

THE VOICE OF YOUR PROFESSION

# THE JOURNAL



CII

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

## MEDIA INFORMATION 2014



CII statistics 2014

### DID YOU KNOW?

- More than 60,000 are UK-based
- International readership 14,000
- Almost 20,000 members work in broking
- 90% of readers describe the Journal as useful or very useful
- 97% of readers find the magazine has maintained or increased its relevance over the last few years

# CIRCULATION 74,000



# ABOUT THE JOURNAL/THE CII

## 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 118 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

## KEY JOURNAL STATS

### TYPE OF ORGANISATION

**INSURANCE COMPANY**  
21,346

**BROKER/INTERMEDIARY**  
19,657

**REINSURANCE COMPANY/BROKER**  
1,474

**LLOYD'S**  
1,057

# ABOUT THE JOURNAL

*“It is a magazine for professionals who always keep to the ethical principals demanded by a career in insurance. It is apolitical and honest.”*

*“Excellent publication, keeps me informed about both the work of the CII and the industry as a whole, adds value to the membership with some very interesting articles.”*

*“The new look is refreshing, engaging and impactful. The content is relevant, timely and credible.”*

*“The magazine ensures that as professionals we are kept up-to-date with current and relevant issues through well written and insightful features. The magazine helps to stimulate thought and debate which will have lasting effects on the insurance industry.”*

## About The Journal

The Journal, one of the oldest and most respected titles in the insurance industry, has been published for more than 118 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 – in the 2013 reader survey 88% of respondents said they enjoyed reading The Journal.

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.

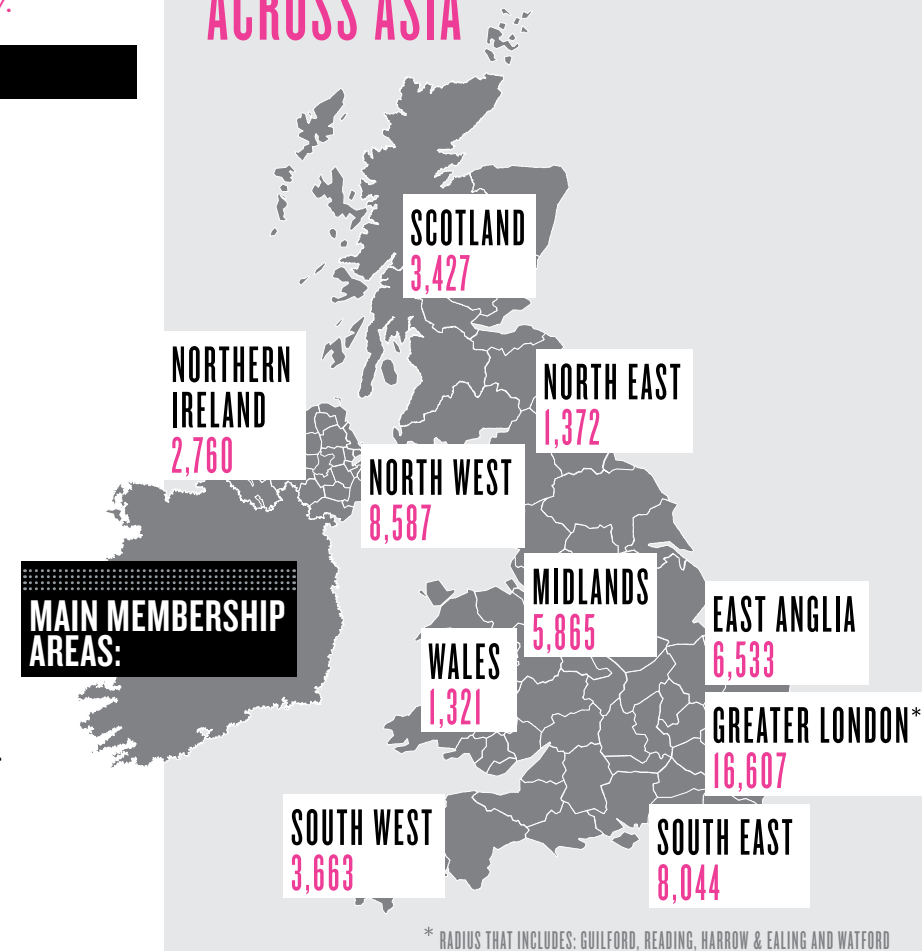
Now a re-launch of the magazine has now created a new contemporary, fresh looking magazine with a bold, confident and authoritative voice for the professionals within the sector.



CII

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

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



## 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.

94% OF MEMBERS READ THE JOURNAL EVERY ISSUE, REGULARLY OR OCCASIONALLY

86% OF RESPONDENTS BELIEVE THE JOURNAL ADDS VALUE TO THEIR MEMBERSHIP OF THE CII

82% OF RESPONDENTS BELIEVE THE JOURNAL ENHANCES THEIR OPINION OF THE CII

86% BELIEVE THE JOURNAL HELPS THEM STAY UP TO DATE WITH DEVELOPMENTS IN THE FINANCIAL PROFESSION

91% BELIEVE THE JOURNAL IS EITHER INDISPENSABLE, VERY USEFUL OR USEFUL

88% ENJOY READING THE JOURNAL



CII THE JOURNAL SUPPORTS MEMBERSHIP'S 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 42,000 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

# SUPPLEMENT PROGRAMME

## THE JOURNAL HAS A SERIES OF SUPPLEMENTS BASED AROUND PROFESSIONALISM, TECHNICAL COMPETENCE AND BUSINESS CAPABILITY

### 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 seventh year we have run the survey. Over 2,300 members representing general insurance responded to this year's survey. 2013's findings were published in association with Ageas. 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.

### 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
- Event sponsorship

Please contact us for tailored creative packages.



**CII** VOTED TOP MEMBERSHIP COMMUNICATION



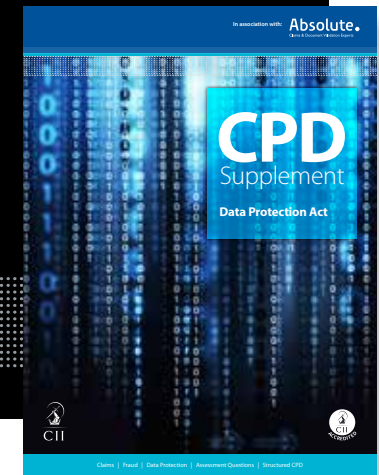
### CPD SUPPLEMENT

### 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*



# 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	£8,000
	Headline Sponsorship	£4,000
	Associate Sponsorship	£2,000
Full day conference	Event Partner	£15,000
	Headline Sponsorship	£8,000
	Associate Sponsorship	£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.

### 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



## CII CONTACT DETAILS

ADVERTISING | BENTE RYNISH | BENTE.RYNISH@CII.CO.UK | 020 7417 4793

EDITORIAL | LIZ BOOTH | LIZ@LIZBOOTH.CO.UK | 01263 861 676



To find out more about recruitment advertising please contact Bente Rynish 0207 417 4793