

THE JOURNAL

THEJOURNAL.CII.CO.UK

CIRCULATION
83,000



MEDIA INFORMATION 2018

ABOUT THE JOURNAL/THE CII

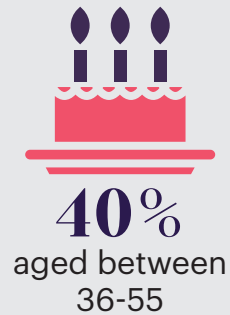
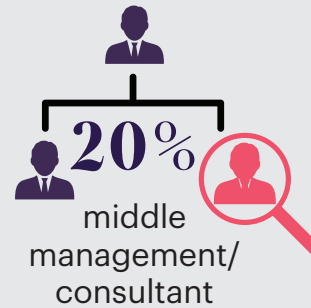
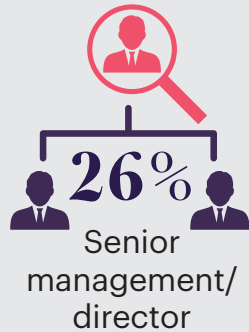
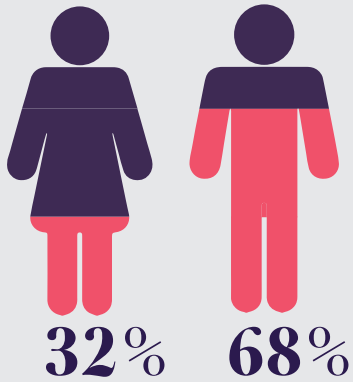
ABOUT THE CHARTERED INSURANCE INSTITUTE

Since its inception in 1897 the CII has established itself as the world's leading professional organisation for insurance and financial services. Its 125,000 members, including members of the Personal Finance Society, are committed to maintaining the highest standards of technical competence and ethical conduct.

ABOUT THE JOURNAL

The Journal, one of the oldest and most respected titles in the insurance industry, has been published for more than 120 years and boasts a circulation of more than 83,000 CII members from 150 countries worldwide.

DEMOGRAPHIC



INTERNATIONAL
READERSHIP
14,140

UK-BASED
READERSHIP
69,481

INSURANCE
MEMBERSHIP
BREAKDOWN

BROKERS
22,531

LLOYDS
1,253

REINSURANCE
COMPANIES
1,667

INSURANCE
COMPANIES
26,507

TYPES
OF
ORGANISATIONS

RATE CARD

DISPLAY

The Journal is the essential read for insurance industry professionals. Advertising within these pages will ensure that your brand and proposition is recognised and understood by a vast international audience of insurance professionals.

Advertising	Cost
Double page spread	£5,500
Full page	£3,450
Half page	£2,250
Quarter page	£1,450
Strip	£1,750
Premium positions	+20%
Loose inserts	£115 per 1,000 to 10g

All rates quoted exclude VAT.



SPONSORED COLUMN

Sponsored columns and online sponsored posts are some of the best ways to take advantage of our print and digital format and demonstrate your brand's thought leadership to an audience of 83,000 engaged professionals.

There are currently sponsorship opportunities in the following sections of the magazine:

- 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
- 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

PRICES FROM £3,495

DIGITAL/E-NEWS



thejournal.cii.co.uk is a leading website for insurance professionals in the UK. Packed with the same authoritative features, insight and analysis as the magazine as well as exclusive blogs, daily news and much more, thejournal.cii.co.uk is the ultimate online resource for modern insurance professionals.

Leaderboard (728x90)	£1,000
MPU (300x250)	£750

The Journal Xpress is our popular e-newsletter that is sent out to approx 45,000 members. With an impressive open rate of 22.3% and click rate of 12.5%, this e-newsletter gives you the opportunity of engaging the membership electronically every month.

e-newsletter advertising opportunities:

Solus Journal Xpress sponsorship	£POA
MPU (300x250)	£1,500
Leaderboard (600x160)	£1,500
Sponsored content	starting at £1,500

We also offer a supplement programme which allows you to showcase the technical knowledge within your firm. For more information and prices please contact Charles Boutwood.

WEBINARS



**WEBINAR SPONSORSHIP:
£12,000 + VAT**

**ROUNDTABLE & BREAKFAST
BRIEFINGS**
also available upon request.

Please contact:
Charles Boutwood
for further details

SPONSORSHIP

Sponsorship of a webinar *The Journal* is a unique opportunity to achieve:

- Wide ranging brand exposure
- In-depth thought leadership
- High volume lead generation

Each of our webinar packages can be tailored to your specific requirements. Key campaign benefits will include:

- Guaranteed promotion via a high profile e-mail campaign, carrying your branding, to The Journal/CII's full database of more than 45,000 contacts
- Use of all data captured from registered viewers

CAMPAIGN BEFORE EVENT

- 1 x monthly xpress newsletter to database
- 2 x solus emails to database
- Social media call outs for registrations on CII Twitter and LinkedIn
- Leaderboard on website
- 1 x A4 advert in *The Journal* publication

CAMPAIGN AFTER EVENT

- Recording of webinar on thejournal.cii.co.uk for a minimum of 12 months (locked for data capture)
- Recording of webinar to be given to client to host on their website
- MPU advert promoting the webinar on thejournal.cii.co.uk

THE WEBINAR ITSELF

- A one hour, live audio webcast with slides presented in a co-branded console
- Event hosted by a senior member of *The Journal* editorial team
- Roundtable format with 2-4 speakers and a Q&A session
- A sponsor representative will be invited to sit on the webinar panel

ADVERTISING SPECS



DATES

Publication date	Issue	Display copy deadline
9th March 2018	February/March 2018	9th February 2018
4th May 2018	April/May 2018	6th April 2018
6th July 2018	June/July 2018	8th June 2018
7th September 2018	August/September 2018	7th August 2018
9th November 2018	October/November 2018	12th October 2018
4th January 2019	December 2018/January 2019	30th November 2018

SIZES

Advert	Height x width
Full page	
bleed	271 x 206 mm
Trim	265 x 200 mm
Type area	240 x 174 mm
Half page horizontal	118 x 174 mm
Half page vertical	240 x 85 mm
Quarter page	118 x 85 mm
Quarter strip	57 x 174 mm

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