

ip

insurancepeople



An introduction

“Insurance is a ‘people’ business”

How many times that has been said about an industry that is currently witnessing more 'winds of change' than ever before. Despite recessions, consolidation, downsizing, environmental threats and the rest, the adaptability and zeal of its people puts the insurance industry where it is today.

The launch of '*Insurance People*' recognises that strength in a new media format aiming to keep the human element to the fore within the welter of corporate-speak and techno-babble ably covered elsewhere.

'*Insurance People*' is a new media offering, precisely aimed at a targeted audience, both online and in hard copy. Its aim is to perpetuate the strength of the benefits associated with the “produced by insurance people, for insurance people” culture, with its heavily weighted 'people' orientation.

Audience

The positioning relates primarily to the broker and intermediary market of the general business sector, and all its peripheral activities.

In particular, the needs of the independent broking sector and the ever widening agenda for non-core add-on services, such as innovative distribution, risk management and the like.

Circulation

The circulation list aims at a readership of over 5,000, with 30% directed to named individuals.

The Team

The constancy of the team is one of its strengths. With an FCII and ACII qualification among the team, the combined journalistic pedigree and insurance industry experience is unequalled anywhere in the insurance press. The people behind *Insurance People* are insurance people themselves.

Andrew Newman

Andrew Newman enjoyed 35 years' experience in the UK insurance industry, having devoted time in all areas of underwriting, pricing, product design, sales, distribution, and marketing. His employers during that period were National Employers Mutual, Cornhill, Lion, and Sphere Drake.

As an author since 1989 he has contributed many articles to the insurance, financial, and motoring press. He took up full-time freelance work in 1999, and this included two editorial appointments: Editor *Insurance Express* 2000-1 and Editor *Brokers' Monthly* 2003-2009.

He is a qualified Chartered Insurer, a Fellow of the Chartered Insurance Institute, and a Diploma holder of the Chartered Institute of Marketing.

Brian Susman

Brian Susman began his insurance journalism career just over 50 years ago. It was in 1958 that he joined the editorial staff of Stone & Cox (insurance publishers) in Fleet Street, becoming assistant editor of their monthly magazine, *Policy*, five years later.

After 14 years at Stone & Cox, he moved to Insurance Brokers' Monthly in 1972, becoming Editor three years later, a position which he held for 31 years until his retirement in 2003, when he was appointed Consultant Editor. He now moves on to a similar position with *Insurance People*.

He has twice (1990 and 1995) been voted Journalist of the Year in the annual BIBA financial journalism awards.

Adrian Susman

Adrian Susman takes up the role of Production Director with *Insurance People* having had a 17 year association with Brokers' Monthly in a design and production capacity.

Before moving into graphic design with Insurance Publishing and Printing in 1993 he gained experience of the commercial side of the printing world from the bottom up starting with letterpress operation and litho printing.

Jeni Hall

Jeni Hall has 25 years experience in the advertising industry. Previously with the Birmingham Post and other regional newspapers and magazines, Jeni has 9 years experience in insurance advertising and publishing, and has accumulated a wealth of valuable experience and knowledge over the years, which she will continue in her new role as Director of *Insurance People*.

Editorial

Leading contributors offer knowledgeable comment based on their valued experience, both from within and from outside the industry, while at the same time younger voices are actively encouraged to put their views.

The team will continue to encourage contributions from market figures, both well-known and not so familiar, and the editorial will be pitched to precisely cover those issues of most importance to brokers, today and tomorrow.

Advert	Trim Size W x H	Size including bleed	Single Insertion	3 in 12 months	6 in 12 months	12 months consecutive
D.P.S.	340mm x 240mm	346mm x 246mm	£3,500	£3,000	£2,500	£2,000
Full Page	170mm x 240mm	176mm x 246mm	£2,100	£2,000	£1,800	£1,500
1/2 Page Hor.	158mm x 100mm	–	£1,200	£1,000	£800	£600
1/2 Page Ver.	77mm x 190mm	–	£1,200	£1,000	£800	£600
1/4 Page	77mm x 100mm	–	£600	£550	£400	£350
Strip	158mm x 40mm	–	£500	£475	£450	£425

Special positions

Inside Front £2,250

Inside Back £2,000

Outside Back £2,750

FILE FORMAT:

Quark 8 document with associated files & fonts
High Res PDF (compatible with Acrobat 9)
Illustrator EPS with fonts outlined
Photoshop compatible files (Tiff, JPG or EPS)

SEND FILES TO:

Email to: adrian@insurancepeople.uk.com

PUBLISHING DATE:

1st of month

SOFTWARE:

QuarkXpress 8
Adobe CS4
Adobe Acrobat 9

FINAL COPY DATES:

15th of preceding month

Inserts

Up to 10gsm – £100 per 1000

15-20gsm – £120 per 1000

10-15gsm – £110 per 1000

20-25gsm – £130 per 1000

Website Advertisement Rates - 2011

We offer a variety of sizes to suit your requirements (width x height):

932px x 90px
£500.00

174px x 90px
£200.00

267px x 267px
£400.00

120px x 60px
£200.00

120px x 600px
£400.00

Files for web adverts should preferably be PC Format whether Jpeg, Gif, Tif, Bitmap or animated code in Flash, Java etc. Email files to adrian@insurancepeople.uk.com