

THE VOICE OF YOUR PROFESSION

THE JOURNAL



www.cii.co.uk/journal-media-pack

MEDIA INFORMATION 2013



CII statistics 2012/13

DID YOU KNOW?

- More than 59,000 are UK-based
- International readership 14,300
- Almost 12,00 of the readers work in broking
- 8,000 members are decision-makers in executive roles
- CII membership has increased by 10% since 2010

CIRCULATION 74,000



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INFORMATION

THE JOURNAL HAS THE LARGEST CIRCULATION OF ANY UK INSURANCE MAGAZINE: 74,000

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

The Journal has been published for over 116 years

74,000 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 112,000 members, including members of the Personal 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 celebrated 100 years of receiving its Royal Charter.



CII

IN NUMBERS; 12,254 READERS ARE BROKERS
14,484 READERS ARE CLAIMS PROFESSIONALS
11,293 ARE UNDERWRITERS **1,300** ARE RISK MANAGERS



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KEY JOURNAL STATS

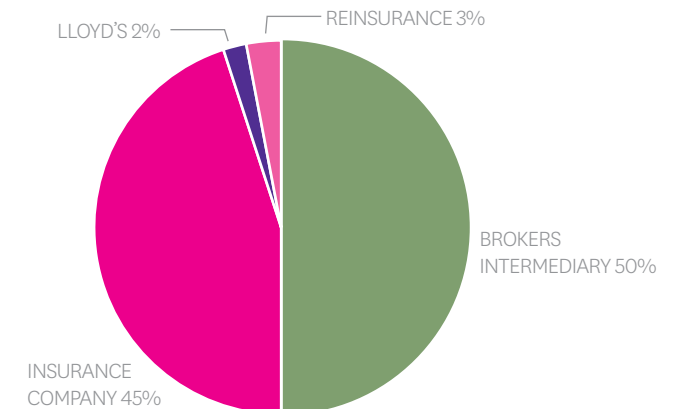
TYPE OF ORGANISATION

BROKER/INTERMEDIARY 17,985

INSURANCE COMPANY 19,925

LLOYDS 978

REINSURANCE COMPANY/BROKER 1,182



INFORMATION

What our readers like about the Journal;

“Job adverts, and current trends in market or industry”

“I really enjoy testing my knowledge on the Study Zone Q & A...and enjoy the hot topics and letters sent in.”

“I like it all as it keeps me up to date with developments in the market. Also I find the job advertisements useful.”

Responses to Journal readership survey Spring 2013.

About The Journal

The Journal, one of the oldest and most respected titles in the insurance industry, has been published for more than 116 years and boasts a circulation of more than 74,000 CII members.

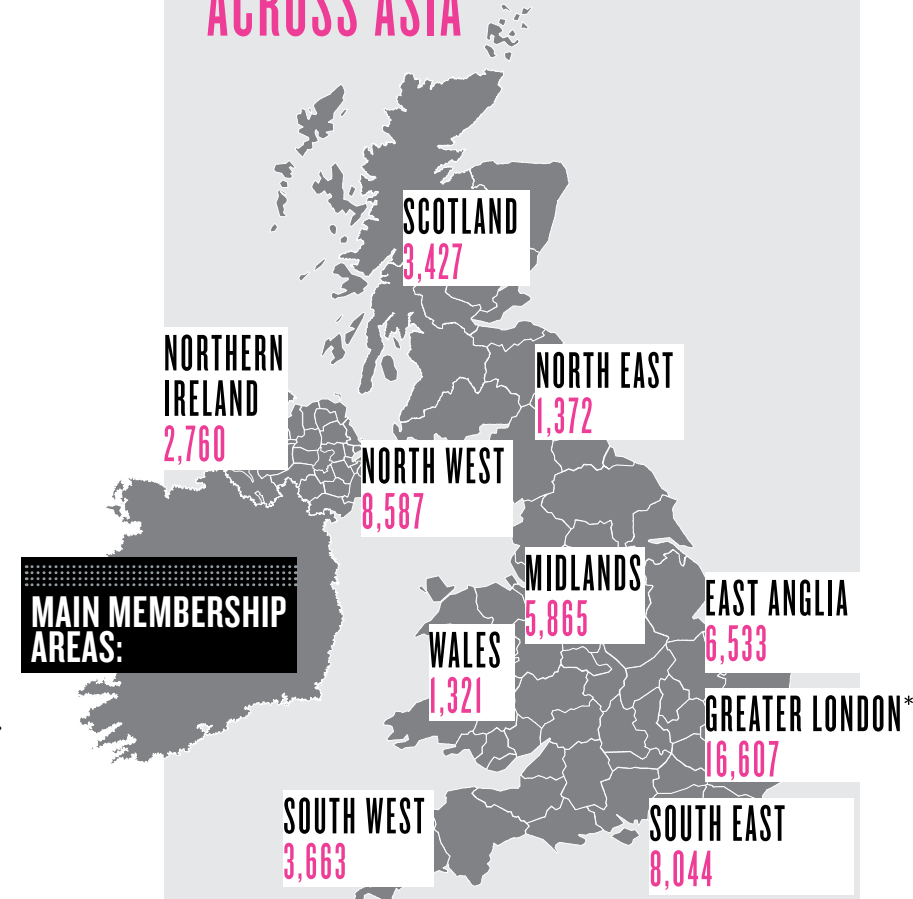
Landing on desks of named individuals across the UK and 150 countries worldwide every issue of The Journal keeps members in touch with local, national and international institute activities, CII Group activities, topical industry issues and also serves as a practical aid to a member's professional development. 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.

Now a re-launch of the magazine has now created a new contemporary, fresh looking magazine with a bold, confident and authoritative voice for the professionals within the sector.



THERE ARE MORE THAN 14,000
INTERNATIONAL MEMBERS
FROM 150 COUNTRIES
INCLUDING INDIA, UAE AND
ACROSS ASIA



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



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

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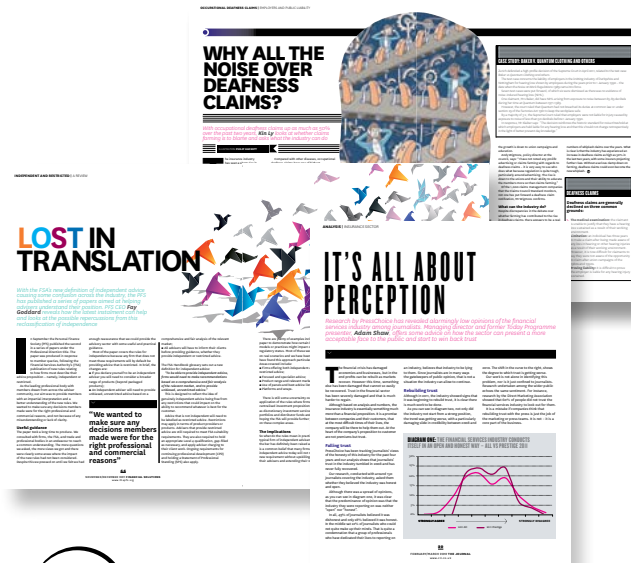
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ASSOCIATE YOUR BRAND WITH THE LEADING SOURCE OF INFORMATION FOR THE UK INSURANCE INDUSTRY

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

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

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



THE JOURNAL SUPPORTS MEMBERSHIP'S PROFESSIONAL DEVELOPMENT

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SUPPLEMENTS

NEW FOR 2013 THE JOURNAL LAUNCHES A NEW SERIES OF SUPPLEMENTS BASED AROUND PROFESSIONALISM, TECHNICAL COMPETENCE AND BUSINESS CAPABILITY

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.

Skills Survey:

Skills and talent are burning issues for businesses of all shapes and sizes, across all sections of the economy. Insurance is no different in that respect. Each year we survey our members in order to paint a picture of the skills situation within general insurance. This is the sixth year we have run the survey. Over 2,300 members representing general insurance responded to this year's survey. 2012'S findings were published in association with Allianz. The Skills Survey supplement provides the results as well as insight and analysis from a commercial partner and a number of other employers from within the industry



NEW FOR 2013

CPD Supplement:

The Journal's CPD supplement programme is a brand new initiative from the Chartered Insurance Institute which allows you to showcase the technical knowledge within your firm as well as help CII members with their training and professional development.

Continuing Professional Development (CPD) is activity undertaken to ensure CII members' skills and knowledge are up-to-date. CPD is a common requirement for qualified members of professional bodies. It reflects the fact that, in today's fast changing world, knowledge gained through qualifications quickly dates and, if members are to remain competent, they must continue to develop and enhance their knowledge.

Sponsorship options from £6,995



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VOTED TOP MEMBERSHIP COMMUNICATION



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EVENTS SPONSORSHIP OPPORTUNITIES

Format	Packages	Prices from*
Roundtable	Event Partner	£1,000
Webinar	Event Partner	£8,000
Breakfast Briefing	Event Partner	£4,000
Half day event	Event Partner Headline Sponsorship Associate Sponsorship	£8,000 £4,000 £2,000
Full day conference	Event Partner Headline Sponsorship Associate Sponsorship	£15,000 £8,000 £4,000

*rates subject to alteration based on venue location

Full and Half Day Conferences

The CII runs a series of full and half day conferences on subjects of relevance to our members, both at our Aldermanbury office and at various venues around the UK. The Exclusive Event Partner package positions your brand as the co-host for the event and provides pre-eminent branding and marketing and enables your input on topic and speakers. The Headline Sponsor package is a key means to promote your brand in a multi sponsor event. Associate Sponsor provides an affordable route to align your brand with leading CII events. Full package details on request.

Roundtable

This intimate and exclusive format allows the sponsor to discuss a specific issue with a hand-picked group of potential customers and other industry stakeholders. The CII will invite delegates, chair the meeting and provide a full event management service.

Webinar

Webinars allow you to reach a wider audience, over a longer period of time, than traditional face to face events. As well as being available for live viewings, these videos will be hosted on the CII's



website for 3-12 months, for on-demand viewings. Webinar sponsors are invited to provide a senior member of staff, or a client to join the speaker panel. The CII will recruit additional speakers, market the event and provide a full event management service.

Breakfast Briefing

The briefing format is effectively a 'mini-conference', incorporating three short presentations and a panel discussion on a niche topic allowing delegates to learn a lot without taking too much time out of the office. As a sponsor you benefit from the opportunity to network with an audience of 20-50 engaged delegates, and to work with the CII to develop content and speaker ideas.



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TECHNICAL INFORMATION

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

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 Jacob Quagliozi



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 300dpi 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
- ▶ **1/8 Strip Ad vert** 36mm x 186mm
- ▶ **1/2 Page Horizontal** 121mm x 186mm
- ▶ **1/2 Page Vertical** 247mm x 91mm

CONTACT DETAILS



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