

2026 MEDIA KIT

Group insurance doesn't pencil *anymore.*

Reach HR leaders, brokers, benefits consultants, and CFOs who are actively evaluating ICHRA. Vendor-neutral editorial context means your message lands with a high-trust audience.

- Founding sponsor rates · Limited availability

Independent ICHRA intelligence. Not affiliated with any HRA administrator or insurer. Advertising is clearly separated from editorial and tracker data.

13

DEALS TRACKED

\$1.5M+

AVG SAVINGS CITED

6

ADMINS COVERED

Zero

VENDOR AFFILIATIONS

WHO READS QUYRA

The people deciding whether ICHRA makes sense — and which administrator to use.

Quyra readers are evaluating a specific decision: should we move from group insurance to ICHRA, and if so, who administers it? This is a purchase-intent audience at the moment of consideration — not a general HR readership.

HR Leaders & Benefits Directors

Evaluating group-to-ICHRA transitions for their organizations

Benefits Brokers & Consultants

Advising employer clients on ICHRA viability and admin selection

CFOs & Finance Leaders

Running the real math on capped-liability models vs. group renewal

ICHRA Administrators

Tracking competitor deals, employer sentiment, and market sizing

TPA & Payroll Platforms

Evaluating ICHRA integration and partnership opportunities

Insurance Carriers & Exchanges

Monitoring individual market shifts driven by ICHRA growth

WHY THIS AUDIENCE MATTERS

Active evaluation, not passive reading

Quyra readers are in-market. They're comparing administrators, modeling costs, and running the numbers on whether ICHRA works for their organization or their clients. Your brand reaches them during the decision window.

No independent source exists

Most ICHRA content is produced by administrators and brokers with a financial stake. Quyra reports what the data shows — where ICHRA works, where it doesn't, what it costs. That editorial independence makes the audience trust what they read here.

The market is at an inflection point

ICHRA adoption is accelerating past early adopters into mainstream benefits strategy. The audience building now will be the core decision-making audience for years. Founding sponsors are visible from day one.

THE PLATFORM

Adoption data. Deal intelligence. Weekly briefing.

Adoption Tracker 13 deals

A living database of documented ICHRA transitions — administrator, deal type, employer context, and verified savings. The most-visited page on Quyra. Sourced from HRA Council data, CMS filings, and employer case studies.

- Verified employer transitions
- Administrator & deal type data
- Savings figures where disclosed
- Submission-based updates

Intelligence Weekly

Deep analysis of ICHRA economics, regulatory developments, and market structure. Covers the real math — not the simplified version that always makes ICHRA look good.

- Employer cost comparisons
- Regulatory updates (IRS/CMS)
- Administrator market analysis
- Rate & affordability intelligence

ICHRA Intelligence Weekly Tuesdays

Every Tuesday: employer adoption data, regulatory updates, administrator moves, and rate intelligence. Written for benefits practitioners, not HR generalists. No filler. No sponsored content.

- Delivered every Tuesday
- Sponsor slot at top of email
- Practitioner-focused analysis
- Growing subscriber base

Administrator Marketplace Coming soon

Side-by-side comparisons of every major ICHRA platform — pricing, network access, integration support, and independent ratings. No affiliate arrangements. No vendor-sponsored rankings.

- 6+ administrators compared
- Independent ratings
- Pricing & feature matrices
- Implementation reviews

MARKET POSITION

Quyra is the first independent intelligence platform covering the ICHRA market. We track adoption, analyze employer economics, and publish without vendor sponsorship shaping the editorial line. Founding sponsors grow with us as ICHRA crosses the mainstream adoption threshold.

SPONSORSHIP FORMATS

Three ways to reach the ICHRA decision chain.

01 Newsletter Sponsor

\$500 / 4-issue pack

Dedicated sponsor block in the ICHRA Intelligence Weekly. Plain-text format, no banner ads. Your message in front of HR leaders, brokers, and benefits consultants who are actively evaluating ICHRA.

WHAT'S INCLUDED

- Dedicated sponsor section
- ICHRA-focused audience
- 3-4 sentence description + link
- Sent every Tuesday

02 Tracker Sponsor

\$800 / month

Prominent placement on the Adoption Tracker — the most-visited page on Quyra. Seen by employers actively researching ICHRA transitions and the administrators they're considering.

WHAT'S INCLUDED

- Banner above tracker table
- Logo + 2-line description
- Links to your site
- Category-matched audience

03 Annual Partner

\$7,500/year

Comprehensive presence across the entire platform for 12 months. Includes newsletter, tracker, editorial partnership, and footer logo on all pages.

WHAT'S INCLUDED

- All newsletter + tracker placements
- Co-branded quarterly report
- 1 vendor-neutral piece per quarter
- Logo in footer (all pages)
- Direct contact with editor

EDITORIAL INDEPENDENCE

Sponsorships are clearly labeled and fully separated from editorial content, tracker data, and marketplace ratings. We don't accept advertiser input on coverage decisions. The independence is the product — and it's what makes the audience trust what they read here.

PLACEMENT EXAMPLES

What sponsors see.

Newsletter Sponsor Top of email, above editorial content

ICHRA Intelligence Weekly — Tuesday
Quyra

This week: two new tracker entries, a rate affordability update, and why mid-market employers are moving faster than expected.

SPONSORED

YOUR LOGO

Your Headline Here (3-4 sentences)

Your sponsor copy appears here in plain text. No banner ads — just a clear, relevant message to ICHRA decision-makers.

Learn More →

Tracker Sponsor Above the Adoption Tracker — the most-visited page

● ● ● quyra.com/tracker

SPONSORED

YOUR LOGO

Your two-line description

CTA Link →

GET STARTED

Reach the people deciding whether ICHRA makes sense.

Founding sponsor rates are locked in for 2026. Sponsorships are curated, clearly labeled, and separated from editorial and tracker data. These rates step up as the audience grows.

[Book a Placement →](#)

quyra.com/advertise

EMAIL

editor@quyra.com

We respond within one business day.

BOOK ONLINE

quyra.com/advertise

Submit an inquiry and we'll follow up.

FORMAT	PRICE	CADENCE
Newsletter — 4-issue pack	\$500	4 consecutive Tuesdays
Tracker — 1 month	\$800	4-week placement
Annual Partner	\$7,500	12-month package