

THE VOICE OF YOUR PROFESSION

# THE JOURNAL



[www.cii.co.uk/journal](http://www.cii.co.uk/journal)

## MEDIA INFORMATION 2012



CII statistics 2012

### DID YOU KNOW?

- More than 54,000 are UK-based
- We now have an international membership of 16,000
- More than 10,000 of the readers work in broking
- 8,000 members are decision-makers in executive roles
- In the last five years the CII membership has increased by 19%

CIRCULATION 70,000



# INFORMATION

THE JOURNAL HAS THE

**LARGEST CIRCULATION OF ANY UK INSURANCE MAGAZINE: 70,000**

*The official membership magazine of the Chartered Insurance Institute (CII)*

*The Journal has been published for over 111 years*

*70,000 professionals within the insurance industry receive a copy of The Journal*



## The Chartered Insurance Institute

Since its inception in 1897 the CII has established itself as the world's leading professional organisation for insurance and financial services. Its 101,000 members (including members of the Professional Finance Society) are committed to maintaining the highest standards of technical competence and ethical conduct.

A robust framework of learning and development solutions enables the CII to support corporate partners and individuals across the industry. It ensures that all members comply with minimum standards and inspires many more to achieve advanced levels of technical and professional competence.

In 2012, the CII will celebrate 100 years of receiving its Royal Charter.

## KEY JOURNAL STATS

### TYPE OF ORGANISATION:

**INSURANCE COMPANY 18,200**

**BROKER/INTERMEDIARY 15,000**

**REINSURANCE COMPANY /BROKER 1,200**

**LLOYD'S 670**

### AREA OF WORK:

**BROKER 10,000**

**UNDERWRITING 9,900**

**CLAIMS 7,050**

**SALES/MARKETING 4,100**



**CII**

**10,000 MEMBERS WORK IN BROKING**

ADVERTISING

MEGAN LANCASTER-SMITH

MEGAN.LANCASTERSMITH@CII.CO.UK

020 7417 4793

# INFORMATION

“So many insurance publications, so little time” so my advice to industry colleagues is - make sure you read The Journal! It contains something for everyone from the social media savvy students and young professionals to the captains of our industry.”

**Lynn Richards-Cole ACII, Chartered Insurance Broker,  
Associate Director – Group Business Development Perkins Slade.**

## About The Journal

The Journal, one of the oldest and most respected titles in the insurance industry, has been published for more than 111 years and boasts a circulation of more than 70,000 CII members.

Landing on desks of named individuals across the UK and 150 countries worldwide every issue of The Journal keeps members in touch with local, national and international institute activities, CII Group activities, topical industry issues and also serves as a practical aid to a member’s professional development. The magazine is very highly regarded by its readers and was voted the top membership benefit in the 2010 CII membership survey.

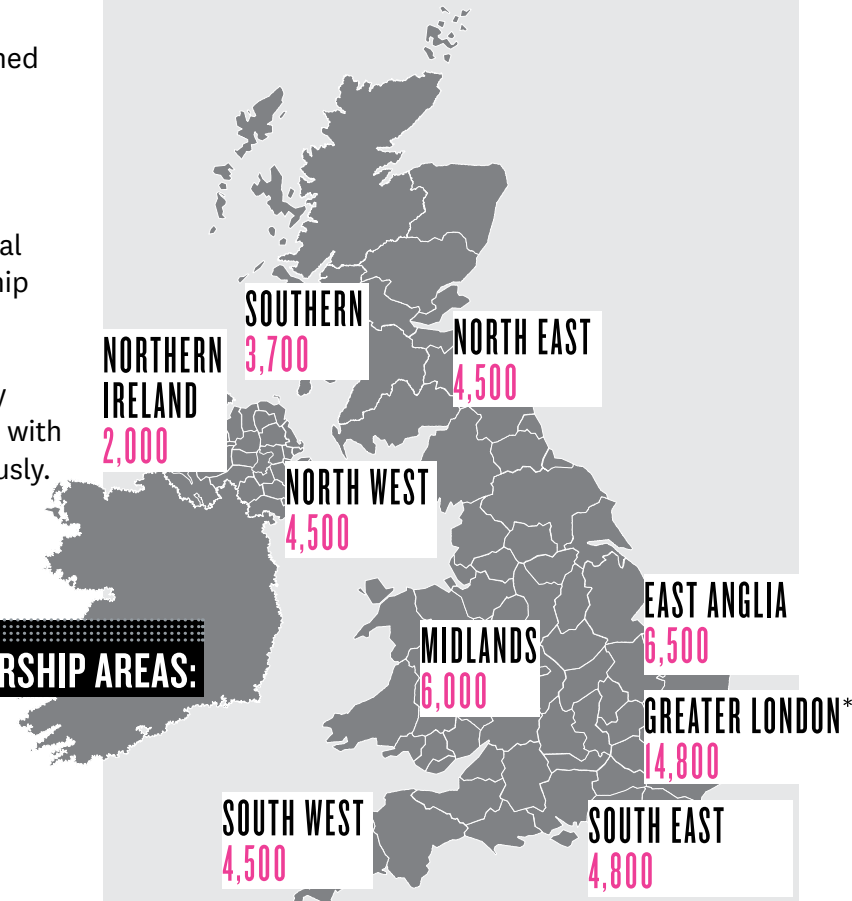
As all readers are either CII qualified or working towards qualification, they see The Journal as a key resource in their current jobs and career development. As a result The Journal provides advertisers with access to a unique and valuable audience who take their profession and professionalism very seriously.

The re-launched Journal is a contemporary, fresh looking magazine with a bold, confident and authoritative voice for the professionals within the sector.



**THERE ARE MORE THAN 16,000  
INTERNATIONAL MEMBERS  
FROM 150 COUNTRIES, NAMELY  
ASIA, UAE AND INDIA**

## MAIN MEMBERSHIP AREAS:



\* RADIUS THAT INCLUDES: GUILDFORD, READING, HARROW & EALING AND WATFORD



**CII**

**ONE OF THE OLDEST AND MOST RESPECTED TITLES IN THE INSURANCE INDUSTRY**

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## ASSOCIATE YOUR BRAND WITH THE LEADING SOURCE OF INFORMATION FOR THE GLOBAL INSURANCE INDUSTRY

### Editorial

The Journal aims to provide its readers with a wide variety of relevant, topical and in-depth articles which cover its wide readership.

This content will continue to develop and will offer members practical tools to help them with their progress towards examinations, and continuing professional development.



### Editorial regulars

**International focus and news** – in-depth analysis of overseas markets

**Interview** – The Journal talks to key industry figures

**The A-Z of..** – a feature that explains the A-Z of a sector aimed at those starting out in the industry

**30 second interviews** – short, succinct mini interviews with those inside and outside the industry

**Professional development** – an in-depth study of a topic for experienced industry professionals

**Financial services** – articles of relevance to life and pensions providers

**Behind the scenes** – a look at the work of the CII or specific industry sectors through a photo reportage

**Chartered case studies** – examining the work and achievements of Chartered firms

**Q&A** – test your industry knowledge when studying for exams with our regular quiz

**Legal casework** – keeping readers informed of the latest legal developments

*A features list is available on request and The Journal is always keen to hear new ideas for editorial content.*

### THE JOURNAL XPRESS

▶ The Journal Xpress is our popular e-newsletter that is sent out to approximately 50,000 members; highlighting CII and regulatory news, key technical updates, hot topics and important events in the industry.



**WITH AN IMPRESSIVE OPEN RATE, THIS E-NEWSLETTER GIVES YOU THE OPPORTUNITY OF REACHING THE MEMBERSHIP ELECTRONICALLY EVERY MONTH.**



CII

THE JOURNAL SUPPORTS MEMBER'S PROFESSIONAL DEVELOPMENT

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# OPPORTUNITIES

## THE CII HAS A BRAND THAT IS SYNONYMOUS WITH TRUST AND INFLUENCE AND PEOPLE IN THE INDUSTRY WISH TO BE ASSOCIATED WITH THIS THROUGH ITS MEMBER'S MAGAZINE THE JOURNAL.

### Advertisement opportunities:

The Journal provides advertisers with access to a unique and valuable audience across the world who take their profession seriously.

- Print advertising
- Sponsored reports/case studies
- Bellyband and wraps
- Creative inserts
- Supplements
- Sponsored banners on Xpress e-newsletter
- Event sponsorship

Please contact us for tailored creative packages.

### Reasons to advertise:

- ▶ The Journal has the largest circulation of any insurance title (70,000)
- ▶ High visual impact for advertisers due to controlled advertising space
- ▶ The CII has an exceptional brand and is well respected in the industry
- ▶ Voted top membership communication the magazine is highly regarded and valued by its readership
- ▶ Content is in-depth and articles are not time sensitive
- ▶ The Journal is job useful, supporting our member's professional development
- ▶ We are investing in our publication and continually improving it



### Praise for The Journal

*“One of the real benefits of CII membership is receiving The Journal. Over the years its tone and style may have changed but the content always remains informative and relevant.”*

**Jamie Marchant - Marketing and Communications Director  
Groupama Insurances**



VOTED TOP CII MEMBERSHIP COMMUNICATION

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# TECHNICAL INFORMATION

*"I couldn't believe how many people commented on the article about Corrigan's' dual Chartered status having read it in the Journal. It really has had an impact and has given us recognition countrywide"*

**Jane Evans, ACII. DipPFS.**  
**Chartered Insurance Broker, Corrigan's.**

## Rate card

	1 issue	3 issues	6 issues
Double page spread	£8,400		
Full page	£5,250	£4,460	£3,940
Half page	£3,150	£2,670	£2,360
Quarter page	£1,575	£1,340	£1,180
Strip	£1,275	£1,080	£900
Premium positions	+10%	+10%	+10%
Loose inserts	£115 per 1,000 to 10g		
Xpress e-newsletter	£1,000 per month		

All rates quoted exclude VAT.

To find out more about recruitment advertising please contact Megan Lancaster-Smith

## Technical details

- ▶ All advertisement must be supplied as high resolution print ready pdf files
- ▶ Images should be placed as CMYK eps, tiffs or jpeg files at a resolution of 300 dpi at actual size, NOT gif or RGB

- ▶ **Full Page**  
**Bleed** 286mm x 216mm  
**Trim** 280mm x 210mm  
**Type Area** 247mm x 186mm
- ▶ **Quarter Page** 121mm x 91mm
- ▶ **Strip Advert** 36mm x 186mm
- ▶ **1/2 Page Horizontal** 121mm x 186mm
- ▶ **1/2 Page Vertical** 247mm x 91mm



## CONTACT DETAILS



CII

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All details in this document are correct at time of going to print but may be subject to change.