

- Sponsored content, or native advertising, is a well-recognized way to reach new and potential clients and customers. According to national research, readers respond favorably to “article-like” ads which mirror the editorial format by highlighting industry-specific, educational topics in the author’s area of expertise. Sponsored content is a proven way to:
- Establish industry credibility;
 - Launch a new product or service;
 - Reinforce brand awareness; and
 - Demonstrate thought leadership and expertise.

Peoria Magazines offers a number of opportunities for sharing sponsored content with our readership, in print and online. One of the best examples is our Virtual Roundtable discussions.



The Future of Insurance: A Virtual Roundtable

With the regional economy of Greater Peoria rests on a foundation of manufacturing, healthcare and agriculture, a flood of manufacturers for top firms like GE, Peoria Insurance, that focus on analytics to drive significant transformations across a range of industries—including the insurance industry. In today's insurance world, technology advances are upending business models, how are leading firms adjusting their products and processes to stay ahead? How do digital trends allow them to better serve their customers—and how do they have they impacted the industry? Peoria Magazine hosted a roundtable of industry leaders to discuss the current and future trends and technologies that are revolutionizing the future of insurance.

Advancements in data and analytics. Access to a massive amount of data is a double-edged sword. On one hand, it provides a wealth of information to help companies make better decisions. On the other hand, it also provides a wealth of information to help competitors make better decisions. As a result, companies are investing in data analytics to gain a competitive edge. This is particularly true in the insurance industry, where data is used to assess risk and set rates. Companies are also using data to improve customer service and to identify new business opportunities.

Changing customer expectations. Customers are demanding more from their insurance companies. They want faster, more personalized service and they want to be able to manage their policies online. This is forcing insurance companies to invest in technology and to improve their customer service. Companies are also using data to identify new business opportunities and to improve their marketing efforts.

Technology advancements and evolution. The insurance industry is being disrupted by new technologies. This is forcing insurance companies to invest in technology and to improve their customer service. Companies are also using data to identify new business opportunities and to improve their marketing efforts.

How are data and analytics driving the way business is done within the insurance industry? Data is driving the way business is done within the insurance industry. This is forcing insurance companies to invest in technology and to improve their customer service. Companies are also using data to identify new business opportunities and to improve their marketing efforts.

What Does the Future of the Insurance Industry Look Like...? The future of the insurance industry is bright. This is forcing insurance companies to invest in technology and to improve their customer service. Companies are also using data to identify new business opportunities and to improve their marketing efforts.

VIRTUAL ROUNDTABLES

These customized content sections focus on thoughtfully curated topics that relate to our audience. Written and produced by Peoria Magazines, up to four expert panelists are featured in a Q&A format, sharing their industry knowledge and offering their best advice on the topic at hand.

Investment: \$2,000

Sponsorship benefits include:

- Inclusion on a panel of experts providing responses to questions posed by Peoria Magazines;
- Appears in print and online, including a direct link to your website;
- Panelist identified with name, title, photo, contact information, company logo and short bio;
- Full-color quarter-page company ad within section; and
- PDF copy for external distribution.