

LIMRA

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MARKETFACTS™

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MEDIAKIT

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LIMRA®

# Your Link to the Financial Services Industry



## About LIMRA

LIMRA is a trade association comprised of over 850 member financial services companies worldwide. For 100 years, LIMRA has been the trusted source of industry knowledge — providing our members with global research, consulting, assessment, development, and compliance and regulatory services. By connecting companies with research-based solutions and insight, LIMRA helps them:

- Chart a clear course for the future
- Benchmark competition
- Create new products and open new markets
- Add distribution channels — such as independent producers, bancassurance, and worksite
- Increase distribution productivity
- Assess, train, and manage productive sales forces and distribution networks
- Meet the challenges of increasing regulation
- Identify and develop the next generation of leaders in the financial services industry

To learn more about LIMRA, please visit [www.limra.com](http://www.limra.com).

## About LIMRA MarketFacts

As our flagship publication, *LIMRA MarketFacts* serves to help our readers improve their marketing and distribution effectiveness. Celebrating its 35<sup>th</sup> year of publication, *LIMRA MarketFacts* presents a broad array of articles authored by the leading minds in the industry. Each issue provides a comprehensive look into the forces that help executive decision makers grow their companies — whether they are insurers, banks, brokerage firms, investment companies, or institutional corporations. Among the topics covered are:

- Distribution strategies
- Organizational growth
- Consumer behavior and buying preferences
- Market segmentation
- Technology advancements in the marketing and distribution of financial products and services
- Marketing and communications strategies
- Issues facing companies that sell retirement products and services
- Product innovation, development, and advancement
- Sales and management development
- Legislation and regulation impacting the industry
- Globalization and financial integration

## Readership and Purchasing Power

As the premier publication for executive management in the financial services industry, *LIMRA MarketFacts* reaches high-level decision makers with substantial purchasing power. Our readership is primarily composed of senior executives and upper-level managers having the authority to make purchase decisions within their respective companies.

Our readers represent diverse functions across their organizations that include:

- Information technology
- Product development and support
- Distribution channels
- Marketing and communications
- Sales force training and development
- Management and executive training and development

We reach approximately 4,000 industry leaders with our hard-copy publication and approximately 20,000 individuals at member organizations who subscribe to our interactive digital edition online.

*LIMRA MarketFacts* readers also attend LIMRA's industry conferences and events that connect people to industry-specific research, knowledge, and solutions. Not only does *LIMRA MarketFacts* receive bonus distribution at key events, but we also offer opportunities to combine promotion through both advertising in the magazine and exhibiting at conferences.

Please visit [www.limra.com/conferences](http://www.limra.com/conferences) for LIMRA's 2018 events calendar and past attendee lists.

## 2018 Publication Schedule

Issue	Editorial and Advertising Submissions Due	Distribution
Number 1	November 6, 2017	<b>Print:</b> January 16, 2018 <b>Online:</b> January 23, 2018
Number 2	January 9, 2018	<b>Print:</b> April 4, 2018 <b>Online:</b> April 11, 2018
Number 3	April 13, 2018	<b>Print:</b> July 19, 2018 <b>Online:</b> July 26, 2018
Number 4	July, 6, 2018	<b>Print:</b> October 12, 2018 <b>Online:</b> October 19, 2018
Number 1-2019	October 11, 2018	<b>Print:</b> January 17, 2019 <b>Online:</b> January 24, 2019

## 2018 Advertising Space Rates

Advertising in *LIMRA MarketFacts* leverages the trust we've built with our members and readers over the last century. It is a unique opportunity for your message to be viewed by more insurance and financial services C-suite executives than any other industry publication can offer.

Ad Size	1 Time	2 Times	3 Times	4 Times
2-page spread	\$6,000	\$5,800	\$5,600	\$5,400
1 full page	\$5,000	\$4,800	\$4,600	\$4,400
2/3 page	\$3,000	\$2,800	\$2,600	\$2,400
1/2 page	\$2,500	\$2,350	\$2,200	\$2,050
1/3 page	\$1,750	\$1,600	\$1,450	\$1,300
1/4 page	\$1,500	\$1,350	\$1,200	\$1,050

### Additional Charges (per page or fraction)

#### Inside Covers (front and back)

– Space rates plus \$350

#### Back Cover

– Space rates plus \$450

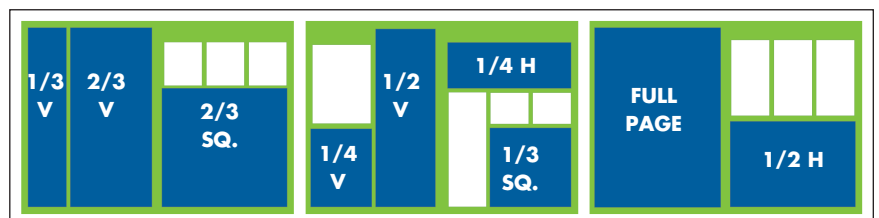
#### Center Spread

– Space rates plus \$500

*We also offer an online banner ad option with the digital edition. Please contact us at 860-830-1442 for pricing and specs.*

## Ad Sizes and Specs

Ad Size	Width	Depth
Full page with bleed	8 1/8" x	10 7/8"
2/3 page (vertical)	4 1/2" x	9 3/16"
2/3 page (square)	6 3/4" x	5 7/8"
1/2 page (vertical)	3 1/4" x	9 3/16"
1/2 page (horizontal)	6 7/8" x	4 1/2"
1/3 page (vertical)	2 1/8" x	9 3/16"
1/3 page (square)	4 1/2" x	4 1/2"
1/4 page (vertical)	3 1/4" x	4 5/8"
1/4 page (horizontal)	6 7/8" x	3"



**Trim size:** 8 1/8" wide x 10 7/8" deep (bleed a 1/4" each margin)

**Safety margin:** Keep all live matter 3/8" from outer trim edges and gutter.

**Space rates:** All rates apply to *LIMRA MarketFacts*.

Rates are for space only. They do not include any composition charges or alterations.

## Advertising Policies

- **Insertion orders** are required and must contain full instructions. Submitting an order implies acceptance of all terms outlined in this Media Kit.
- **Payment** for advertising is due 30 days after the invoice date. A service charge of 1½ percent per month (18 percent per year) will be charged to accounts overdue by 30 days or more.

## Contract Regulations

- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher shall not be liable for any costs or damages if, for any reason, an advertisement is not published.
- The publisher is not liable for delays in delivery and/or nondelivery in the event of fire, flood, or act of God, labor or material shortage, transportation interruption, or any condition beyond the control of the publisher that affects production or delivery.
- The publisher shall hold the advertiser and/or its agency liable for such monies that are due and payable to the publisher for advertising that was ordered by the advertiser/agent and published.
- The positioning of advertisements is at the discretion of the publisher unless the advertiser/agent agrees to pay for a special position in the magazine.
- Ad orders may be canceled by the publisher if the advertiser/agent fails to pay accounts when due.

*For More Information, Please Contact:*

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