company. A mutual insurance company is technically owned and controlled by its policyholders. But no one who is merely a mutual insurance company's policyholder exercises control of the company. The policyholder may be asked to vote on matters requiring policyholder action. But this usually means that the policyholder will be presented with a proxy and advised by the board that runs the company as to how to exercise its vote. As soon as the insurance ceases, so does the policyholder's ownership status. The policyholder has not invested any assets in the insurance company and does not actively participate in running it.

Captive insurance is utilized by insureds that choose to

- put their own capital at risk by creating their own insurance company,
- working outside of the commercial insurance marketplace,
- to achieve their risk financing objectives.

Reviewing these three essential features of captive insurance will help to clarify the nature of a captive insurance company.

728x90

Captive Insureds Put Their Own Capital at Risk

Any insured who purchases captive insurance must be willing and able to invest its own resources. The insured in a captive insurance company not only has ownership in and control of the company but also benefits from its profitability.

A policyholder in a mutual insurance company is theoretically entitled to receive dividends if the company makes a profit. In reality, however, mutual insurance companies generally accumulate rather than distribute their surplus.

Secondary Ad



SERVICE PROVIDER SPONSOR BENEFITS

Platinum/Exclusive

Exclusive 728x90 Leaderboard Ad

Above the fold on the home page

600x100 Ad on Daily *Captive Wire* E-newsletters

Promo Teaser in Daily *Captive Wire* E-newsletter

Includes copy + graphic. Max of 4 per month.

Featured Sponsor Branding on the Captive Services Landing Page

Self-Promo Video for Your Company

If you come to Dallas, we film the first for you at no extra charge.

728 x 90 ad (Primary Position) and 640 x 100 mobile ad on 3,000+ pages.

Thought Leader Videos and Podcasts

Come to Dallas, we film your first five at no extra charge or schedule a private film session. Substitute up to three videos for podcasts, recorded remotely.

Silver Level

728 x 90 ad (Secondary Position) and 640 x 100 mobile ad on 3,000+ pages

Secondary for Silver level, primary for Gold and Platinum levels

Sponsored Thought Leader Articles and News

Up to 12 for Silver level, 15 for Gold level, and 20 for Platinum level

Social Media Support

Dedicated Company Profile Page + Directory Listing

Bronze Level



DOMICILE SPONSOR BENEFITS

Gold Level

Promo Teaser in Daily *Captive Wire* E-newsletter

Includes copy + graphic. Max of 4 per month

728x90 Ad in Primary Position on 3,000+ Pages

Thought Leader Videos and Podcasts

Come to Dallas, we film your first five at no extra charge or schedule a private film session. Substitute up to three videos for podcasts, recorded remotely.

Domicile Feature Video

Featured on Domiciles Main Site Page

**728 x 90 ad (Secondary Position) and
640 x 100 mobile ad on 3,000+ pages**

Sponsored Articles and News

Twitter + Social Media Support

Domicile Profile Page

Silver Level



SUPPORT FOR YOUR CONFERENCE
FROM CAPTIVE.COM

Custom Captive.com Opportunities To Promote Your Conference to Our Audience!

Ask about custom packages, put together from above ad opportunities to promote your annual conference. From social media to site ads, e-newsletter ads, and calendar listings, you can build the package that works best for you.

We can help build your
custom package today.

Thank you for your interest in marketing
with IRMI and Captive.com.

Ready to get started?

CONTACT:

Monica Sturgeon
monica.s@irmi.com
(972) 687-9379

