



MEDIA KIT

See how advertising and sponsorships with IRMI can benefit your organization and elevate your brand.

2026

WHY ADVERTISE WITH CAPTIVE.COM?

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

Developed to specifically serve the educational and informational needs of the captive insurance community, Captive.com is the leading professional resource for the latest industry news, expert insights, in-depth articles, videos, podcasts, and other curated content. This uniquely positions Captive.com as the go-to destination for reaching this specialized, highly targeted audience.



How Do We Reach Our Audience?

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



856,000+

Average Annual
Captive.com
Website Views



6,000+

Daily E-Newsletter
Subscribers



5,600+

Captive Insurance News and
Thought Leader Articles



3,000

Annual industry influencer
video views

UNDERSTANDING THE AUDIENCE

Captive practitioners and organizations considering captive formations who visit [Captive.com](#) are interested in the following.



Domiciles



Types of Coverages



Taxation



Corporate Governance



Investments



Finance and Accounting Investments



Operations and Management



Reinsurance and Fronting



[Captive.com](#) attracts a niche audience of practitioners who own, manage, work with, or are considering the formation of captive insurance companies.



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

CAPTIVE.COM DIGITAL

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](https://www.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



Sponsorship is the way to establish your organization's brand as a leader in the captive insurance industry.

SERVICE PROVIDER SPONSOR BENEFITS

4 Levels Offered

Platinum

Gold

Silver

Bronze

Sponsorship Benefits

- Captive.com website—digital advertising placements
- *Captive Wire* daily newsletter—digital advertising placements and promotional teasers
- Logo branding on Captive.com service provider landing page
- Sponsor company website page on Captive.com—dedicated page to promote company expertise and offerings
- Videos and podcasts conducted, as well as your submitted thought leader articles published and promoted on Captive.com
- Social media support

**Benefits vary by service provider sponsor level*

DOMICLE SPONSOR BENEFITS

2 Levels Offered

Gold

Silver

Sponsorship Benefits

- Captive.com website—digital advertising placements
- *Captive Wire* daily newsletter—digital advertising placements and promotional teasers
- Logo branding on Captive.com domicile landing page
- Sponsor domicile website page on Captive.com—dedicated page to promote domicile offerings
- Videos and podcasts conducted, as well as your submitted thought leader articles published and promoted on Captive.com
- Social media support

**Benefits vary by domicile sponsor level*

SUPPORT FOR YOUR CONFERENCE FROM CAPTIVE.COM

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

Ask about promotional 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.

[CONTACT US](#)





THANK YOU FOR YOUR INTEREST IN MARKETING
WITH IRMI AND CAPTIVE.COM.

Ready to Get Started?

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