

# Advertising Agents

## Professional & Financial Risks (PFR) and Cyber — Media and Entertainment



**Our experienced Media and Entertainment team writes a broad book of business. We specialise in offering bespoke solutions that protect our Media and Entertainment clients against the diverse industry risk landscape.**

From companies that produce content for advertising, film and television, to musicians, bands and live events, to service providers such as equipment rental companies, film and post production houses, we help our clients to mitigate their risks and to realise their creative potential.

Our market-leading insurance solutions combine comprehensive coverage, strong capacity, expert underwriting and claims handling and a focus on exceptional service.

### Target markets

- Television commercials
- Cinema commercials
- Radio commercials
- Music videos
- Photographic shoots

### Capacity

- USD 37,500,000
- GBP 25,000,000
- EUR 31,250,000

### Coverage

- Advertising agents insurance
- Media and library stock
- Property (props, sets, wardrobe, equipment, office contents, computer and telecommunication equipment, action motor vehicles and library stock)
- Loss of use and continuing hire charges
- Property of others
- Business interruption
- Money and PA (assault)
- Terrorism
- Employers' liability
- General commercial liability

### Exclusions

- Cyber
- Communicable disease
- Breach of fidelity
- Intentional acts
- Lack of financial support
- Terrorism
- Mould
- Punitive and other non-compensatory damages
- Radioactive contaminations and sonic bangs
- Sanctioned territories
- Uninsured events
- War and confiscation
- Event cancellation



# MARKEL



**Distribution**

Our policy is distributed via brokers.

**Locations**

Our policy is available worldwide.

**Wordings**

We use Market wordings.

**Stamps**

We use MIICL, MISE, Syndicate 3000 and LBS.

**Europe**

We cover EEA and non-EEA risks.

**Appetite**

	 Target	 Will consider	 Polite decline
Primary and Excess	Advertising agencies involved in creating: <ul style="list-style-type: none"> <li>– Television commercials</li> <li>– Cinema commercials</li> <li>– Radio commercials</li> <li>– Music videos</li> <li>– Photographic shoots</li> </ul>	<ul style="list-style-type: none"> <li>– EL and/or GL in isolation</li> </ul>	<ul style="list-style-type: none"> <li>– High risk territories</li> <li>– Poor claims record</li> <li>– Adult entertainment</li> <li>– Game/hunting/poaching or similar</li> <li>– Non-media/entertainment risks</li> </ul>

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**Confidence in claims**

We see ourselves as enterprising but measured, delivering insurance solutions that are effective as well as innovative, and listening carefully and working transparently with our business partners and clients. At the heart of everything we do is an unshakeable commitment to fairness and respect. We meet client needs with confidence because we're driven by a long history of industry leadership and expertise.



Whether you are a business, organisation or individual, when the unexpected happens, we are passionate about getting you back on track.

Contact details and information about our claims service can be found here:

[markel.com/claims](https://www.markel.com/claims)