

PR Coverage – CAFII & LIMRA Homeowners Report 2024

OVERVIEW

This outlines the media coverage secured following the release of CAFII's latest report on homeowners' insurance in Canada. The press release announcing the reports was released on March 20, 2024 across Canada News Wire in both English and French, maximizing its reach across the country. Additionally, the release was offered to a targeted list of reporters under embargo in advance of the March 20th release date.

OVERVIEW

The following are the PR and media activities to support the report

- Approximately 20 reporters were emailed under embargo prior to the news release crossing the wire.
- To date, 3 reporters have written stories about the report
- There is a series of scheduled LinkedIn Posts (English and French) that will continue to be posted throughout the month to continue to promote the report

NEWS RELEASE PICKUP:



The total potential audience for the news release was 57.1M. Pickup Included, [Ottawa Times](#), [Canadian Insider](#), [Private Capital Newswire](#), [Yahoo Finance](#), and [L'annonceur.ca](#).

There were 103 click-throughs to CAFII.com, 64 click-throughs to the report. To date the following unique articles have been written about the report.

1. **Assurance:** [La plupart des propriétaires canadiens ne sont pas suffisamment assurés](#)
2. **Insurance Portal:** [Most Canadian homeowners do not carry sufficient coverage](#)
3. **Insurance Business Magazine:** [CAFII study shines light on 'concerning trend' among homeowners](#)