

**Submission for
"Best Branded Content Collaboration -
B2B"**

Ask the Experts – Sovereign Insurance

Roles

Publisher:

Newcom Media is a B2B publisher delivering information and marketing services to a wide variety of industries through magazines; websites; trade shows and events, including *Canadian Underwriter*.

Content Published: www.canadianunderwriter.com

Content Creation:

Newcom Content Solutions is an all-hands-on-deck team of multi-platform strategists, project managers, designers and content creators who offer turnkey content marketing services to Newcom's customers.

The Content Solutions team provided project management support, custom content creation in text and video formats, graphic design, ad campaign coordination, optimization and reporting.

Canadian Underwriter's editorial staff was not involved with this program. Content Solutions has a writing team that operates independently from Canadian Underwriter journalists.

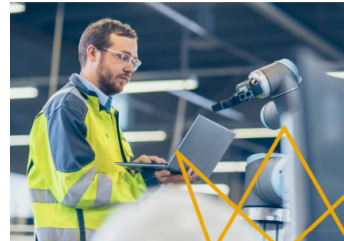
Advertiser: Sovereign Insurance

Collaborated with Newcom Content Solutions on the theme and topics for each content deliverable, provided subject matter experts to be interviewed, reviewed and approved all deliverables.

Hub Page



Canadian Underwriter
See here: [Hub Page](#)
May 13, 2025



ASK THE EXPERTS

Are your clients ready for today's equipment breakdown risks?

Unpredictable weather and new threats on Canadian businesses need sharper strategies, smarter coverage, and stronger advice.

By Sovereign Insurance | July 7, 2025
3 MIN READ



ASK THE EXPERTS

What proactive steps can brokers encourage clients to take when managing equipment risk?

Here's how to advise your clients on protecting their critical systems.

By Sovereign Insurance | July 7, 2025
2 MIN READ



ASK THE EXPERTS

How can brokers help clients see the true cost of underinsurance?

In today's high-cost, high-risk environment, many commercial clients are looking for ways to trim expenses, but underinsuring risk isn't the place to start.

By Sovereign Insurance | June 23, 2025
3 MIN READ



ASK THE EXPERTS

How did a challenger mindset redefine Sovereign's journey?

In a complex and crowded commercial insurance market, mindset matters most.

By Sovereign Insurance | May 13, 2025
3 MIN READ



Subscribe to our newsletters

SUBSCRIBE

Article 1 - Landing Page



Canadian Underwriter
See here: [Article 1](#)
May 13, 2025

The screenshot shows the article page on the Canadian Underwriter website. The article title is "How did a challenger mindset redefine Sovereign's journey?" by Sovereign Insurance, dated May 13, 2025. The article features a photo of two men in hard hats reviewing plans on a construction site. The text discusses Sovereign's competitive commercial insurance landscape, its focus on midsize to large commercial industries, and its commitment to innovation and client service. The article is divided into sections: "Focus fuels advantage", "Innovation reflects adaptability", "Collaboration drives growth", and "Culture builds resilience". There are two "LEARN MORE" call-to-action buttons on the right side of the page, one for "SERVPRO" and one for "SERVPRO CANADA". The Sovereign Insurance logo is at the bottom of the page.

Article 3 - Landing Page



Canadian Underwriter
See here: [Article 3](#)
July 7, 2025

The screenshot shows the top portion of a web article. At the top left is the 'Canadian Underwriter' logo with the tagline 'YOUR GUIDE TO INSURANCE SOLUTIONS SINCE 1924'. Navigation links include 'NEWS', 'RESEARCH', 'CU PLATFORMS', 'YOUR BUSINESS', 'PARTNER CONTENT', 'INSURANCE MARKETER', and 'GUIDES'. A 'SUBSCRIBE' button is on the right. The main headline is 'Are your clients ready for today's equipment breakdown risks?' with a sub-headline: 'Unpredictable weather and new threats on Canadian businesses need sharper strategies, smarter coverage, and stronger advice.' The byline reads 'By Sovereign Insurance | July 7, 2025 | Last updated on July 7, 2025'. Below the headline is a large image of a worker in a yellow safety vest operating a robotic arm. To the right of the image is an 'ADVERTISEMENT' for 'Insurance Institute'. Below the image is a small portrait of a man and a text block starting with 'Ten years ago, most businesses thought of equipment breakdown insurance in terms of boilers and heated beds...'. Further down is another text block starting with 'In this new environment, businesses can't afford to make traditional assumptions about equipment breakdown...'. At the bottom of the article is the 'sovereign' logo and the text 'Sovereign Insurance'.

Video - Landing Page



Canadian Underwriter
See here: [Video](#)
July 7, 2025

The screenshot shows the Canadian Underwriter website. At the top is the logo "Canadian Underwriter" with the tagline "YOUR GUIDE TO INSURANCE SUCCESS SINCE 1984". Navigation links include NEWS, RESEARCH, CU PLATFORMS, YOUR BUSINESS, PARTNER CONTENT, INSURANCE MARKETER, GUIDES, and a SUBSCRIBE button. The article title is "What proactive steps can brokers encourage clients to take when managing equipment risk?". The author is "Sovereign Insurance" and the date is "July 7, 2025". Below the article is a video player with the title "Ask the Experts" and the Sovereign Insurance logo. The transcript follows, providing five tips for managing equipment risk. To the right of the article are three advertisements: a TRISURA ad for "Specialty Insurance, Exceptional Service.", a "How can I tell" ad with a profile picture, and another "How can I tell my customer they not me?" ad with a profile picture.

Homepage Widgets

Canadian Underwriter Homepage Widget – Article 1 May 14 - 20, 2025

The screenshot shows the top portion of the Canadian Underwriter website. The header includes the logo and navigation menu. The main content area features a large red and white graphic on the left. To the right, there are several article teasers. One article, 'Why mentorship matters in brokerages', is highlighted with a red border. Below it, there are teasers for 'Auto theft down, but less vehicles recovered: Equité' and 'Crews keep battling deadly, out-of-control wildfires in eastern Manitoba'. A 'FEATURED PODCAST' section is also visible, featuring 'What's on Dec? | Episode 19 | Alberta auto changes'.

Canadian Underwriter Homepage Widget – Article 2 June 23 – July 2, 2025

The screenshot shows the top portion of the Canadian Underwriter website. The header includes the logo and navigation menu. The main content area features a large red and white graphic on the left. To the right, there are several article teasers. One article, 'Why Canada's P&C industry fared poorly in 2025 Q1', is highlighted with a red border. Below it, there are teasers for 'The hidden costs of wildfires', 'Risk of insurers failing increases following earthquake aftershocks', and 'NS Power expands credit monitoring offer after cyberattack'. A 'FEATURED PODCAST' section is also visible, featuring 'What's on Dec? | Episode 21'.

Canadian Underwriter Homepage Widget – Article 3 July 8 - 14, 2025

The screenshot shows the top portion of the Canadian Underwriter website. The header includes the logo and navigation menu. The main content area features a large red and white graphic on the left. To the right, there are several article teasers. One article, 'Cost of auto theft claims rising in Alberta, data shows', is highlighted with a red border. Below it, there are teasers for 'What helps brokers turn prospects into customers?', 'How to prepare your clients for wildfires', and 'Water damage keeps county building closed'. A 'FEATURED PODCAST' section is also visible, featuring 'What's on Dec? | Episode 21 | The evolution of travel insurance'.

Newsletters

Canadian Underwriter CU Daily Newsletter – Article 1 May 15, 2025

Underwriter
DAILY
Thursday, May 15, 2025

Ask the Experts
Answers today
on the hot topics
in insurance

Albertans still unclear about auto reforms. How brokers can help
Financial regulators emphasize that brokers play a key role in explaining new and proposed changes to the auto product.



Let the strength of our "A" financial rating help your clients rest even better.
Learn more

What's concerning about the Newfoundland wildfires?
Climate events coverage has long been a challenge in the reinsurance market.

McDougall deal boosts presence in Toronto
Loyal as ever, quality experts. High-quality expertise in Canadian reinsurance.

Ask the Experts
How did a challenger mindset redefine Sovereign's journey?
In a complex and crowded commercial insurance market, our client makes headway.



Nova Scotia electric utility says stolen customer data includes bank account numbers
A major data breach involving stolen bank account numbers was reported by an insurance broker.

insPress.ca
Insurance News & Analysis

With McDougall joins the reinsurable (renewable)
International, Life, National Corporate Team
Read more

ROPER
Roger Robertson Welcomes Tomara Morris as New Vice President of Advisory Services
Read more

CBN Welcomes its Newest Member!
Read more

Let the strength of our "A" financial rating help your clients rest even better.
Learn more

Trending: How economic uncertainty is affecting Intact's commercial clients
In its transportation business, Intact is seeing "a bit of a slowdown," Intact CEO Charles Brindamour says.

Learn more

View Newsletter

Underwriter
Canadian Insurance Market's Best Guide

The magazine was first published in 1971 by the Canadian Insurance Association.

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500 Dundas St. West, Suite 400, Toronto, ON M5G 1R5
Phone: (416) 593-1234 | Fax: (416) 593-1235
Email: info@underwriter.ca


Newsletters

Canadian Underwriter CU Daily Newsletter – Article 2 June 26, 2025


Underwriter
DAILY
Thursday, June 26, 2025

IGN
TIRED OF PERSONAL LINES?
LET'S BUILD SOMETHING BETTER


Why Canada's P&C industry fared poorly in 2025 Q1
Disappointing underwriting results driven by losses in personal lines factored into the poor showing




The hidden costs of wildfires
Losses by homeowners don't follow in the aftermath of wildfires




Risk of insurers falling increases following earthquake aftershocks
A calamity by the industry's partner had high quake aftershocks on the view that broke the camel's back




Ask the Experts
How can brokers help clients see the true cost of underinsurance?
In today's high-cost, high-risk environment, many commercial clients are looking for ways to trim expenses, but underinsuring risk isn't the place to start



NS Power expands credit monitoring after cyberattack
The province's utility provider offered free five years of credit monitoring, but has opted not to five years



What's on Dec? | Episode 21 | The evolution of travel insurance
With 100+ years of history, travel insurance in Atlantic Canada, including the evolution of travel insurance, from the 1900s pandemic to complex application processes to how U.S. tariffs are affecting Canadian travel patterns



FRANCHISES AVAILABLE THROUGHOUT CANADA
PROPERTY DAMAGE RESTORATION

Trending: Conversations brokers can expect to have with their clients after 'The Big One'
Are you prepared to tell them the bad news about coverage after a major earthquake?

Label Email ->
Plus Buttons ->

Underwriter
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Newsletters

Canadian Underwriter CU Daily Newsletter – Article 3 July 10, 2025

Underwriter
DAILY
Thursday, July 10, 2025

Ask the Experts

The latest M&A deals for Westland, Axis Insurance
The acquired companies were in Alberta and British Columbia

Risk Management
Develop your business in a complex world

Higher insurance costs a factor in Canadians' hesitation to buy EVs
Repair costs can be a barrier to small EVs, especially for those with EVs being sold with 0% financing

AI threats call for smarter training in financial services: OSFI
AI has changed the game. Insurers need to train their AI

Ask The Experts
Are your clients ready for today's equipment breakdown risks?
Unpredictable weather and new threats on Canadian businesses need sharper strategies, smarter coverage, and stronger advice.
sovereign

Texas flood to create safety planning 'ripple effect' at Canadian camp: organizers
Cites the flooding in Texas, wildfires as the main threat for Alberta camps

What's on Dec? | Episode 21 | The evolution of travel insurance
Alan Spelman, managing director at Atlas Global Insurance Canada, discusses the evolution of travel insurance, from the COVID pandemic to simplified qualification processes in the U.S. with an effective Canadian travel pattern.

Trending: StoneRidge acquires four Ontario brokerages
The brokerages have served the communities of Richmond Hill and Oshawa for more than 20 years

Learn More

View More

Underwriter
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RESTORE
WINN-DIXIE

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Newsletters

Canadian Underwriter CU Daily Newsletter – Video July 16, 2025


inspress.ca
underwriter
DAILY
Wednesday, July 16, 2025

Ask the Experts
Account's Today
Growth for Tomorrow
View Article


Are brokers legally responsible if AI spits out bad information to clients?
Regulatory guidance doesn't say it, but non-insurance-related case law points in that direction. Continue reading cautiously



When things aren't black and white




Auto theft claims costs rising in Atlantic Canada
Auto theft claims costs rose 27% in Atlantic Canada in the past decade




Public insurer makes case for rate increase
Manitoba Public Insurance is requesting a 2.2% rate increase for basic auto insurance

Ask the Experts
What proactive steps can brokers encourage clients to take when managing equipment risk?
Here's how to advise your clients on protecting their critical systems



What's on Deck? Episode 21 | The evolution of travel insurance



Rest in us to RESTORE
REPAIRS TO YOUR HOME
WINTER

25% of Canadians report being affected by extreme weather in last year's poll
About one in four Canadians were directly affected by extreme weather events over the past year, a new poll suggests

inspress.ca
inspired with respect service

CSIO > Five Insurers Successfully Achieve CSIO's Compliance Certification
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Social LinkedIn (Static)

cu Canadian Underwriter
30,329 followers
Promoted

#PaidContent: Survival is hard. Evolution is harder. Here's how Sovereign keeps moving forward after 70+ years.



How did a challenger mindset redefine Sovereign's journey? [Learn more](#)
canadianunderwriter.ca

Canadian Underwriter
LinkedIn – Article 1
May 25, 2025

cu Canadian Underwriter
30,598 followers
Promoted

#PaidContent: Clients want to cut costs. Brokers want to protect clients. Sovereign Insurance helps them lead smarter risk conversations.



How can brokers help clients see the true cost of underinsurance? [Learn more](#)
canadianunderwriter.ca

Canadian Underwriter
LinkedIn – Article 2
July 3 -7, 2025

cu Canadian Underwriter
30,691 followers
Promoted

#PaidContent: From extreme weather to automation gaps, Sovereign Insurance helps brokers tackle modern equipment breakdown risks.



Are your clients ready for today's equipment breakdown risks? [Learn more](#)
canadianunderwriter.ca

Canadian Underwriter
LinkedIn – Article 3
July, 2025

Social LinkedIn (Video)



The image shows a static LinkedIn post from the profile 'Canadian Underwriter'. The post features a woman in a yellow top on the left and a dark blue box on the right containing the text 'What proactive steps can brokers encourage clients to take when managing equipment risk?'. Below this is the 'Ask the Experts' logo and the 'sovereign' logo. At the bottom, there is a call to action: 'Want to advise your clients on equipment breakdown risk?' with a 'Learn more' button and the URL 'canadianunderwriter.ca'.

cu Canadian Underwriter
30,854 followers
Promoted

#PaidContent: Sovereign Insurance's expert provides top risk management tips to guide your next client conversation on equipment breakdown.

What proactive steps can brokers encourage clients to take when managing equipment risk?

Ask the Experts sovereign

Want to advise your clients on equipment breakdown risk? [Learn more](#)
canadianunderwriter.ca

Canadian Underwriter
LinkedIn – Static
Aug 5 - 11, 2025



The image shows a video LinkedIn post from the profile 'Canadian Underwriter'. The video player shows the title 'Ask the Experts' and 'By sovereign'. The video player controls show a progress bar, a 1:50 duration, 1x volume, and a full screen icon. Below the video player is the call to action: 'Want to advise your clients on equipment breakdown risk'.

cu Canadian Underwriter
31,435 followers
3mo • Edited •

#PaidContent: Sovereign Insurance's expert provides top risk management tips to guide your next client conversation on equipment breakdown. **#AskTheExperts** **#InsuranceTips** **#ClientAdvisory** **#BrokerInsights**.

Ask the Experts

By sovereign


▶ 1:50 1x

Want to advise your clients on equipment breakdown risk

Canadian Underwriter
LinkedIn – Video
[Video Link](#)
July 21 - 27, 2025

Native

ADVERTISEMENT




Ask the experts
How did a challenger mindset redefine Sovereign's journey?

[Learn More](#)

Sovereign Insurance


Canadian Underwriter
Native – Article 1
May, 2025



Ask the experts
How can leaders help clients weather the road of underinsurance?

[Learn More](#)

Canadian Underwriter
LinkedIn – Article 2
May 25, 2025



Ask the Experts
Are your clients ready for today's equipment breakdown risks?

Sovereign Insurance [Learn more](#)

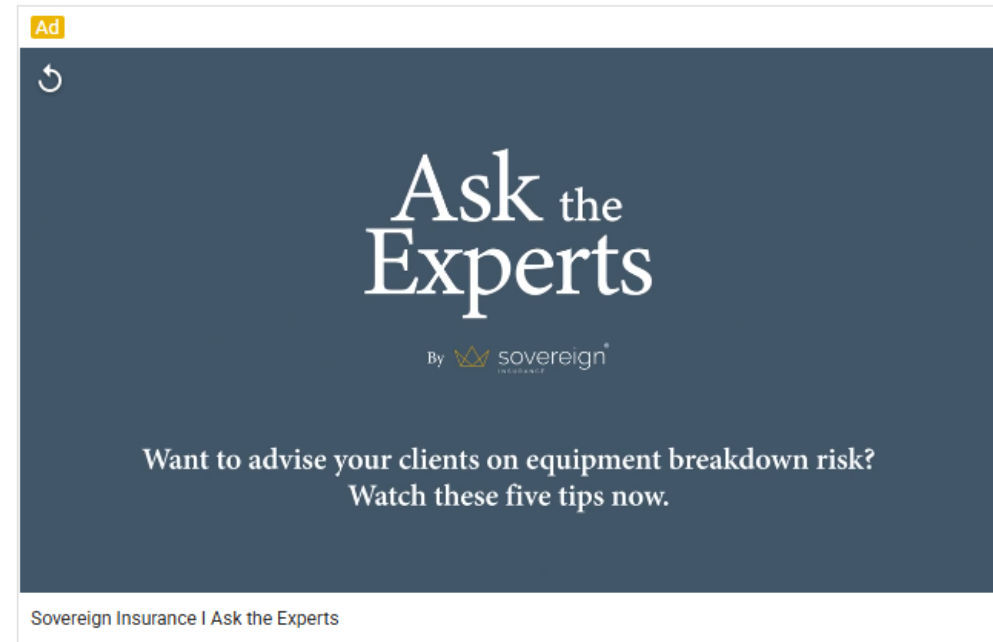
Canadian Underwriter
LinkedIn – Article 3
May 25, 2025

Native



Canadian Underwriter
Outstream – Video Beginning
July 28 – Aug 8, 2025

www.sovereign.ca/ask-the-experts



Canadian Underwriter
Outstream – Video End
July 28 – Aug 8, 2025