

VERSICHERUNGSMONITOR

MEDIADATEN 2026



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About us

The **Versicherungsmonitor** is the leading news portal for the insurance industry and a fully digital trade publication. We provide up-to-date, high-quality journalism with a strong editorial voice on relevant industry topics – both nationally and internationally.

Every day, we deliver the latest news, in-depth market analyses, exclusive expert opinions, and well-founded background reports.

Our readership includes executives from German and international insurance companies, risk managers, senior managers at major brokerage firms, corporate insurance buyers, representatives of the German supervisory authority BaFin, specialized insurance lawyers, as well as other industries closely connected to the insurance sector.

Watch Media

As part of Watch Media, the Insurance Monitor benefits from the expertise and international network of a leading B2B media company. Watch Media provides independent, cross-industry coverage of relevant companies, developments, and trends in the global economy.

With a total of 32 independent trade media brands across Denmark, Norway, Sweden, and international markets – including two titles in Germany, FinanzBusiness and Insurance Monitor – Watch Media offers both broad thematic diversity and targeted access to key decision-makers across various industries.

This strong network enables us to combine tailored content with extensive reach and high journalistic quality.

FinanzBusiness

As a sister company of the Insurance Monitor, FinanzBusiness delivers in-depth business journalism for decision-makers in the banking sector.

Its focus is on private banks, savings banks, cooperative banks, mortgage banks, and fintechs, as well as on regulation, personnel changes, and industry trends – all presented clearly, concisely, and with journalistic substance.

[Media kit Finanzbusiness](#)

Reach

The combination of paying premium subscribers and a large base of free subscribers allows us to achieve immense reach and precisely target decision-makers, industry professionals, and opinion leaders within the sector.

Overview of our newsletter reach:

Monitor am Morgen: over 2,700 premium subscribers

Die Woche: over 2,300 premium subscribers

Newsletter am Nachmittag: over 17,000 free subscribers

HR-Newsletter: over 16,000 free subscribers

In 2025, our website averaged 125,000 visitors per month.

On LinkedIn, we reach over 35,000 industry followers daily, further enhancing the visibility of our editorial content.

For advertising inquiries, please contact:



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Media Portfolio

Monitor am Morgen

Die Woche

In-Article Ad

Newsletter am Nachmittag

HR-Newsletter

[versicherungsmonitor.de](https://www.versicherungsmonitor.de)

Monitor am Morgen

Information:

- Exclusive ad placement
- Over 45% pen rate
- Distribution time between 7:30–8:00 AM
- 5 issues per week (Mon–Fri)
- Reaches over 2,700 premium subscribers

Specifications:

- 560 x 200 pixels in PNG or JPG format
- Animated ad formats are not supported

Price: €3,500 for 1 week (5 placements)
€12,900 for 4 weeks (20 placements)

Prices exclude applicable VAT



Information:

- Exclusive ad placement
- Over 35% open rate
- Distribution time between 3:00-4:00 PM
- 1 issue per week (Friday)
- Reaches over 2,300 premium subscribers

Specifications:

- 560 × 200 pixels in PNG or JPG format
- Animated ad formats are not supported

Price: €1,100 for 1 placement
€4,000 for 4 placements

Prices exclude applicable VAT

VERSICHERUNGSMONITOR » DIE WOCHE

Liebe Leserinnen, liebe Leser,

eine äußerst themenreiche Woche geht zu Ende. Die Golfregion sorgt auch in Bezug auf die Versicherung für neue Schlagzeilen. Mit [Hannover Rück und Getas](#) Branchenlesern ihre Zahlen für 2025 präsentiert, und [Helmsauer gegen Helmsauer](#) wird es nicht langweilig.

Mein Kollege Patrick Hagen und ich haben für Sie vor der Fachtagung Cyber und Financial Lines berichtet. Darin Entwicklung von Preisen und Schäden in der [Cyber-Managerhaftpflicht](#) um die Folgen des bemerkenswerten [Oberlandesgerichts Köln zum Aufrechnungsrecht in der Versicherung](#) und die Rolle der neuen Commercial C in der [Cybersparte](#).

Besonders ans Herz legen möchte ich Ihnen die zahl Themen, die wir in den vergangenen Tagen veröffent Bonn, [Financial Lines-Experte bei Ava XL](#), spricht im Ende des weichen D&O-Marktes. Meine Kollegin Ker aus aktuellem Anlass zur [Versicherbarkeit von Mietobjekten](#) recherchiert. Anja Haff hat sich mit der neuen [D&O-Anlagefällen](#) befasst, und Anne-Christin Gröger hat Maklern nachgefragt, wie es vor dem Hintergrund der [SRCC-Deckungen](#) bestellt ist, die Schäden durch Störungen abdecken. Wie der Makler UFKB auf seine um den Begriff „unabhängig“ reagiert, lesen Sie in [Berkenkopf](#).

Ich wünsche Ihnen ein schönes Wochenende.

Christian Bellmann
Redakteur

Themen der Woche

Aus R+V-Tochter Condor Leben wird eine Run-off-Plattform

Die R+V verkauft den Maklerversicherer Condor Leben an den Frankfurter Investmentmanager Acatlha Capital. Die R+V bestätigt einen Bericht des Handelsblatts Acatlha handelt im Auftrag eines Konsortiums aus deutschen Versicherern, globalen Rückversicherern und Versorgungswerken. Aus der Condor Leben soll eine neue Run-off-Plattform für Lebensbestände im deutschen Markt werden. Acatlhas Managing Partner Thomas Schmitt sieht in dem Markt jede Menge Potenzial. [weiter \(E\)](#)

BE © R+V
Anzeige

Werbeanzeige im Artikel

Information:

- Sections: „Current Personnel Changes“ and „Digital Dossier“
- Visible to logged-in users within the article
- Visible to non-logged-in users below the teaser
- Over 125,000 website visitors per month
- Duration: 1 week (Mon–Sun)

Specifications:

- Ad 1: 560 x 200 pixels in PNG or JPG format
- Ad 2: 279 x 258 pixels in PNG or JPG format
- Animated ad formats are not supported

Price: €1,100 for 1 ad per article

€4,000 for 4 ads across 4 articles

Prices exclude applicable VAT



Information:

- Over 35% open rate
- Distribution time between 2:00–2:30 PM
- 5 issues per week (Mon–Fri)
- Reaches over 17,000 subscribers

Specifications:

- 560 × 200 pixels in PNG or JPG format
- Animated ad formats are not supported

Price Overview:

- 1st position: €2,400
- 2nd position: €2,100
- 3rd position: €1,950
- 4th position: €1,950

Prices exclude applicable VAT



Information:

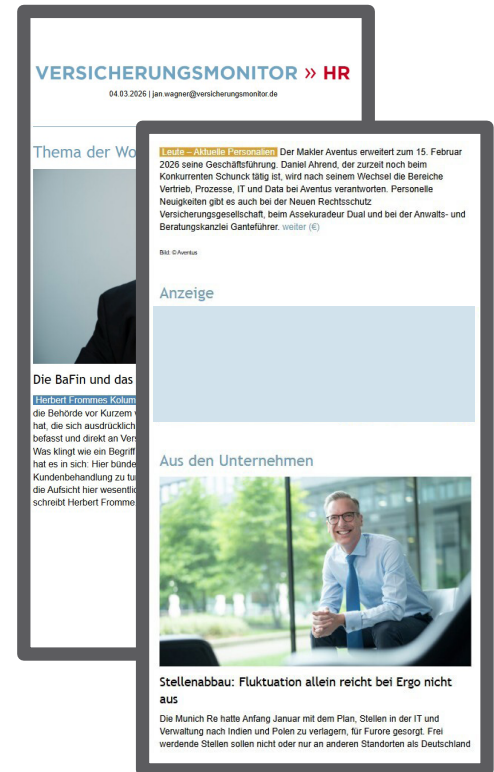
- Exclusive ad placement
- Over 30% open rate
- Distribution time between 10:30–11:00 AM
- 1 issue per week (Wednesday)
- Reaches over 16,000 subscribers

Specifications:

- 560 x 200 pixels in PNG or JPG format
- Animated ad formats are not supported

Price: €1,100 for 1 placement
€4,000 for 4 placements

Prices exclude applicable VAT



Informationen:

- Banner ad in the right-hand menu column
- Over 125,000 website visitors per month
- Visible to all website visitors
- Duration: 1 week (Mon-Sun)

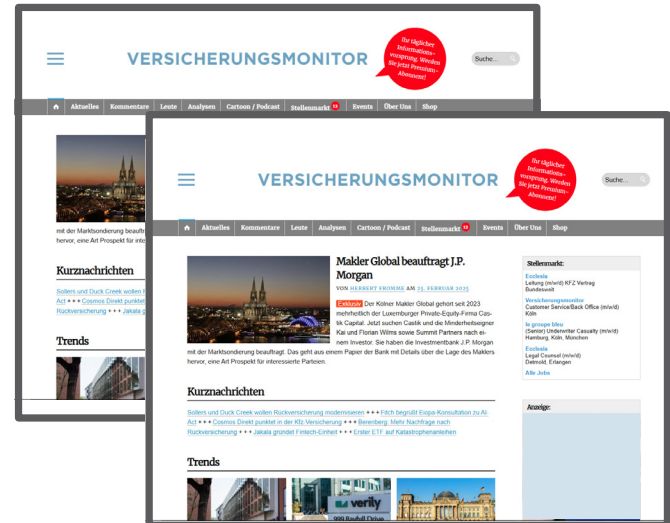
Specifications:

- 279 x 258 pixels in PNG or PNG
- Animated ads in GIF format are supported

Price Overview:

Pos.	Static Ad (1 creative)	Creative Rotation (up to 5 creatives possible)
1	€1,550	€1,750
2	€1,500	€1,690
3	€1,450	€1,600
4	€1,450	€1,600

Prices exclude applicable VAT



Cooperation with Watch Media

Job Listings with FinanzBusiness
Webinar with FinanzBusiness
Advertising Package with FinanzBusiness

Job Listings with FinanzBusiness

Connect with key professionals and executives in the banking and insurance industry!

Information:

- Placement in the job market sections of Versicherungsmonitor and FinanzBusiness
- Visible to all website visitors
- Placement in the FinanzBusiness-Newsletter (10 issues per week)
- Rotation in the HR-Newsletter (1 issue per week) and Newsletter am Nachmittag (5 issues per week)
- Rotation in the right-hand menu column on versicherungsmonitor.de
- Duration: 28 days

Specifications:

- Logo in PNG or JPG format
- Job posting as PDF or link

Package	Number of Ads	Price per Ad
1	1-4	€310
2	5-9	€250
3	10-14	€225
4	15+	€200

Prices exclude applicable VAT

Webinar with FinanzBusiness

Showcase your brand to key decision-makers and high-quality leads in banking and insurance!

Services:

- Organization and execution of the webinar
- Promotion of the webinar, including sponsor mention across all channels
- Moderation and management of Q&A sessions
- Provision of contact details for all webinar participants

Target Audience:

- Banks & financial institutions
- Insurers & reinsurers
- Financial service providers & fintechs
- Brokers, risk managers & industrial companies
- Regulatory authorities
- Specialized insurance lawyers

Reach:

- Website: over 275,000 page impressions per month
- LinkedIn: over 71,000 followers
- Newsletter: over 25,000 subscribers
- App: over 5,000 accesses

Price: €9,500 Euro (plus applicable VAT)

Advertising package with Finanzbusiness

Services:

- 1st position in the Newsletter am Nachmittag of Versicherungsmonitor
Duration: 5 issues (Mon-Fri)
- 1st position on versicherungsmonitor.de
Duration: 1 week (Mon-Sun)
- Leaderboard banner in the FinanzBuisness-Newsletter
Duration: 10 issues (Mon-Fri)
- Leadboard banner on finanzbusiness.de
Duration: 1 week (Mon-Sun)
- All 4 ad options can be booked flexibly on different dates

Benefits:

- Increase in reach and visibility
- Stronger advertising impact through additional touchpoints
- Opportunities for cross-media campaigns
- Optimal conditions for storytelling
- Total savings of over 18% !

Price: €4,900 (plus applicable VAT)

Versicherungsmonitor

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(responsible according to §18 para. 2 MStV)

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