



INSURANCEGATEWAY[®]
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www.insurancegateway.co.za

MEDIA PACK

October 2010

Distribute your media within an online insurance and financial services orientated community

“The unique website structure enables targeted distribution within the *Consumer* and *Professional* environments, by sector: Short-term, Healthcare, Life, Retirement (incl. Employee Benefits) and Investment.”

“By *Consumers* we mean *individual* and *business* insurance and financial services consumers, whereas the content in the *Professionals* sections, is most appropriate for people who work in the industry, whether directly, or for one of the many peripheral service providers.”

Michael E. Stoker

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Territories Outside South Africa:

Consumers (South Africa)

The Consumer Gateways have been designed with individual and business consumers in mind, with press articles, editorial content and glossaries to inform you, and directory listings to help you locate the resources you need.

Select your area of interest below:

Short-Term Healthcare Life Retirement Investment

Professionals (South Africa)

Designed with insurance and financial services professionals in mind the Professional Gateways are similarly structured, but with more technical content and Careers modules.

Select your area of interest below:

Short-Term Healthcare Life Retirement Investment

Other Territories: [Angola](#) [Botswana](#) [Ghana](#) [Kenya](#) [Lesotho](#) [Malawi](#) [Mauritius](#) [Mocambique](#) [Namibia](#) [Nigeria](#) [Swaziland](#) [Tanzania](#) [Uganda](#) [Zambia](#) [Zimbabwe](#)

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Your customers whether they are consumers or professionals, wish to engage with you online and Insurance Gateway® provides just that...an online gateway, for the submission of press releases, articles and editorial material.

Independent Portal

Insurance Gateway® is Africa's only independent platform with detailed information on the South African market and further, information on fifteen other African Countries, from a single portal. Whilst privately owned, the Gateway has received enormous support from the regulators, industry bodies and individual industry participants.

We currently receive media from over 50 Public Relations and Corporate Communications firms on a regular basis and the Careers Sections are supported by several Recruitment Agencies and many direct employers.

Our media partnerships with numerous Event Organisers and Industry Bodies, ensures that we attend the majority of major industry events across the various sectors, and several more besides; as either media partner, or as a representative of the media.

Background

Insurance Gateway® was founded in February 2005 and to date it is the only known independent, multi-national, online, insurance and financial services industry information portal, in Africa, and for Africa.

Created with a view to helping make markets easily accessible, uplifting industry standards and to assist with consumer education, the website covers the South African market in detail and fifteen other mainly Sub-Saharan African countries outside of South Africa, from a single portal.

The inclusion of surrounding territories on the Insurance Gateway® website not only serves the objective of helping to make the industry more accessible on a **regional** basis, it is also a valuable resource for insurance professionals and business insurance consumers engaged or thinking of engaging in cross border trade and thus Insurance Gateway® is also seen as helping to facilitate cross border trade.

The rationale for inclusion of the countries we have to date is that they are all members or observer countries of CISNA, a regional grouping of insurance and financial services regulators and so, as a starting point one at least knows that the regulator in the territory concerned is engaged in best practice principles regionally.

Website Demographics

Professional Sections

Given our engagement with the industry at various levels, our own and other newsletter distributions that we are involved with and the type of websites which have provided links to Insurance Gateway® from their websites and which draw RSS newsfeeds from us, we can unequivocally say that a large proportion of the website traffic to the Professional Sections is from a broad range of individuals who are employed either directly in the industry, or in one of the related peripheral industries.

Consumer Sections

Here we have to be a little more subjective. Given that Insurance Gateway® is not an entertainment site, it is reasonable to assume that visitors to the Consumers Sections are there for something about insurance or other financial services. Moreover, since the content has a leaning towards business insurance and financial services, it is further reasonable to assume that a significant portion of visitors are involved in arranging their company's insurance or are perhaps from the Risk Management community.

Territories

Whilst visits are regularly received from over 100 Countries in any one month, some 85% of traffic is from Sub-Saharan Africa.

Traffic Sources

Our traffic sources range on average, which has been fairly consistent over a lengthy period, as follows:

Search Engines - 66%
Direct Traffic - 24%
Referring Sites - 10%

The high level of search engine traffic demonstrates the value of submitting media to Insurance Gateway® in terms of increasing your online media footprint.

Direct traffic arises from links in our newsletters and folks who have bookmarked the site. Referring Sites refers to traffic from websites which have provided links to Insurance Gateway® from their website, or which are drawing RSS newsfeeds from us.

Contact Us

We have no doubt that inclusion of Insurance Gateway® on your media distribution list will significantly **complement your current media distribution strategies** especially in so far as your web presence, accessibility from the web and access to South Africa's growing online community is concerned. Be a part of it now.

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