

PROFILE

The annual Insurance Survey is a publication that analyses the performance of the insurance sector in Kenya. It also provides rankings, facts and figures, strategic directions and rating of all insurance companies in Kenya.

READERSHIP

The survey targets readers in class A&B. With several years of publication the survey offers a window for SMEs, analysts, investors, entrepreneurs, government agencies, project managers among other readers to track various insurance companies' financial performance as well as the overall performance of the industry. This publication has become an invaluable reference resource and is a must have for anyone with interest in Kenya's insurance sector. Our international readers access the e-copies as well as ordering through the regional offices.

DISTRIBUTION

The survey is freely distributed to key business and government institutions regionally. With an annual print run of 8,000 per issue the publication targets approximately 40,000 readers every issue. With its prolonged shelf life you are guaranteed continued visibility years to come. The survey can also be found at all leading bookshops and vendors across Kenya. The exact replica of the publication is also available online.

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