

PROFESSIONAL BROKING

**PB**

Business intelligence for broker managers

# Media Information 2009

[professionalbroking.co.uk](http://professionalbroking.co.uk)



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## Professional Broking – providing business intelligence for broker managers

### Targeted

*PB* is the monthly management magazine for the decision makers in UK insurance broking. It is the only broking magazine specifically aimed at treating its readers as business managers first and foremost and advising them on how to run increasingly successful and profitable companies.

With a 100% requested and audited circulation of 12,695, *PB* gets you right in front of the key individuals in the broking sector.

*PB* now produces a digital edition of the magazine. All website addresses and emails in advertisements click through to the relevant website or address, adding value for advertisers and enabling immediate interaction with readers.

### Focused

With editorial focus on news analysis rather than reporting, as well as reviewing the wider financial and strategic issues facing the market, *PB* provides unique and vital information for the broker looking to survive and thrive in today's market.

### Relevant

Since the introduction of FSA-led regulation of the broking industry, *PB* has become more relevant than ever and is now an important business tool for many brokers.

*"When you read an article you know it has been well researched and something you can trust. What's more the editorial team know the broker business inside out so it is a must read for those who want to stay in tune"*

**Andy Homer,**  
Group Chief Executive Officer,  
Towergate Partnership

*"The focus Professional Broking brings to industry issues and the personalities is in my opinion unique among the trade magazines that follow the sector. I often pick up market movements from reading the articles or from receiving a phone call from one of the journalists enquiring as to what our thoughts are about a proposed deal or proposition. I often use the articles to persuade colleagues of a particular strategy"*

**Alex Alway,** Chief Executive,  
Jelf Group

## Features List 2009

Month	Focus	Other features	Market Watch
January	<b>Management trends for 2009 in broking</b> – what will be high on the agenda?	Broker start-ups	Directors' and officers'
February	<b>Targeted marketing</b> – where and how to get the best bang for brokers' hard earned cash	Managing general agents	High net worth
March	<b>Training:</b> what is best for your staff? From technical to soft skills	Broker networks – how does this change the decision making of the managers that join?	Legal expenses
April	<b>Regulation:</b> how to keep your management systems in check	The nationals – how are they coping with the changing retail market?	Professional indemnity (including surveyors and architects)
May	<b>Outsourcing</b> – how best to use and negotiate with suppliers	Wholesalers – who are the movers and shakers?	Freight transport
June	<b>Corporate social responsibility</b> – what is new in 2009?	Loss adjusting	Summer events e.g. weddings
July	<b>Websites:</b> how to improve your website: search, look, feel, buying capability	Company legislation	Night clubs
August	<b>Pensions</b> – analysis of the best options available for managers and staff	Premium finance	Motor fleet
September	<b>Succession planning</b> – how to ensure you pass on your business to a safe pair of hands	Aggregators	Travel insurance, post regulation
October	<b>Finance</b> – taxation and goodwill	Lloyd's	SME online
November	<b>Up and coming broker managers</b> – the talent of the future	Hazardous waste	Construction
December	<b>Customer relationship management</b> – business software, management systems etc.	The highs and lows of 2009	Private medical insurance

### + Regulars:

**Interviews** – we interview the leading industry chief executives and managing directors, finding out about their plans for the future of their businesses – as well as a snapshot of their career

**Broking Success** – we report on successful brokers and how they have thrived and evolved

**Director's Q+A** – we interview key risk managers and decision makers from companies across all sectors to find out what they want from their broker and insurer

**Little Books** – key information from respected companies in a unique format

**Sentiment Surveys** – we monitor your views and opinions on a regular basis

**PB OnAir** – our rich media offering will bring television and radio to your office computer

**PB Week** – our editor's regular update of what's happening in the market

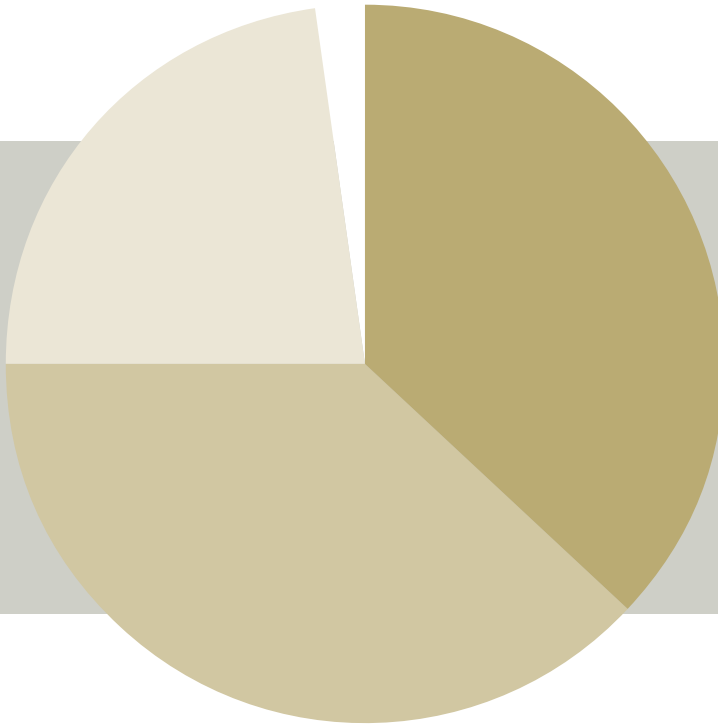
**Statistics** – key industry data

**Management Clinic** – regulation and vital management issues covered by experts

**Supplements** – a range of bespoke offerings

### Contributions

If you would like to contribute to a feature or require more information, please contact editor Andrew Tjaardstra on 020 7316 9316 or [andrew.tjaardstra@incisivemedia.com](mailto:andrew.tjaardstra@incisivemedia.com)



## Circulation

- MD/CEO/Director/Partner - 37%
- Broker account manager - 38%
- Middle/Senior manager - 23%
- Legal/compliance/IT manager - 2%

## Circulation

*PB* reaches a highly targeted audience of 12,695 (ABC audited June 07-July 08) senior insurance broker managers across the UK and is fully requested.

## Online offerings

Providing further in-depth analysis of the issues of the day as well as an extensive archive, professionalbroking.co.uk provides information to compliment the print version of *PB* as an additional tool for brokers.

The *Professional Broking* website reflects the change in the industry as a whole with an increasing importance for broking businesses to have a strong online offering.

The website delivers all the news, features and advice offered in the magazine plus extra exclusive on-line only content. In addition, we have daily and up to the minute breaking news utilising the power of the web to publish news as it happens and a full 9-year, searchable archive of features and news stories.

Buttons, banners and skyscrapers are available to run across the website or can be optimised to appear in specific sections.





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## Website and Editor's email bulletins advertising and sponsorship rates

1 month Skyscraper ad:	£1,510 (120 x 600 pixels)
1 month Banner ad:	£885 (468 x 60 pixels)
1 month Large Tile:	£340 (120 x 90 pixels)
1 month Tile:	£225 (120 x 60 pixels)
Editor's weekly email blog sponsorship	£5,000 (minimum 3 month tie in - 12 alerts)

### PB Week

*Professional Broking's* editor Andrew Tjaardstra and contributors will provide a regular update of what's happening in the market, including the latest industry dinners, awards, parties and 'talk of the market.'

This service will be available straight to your e-mail in-box and online at:

[professionalbroking.co.uk](http://professionalbroking.co.uk)

### PB OnAir

*Incisive Media's* comprehensively equipped in-house film and audio studios now offer *PB* and our advertisers a wide range of Rich Media options, enabling delivery of information and knowledge to our readers via the web. These can range from 'radio' shows to key interviews through to full online, interactive seminars.

### Whiteboards

Some messages really benefit from detailed visual aids, and with *PB OnAir's* pioneering white board technology you can bring complex issues alive, from software demonstrations, to walkthroughs/workshops, statistical modelling and broking concepts, to in-depth analysis using PowerPoint presentations.

### Audience With

Opportunities for TV interviews with *PB's* editor.

### Web Seminars/Debates

Web seminars can be 'on demand' or live and interactive with a panel of participants including the sponsor. These can be hosted by a journalist/editor or simply a presentation from a sponsor.

They offer *PB* readers a time-saving alternative to face-to-face conferences while delivering sponsors the participants' details.

*PB* will organise everything – from delegate recruitment and branding to hosting, as well as reporting on the event itself.

Further information and prices on the above are available upon request from [oli.henry@incisivemedia.com](mailto:oli.henry@incisivemedia.com)



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## Events



**PB Management Event**  
15th October 2009



**Insurance Masters**  
July 2009



**UK Broker Summit**  
5th & 6th March 2009



The *PB* Management Event brings decision makers within brokerages together with insurers and trade bodies to discuss the threats and opportunities they face and the strategies they need to put in place in order to ensure success and profitability.



Now in its third year, the Insurance Masters golf tournament in July is the perfect opportunity to entertain your key clients at a premium golf venue in the company of professional players and then relax over a 3-course lunch.



For two days in March, the UK Broker Summit will bring together the most senior and powerful figures in the general insurance industry to discuss, debate and ultimately make resolutions that will shape the future of the sector. The most influential brokers in the UK will be hand-picked to join a limited number of key suppliers to discuss the current issues affecting the market and make a positive difference to the way business is conducted.

The UK Broker Summit is your chance to influence other key decision makers in the industry, and offers a unique opportunity to expand your business opportunities, exchange information and debate the issues that affect us all.



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## Display Advertising Rates

### Rates

DPS	£8,185
Full Page	£4,325
Half DPS	£5,325
Half Page	£2,805
Quarter (horizontal)	£1,665
Quarter (portrait)	£1,510
30mm strip	£1,165

### Special Positions

Covers	+25%
Bleed	+10%
Other guaranteed positions	+20%
Agency commission	10%

### Classified (Policy Market) Advertising Rate

Small, medium & large listings  
(48mm, 67mm or 104mmx38mm:  
£100, £150 and £180)

### Inserts

Prices upon application

### Series Discounts

Details are available on request. Sponsorship and bespoke advertising opportunities are also available on request.

## Reprints

Reprints are a superb way of adding an extra dimension to your marketing activity, whether you want to reprint an article that specifically relates to your company, or one that is of general relevance to your business, there is no better way of producing cost-effective and, most importantly, credible promotional material.

### For further information please contact:

Tom Hickman  
The Reprint & Licensing Centre  
Tel: 020 3217 1038  
Email: incisive@rl-centre.com

## Mechanical Data (mm)

	Type	Trim	Bleed
Double page spread	212 x 380	260 x 420	266 x 426
Full Page	212 x 170	260 x 210	266 x 216
Half page (horizontal)	106 x 170		
Half page (vertical)	212 x 83		

Disclaimer: Incisive Media cannot be held responsible for mistakes or omissions if any artwork is supplied in an unacceptable format or is not as specified above. We cannot guarantee that we will contact the client to request resubmission of the artwork in good time if such a mistake is discovered, although we will endeavour to do so.

Quarter page (portrait) 106 x 83

### On Editorial Pages

Quarter page (horizontal)	106 x 170
Vertical Strip ad	212 x 39
Horizontal strip ad	30 x 170

### Classified Column Widths

1:39mm 2:79mm 3:119.3mm 4:159.2mm

### Contact details

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### Copy Supplied

InDesign/Quark/PDF/TIFF  
all images 300dpi or higher in CMYK  
fonts supplied or embedded.  
On CD: To Address above  
Please also fax CI and proof to: 020 7316 9230  
Email: ross.harman@incisivemedia.com  
(File size must be under 10meg)



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## Standard Terms and Conditions Of Acceptance of Advertisements

1. These conditions shall apply to all advertisements, insets, inserts, sponsored articles or features (herewith referred to as advertisements) accepted for publication. Any other proposed condition shall be void unless incorporated clearly in written instructions and specifically accepted by Incisive Media.
2. All advertisements are accepted subject to Incisive Media's approval of the copy and to the space being available.
3. If it is intended to include in an advertisement a competition or a special of merchandise, other than that normally associated with the advertised product, full details must be submitted at the time of booking.
4. Incisive Media reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of any Advertiser for damage or breach of contract shall arise. Should such omission or suspension be due to the act or default of the Advertiser or his servants or agents then the space reserved for the advertisement shall be paid in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible.
5. If Incisive Media considers it necessary to modify the space or alter the date of position of insertion or make any other alteration, the Advertiser will have the right to cancel if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond Incisive Media's control. Every care is taken to avoid mistakes but Incisive Media cannot accept liability from any loss arising from the late appearance or non publication of any advertisement.
6. The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other party's rights or an infringement of the British Code of Advertising Practice. Country of origin (other than the United Kingdom) of goods advertised must be shown in advertisements if so required by statute of statutory or other regulations.
7. The Advertiser will indemnify Incisive Media fully in respect of any claim made against Incisive Media arising from the advertisement. Incisive Media will consult the Advertiser as to the way in which such claims are to be handled.
8. Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds Incisive Media only in respect of the next issue to go to press in the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates.
9. If an advertiser cancels the balance of the contract, except in the circumstances set out in clauses 5 or 8 above, he relinquishes any right to that series discount to which he was previously entitled and advertisements will be paid for at the appropriate rate.
10. Series rates apply only if the order is completed within 12 months of the date of the first insertion.
11. Accounts are due for settlement within 30 days of the due date of invoice. In the event of any account becoming overdue, Incisive Media reserves the right both to suspend insertions due under order or until such time as the sum owing is paid and to reduce any commission otherwise allowed to advertising agencies. Interest at 2.5% per month chargeable on overdue accounts. All gross display advertising rates are subject to the current Advertising Standards Board of Finance surcharge payable by the Advertisers. Where orders are placed by Advertising Agents the Agency will be responsible for collecting this surcharge and paying to the Advertising Standards Board of Finance. Where the Advertiser places advertising direct Incisive Media will surcharge its gross rate by the current rate and pass this direct to the Advertising Standards Board of Finance.
12. Advertisement copy should be supplied by the Advertiser or his Agent in accordance with the mechanical data published on the rate card. Charges will be made to the Advertiser or the Agent where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his Agent. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date.
13. At least 8 weeks' notice prior to copy date is required to stop, cancel or suspend an insertion. After this date the Advertiser will pay the full rate for the insertion.
14. If copy instructions are not received by agreed copy date no guarantee can be given that proofs will be supplied nor corrections made and Incisive Media reserves the right to repeat the most appropriate copy.
15. Advertiser's property, artwork, etc are held at Owners' risk. Advertiser's artwork, film positives and/or negatives, photographs and transparencies will be returned on request by Incisive Media via standard Royal Mail post and at the risk of the owner and should be insured by them against loss or damage from whatever cause. Incisive Media reserves the right to destroy all artwork which has been in his custody for twelve months from the date of its last appearance.
16. For the purpose of these conditions, Advertiser shall refer to the Advertiser or his Agent whichever is the principal. 'Advertisement' includes loose or other inset where appropriate.
17. These Conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of England. This is supplied in the interests of fair trading and should be kept for reference.