

The Actuary

2008

Media Information

the-actuary.org.uk



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The Actuary is produced for the Staple Inn Actuarial Society (a society of The Actuarial Profession) by Incisive Media.

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A New Era

The Actuary magazine has been providing in-depth, authoritative coverage of all things actuarial for over 17 years.

Combining comprehensive news coverage and comment from across the industry with specialist features, interviews, player profiles, opinion and brainteasers, the magazine is designed to engage, challenge and entertain its knowledgeable audience.

The Actuary is also the recognised premier marketplace for actuarial jobs, featuring over 20 pages of recruitment advertising and around 200 jobs every issue, plus a regular editorial focus on careers.

2008 signals a new era in the publication's development with the appointment of Incisive Media as publisher.

The Actuary joins Incisive's impressive portfolio of over 60 leading brands spanning a range of relevant financial markets, including investment, insurance, risk management, life and pensions.

As Incisive invests in a new, improved look and feel for *The Actuary* both in print and online, and the magazine's ABC distribution continues to rise, the publication can truly be said to be going from strength to strength.



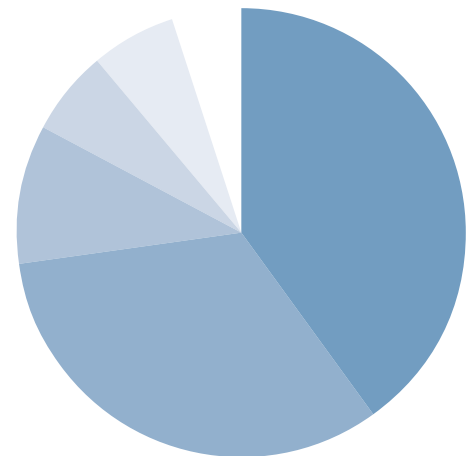
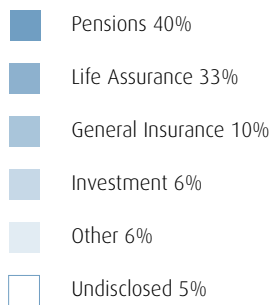
Readership Overview

The Actuary is distributed to all members of The Actuarial Profession (both qualified actuaries and students) at home and abroad. 62% reside in the UK and 38% overseas and there is close co-operation between actuarial societies around the world. Actuaries provide commercial, financial and prudential advice on the management of assets and liabilities – especially where long-term management and planning are critical factors.

Life assurance, pensions and general insurance are the three areas where most actuaries work – either as employees or as consultants – and the areas in which there are roles reserved to actuaries by statute or regulation. Actuaries also work as investment managers, analysts and advisers.

An approximate split of the UK practising members across the various areas of work is shown below.

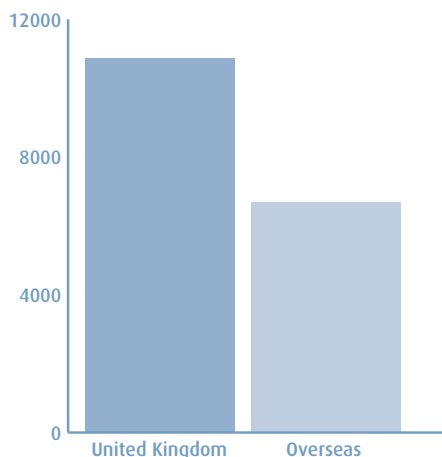
Actuaries represent a high net worth audience, with newly qualified actuaries commanding salaries around the £55k mark, rising sharply to up to £150k within five years of qualification.



Circulation



ABC audited circulation **17,570**
(July 2006 – June 2007)
5% year-on-year increase



United Kingdom » **10,883**
Overseas » **6,687**

About 100 new names are added to *The Actuary's* circulation every month as members join the profession. Distribution is expected to break through the 20,000 mark by the end of 2008, giving advertisers even more value for money.

UK Audience Profile

By work area

Consultants	30%
Insurance	44%
Other	26%

By qualification

Fellows	56%
Students	44%

By sex

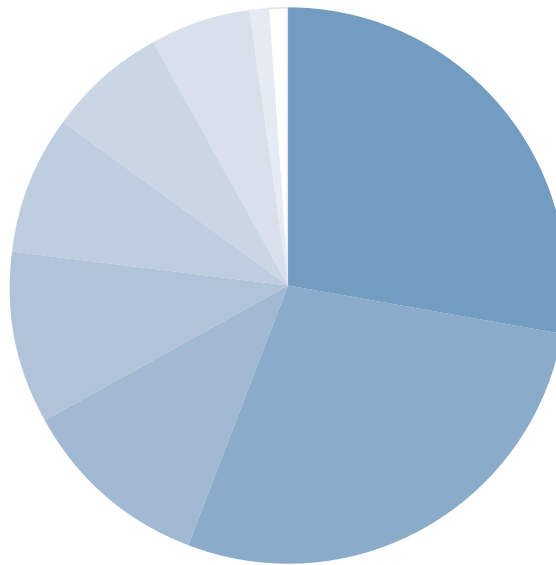
Female	22%
Male	78%

By age

Fellows	
Under 35	27%
35-45	37%
45+	36%

Students

Under 25	29%
25-35	61%
35+	10%



London	28%
SE	28%
North	11%
Scotland	10%
East	8%
SW	7%
Mids	6%
NI	1%
Wales	1%

Overseas Audience Profile

By work area

Consultants	38%
Insurance	22%
Other	40%

By qualification

Fellows	41%
Students	59%

By sex

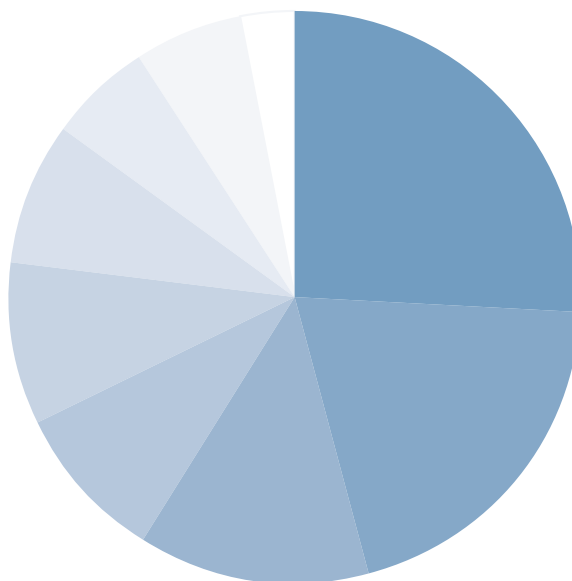
Female	25%
Male	75%

By age

Fellows	
Under 35	33%
35-45	28%
45+	39%

Students

Under 25	32%
25-35	57%
35+	11%



South Africa	26%
South/South East Asia	20%
EIRE	13%
East Asia	9%
Europe	9%
Australasia	8%
US & Canada	6%
Rest of Africa	6%
Other	3%

Display Advertising

Distributed to every member of The Actuarial Profession, a display advertisement in *The Actuary* will ensure maximum coverage of your target market and offers exceptional value for money in reaching this exclusive audience.

Advertising positions are available adjacent to the most popular sections of the magazine including editorials, news sections, letters, puzzles and features, giving readers plenty of opportunities to see your advertisement.

Discounts can be secured on series advertising, giving you the most cost-effective method to build brand awareness and invite regular response from the magazine's quality readership.

Editorial themes are published in advance to help advertisers plan their campaigns. Special positions and a range of high-impact advertising options can be secured to achieve further stand-out and significant competitive advantage in a particular issue.

Print

Full page, half page, quarter page, DPS and strip advertisements are available for campaigns and, where appropriate, can be positioned alongside relevant editorial features to maximise effectiveness.

[See rates on next page.](#)

Inserts

Bound and loose inserts can be inserted into the full run of *The Actuary*. Please supply samples and weights.

[Price on application.](#)

Advertorials

Advertorials are a powerful medium designed to stand out from traditional display advertisements. They reflect the editorial style of the magazine and are perfect for communicating detailed product and service information to your customers. [POA.](#)

Sponsorship

Certain regular sections of the magazine are available for commercial sponsorship, including the letters pages and puzzles section. [POA.](#)

Specials

Gatefold covers, belly bands, cover wraps, tip-ons and other special creative solutions can be arranged to achieve stand-out. [POA.](#)



Recruitment Advertising

The Actuary is accepted as the number one market place for actuarial jobs. Distributed to all members of the profession both in the UK and abroad, *The Actuary* can ensure that your ad reaches the maximum number of relevant candidates.

For many, the Appointments section is the first place readers turn to. However, with the depth of editorial coverage and high levels of readership, *The Actuary* also attracts those who are not actively seeking a new job, but who may well be the best candidates for your vacancy.

Maintaining a consistent presence in the Appointments section will enable you to attract a consistent, high quality response from actuarial students, part-qualified or fully qualified actuaries.

Examinations and qualifications are of paramount importance to every actuary and therefore the magazine offers regular advice and information on career progression, as well as three special recruitment editions in January/February, July and September.

Premium positions can be reserved in the Appointments section, along with a range of creative solutions (see previous page) designed to help your recruitment advertisements achieve cut-through with your target audience. An integrated print and online campaign will also ensure maximum coverage for your recruitment advertising.


Advertising Rates (display/recruitment)

No. of insertions	1	3	6	11
Full page	£2,520	£2,395	£2,270	£2,145
Half page	£1,440	£1,370	£1,295	£1,225
Quarter page	£790	£750	£710	£670
Double page spread	£4,540	£4,315	£4,085	£3,860
Strip ad (display)	£750	£710	£670	£640

Please note that all charges are subject to VAT. Cancellation six weeks prior to booking deadline. Where applicable, series discounts will become void. For full terms and conditions, please visit the-actuary.org.uk

Guaranteed position	+10%
Inside Front Cover	+15%
Outside Back Cover	+15%

The Actuary Website



The Actuary's website is designed to complement the print version of the magazine and offers additional benefits for readers and advertisers.

The site features all the content from the magazine, plus news stories, discussion groups, an education resource centre, and a full jobs board. A monthly email alert has been introduced for 2008 to bring key information to readers' attention.

The site is ranked number one on Google for 'actuarial jobs' and in the top five on Google, Yahoo and MSN with the search term 'actuary.'

With over 7,000 unique users every month and 35,000 page impressions, the site receives high levels of regular traffic and offers a searchable database of back issue content for those seeking authoritative information on particular topics.

Users can also find the latest jobs information from the magazine's advertisers and the website design incorporates a range of advertising options to maximise response from both on and offline audiences. These include banner ads, skyscrapers and buttons, as well as sponsored search and customised recruitment listings.



Website Recruitment Rates

Appointments job listings

To advertise on *The Actuary* website, an advertisement must first be placed in the magazine. A range of enhanced listings opportunities is also available for recruitment advertisers, ensuring vacancies enjoy maximum visibility and response from the website's high-quality audience.

Premium entries

Premium entries leapfrog the default search settings to ensure your vacancy is listed first in any relevant job searches. They include a full colour logo and your job spec boxed, and can direct users to your full job spec online.

Job of the month

This exclusive advertising slot appears in a prominent position on our Appointments page, and is viewed by every single job seeker on the site. The job of the month also appears on the monthly email alert.

£1,500 per month

Company profile

The profile features your company logo and includes details of your firm's background, culture, approach to clients, recruitment policy and key contacts.

£400 per month

Single listing

Text only	£200
Logo	£250
Premium entry	£750
PDF of ad	£1500

Multiple listings

No of jobs	3 months	6 months	12 months
Up to 10	£250	£225	£200
Up to 25	£350	£315	£300
Up to 50	£500	£450	£405
Logo	+25%		

Rates are quoted per calendar month. Please note that all charges are subject to VAT. Cancellation six weeks prior to publication date. For full terms and conditions, please visit The Actuary website at the-actuary.org.uk

Website Display Rates

Banners and skyscrapers

Banners and skyscrapers appear in a prominent position at the top and the side of the homepage to ensure maximum exposure for your brand. These high impact adverts divert traffic through to your own website. They can appear solely on the homepage, or on any sector of the site for a more targeted campaign.

£1,000 per month

Buttons

Buttons appear on every page of the website and are a great way of enhancing your brand. They allow users to either click through to your website or, as a recruiter, link through to your jobs on site. Taking ownership of a button slot will give you every page impression that the site enjoys.

£500 per month

Email alert

Sent out to over 16,000 actuarial professionals every month, *The Actuary* email alert is effectively the online version of the magazine. Drawing attention to key content, the alert is delivered 11 times a year to coincide with the hardcopy release of the magazine. Sponsorship is available in the form of a banner advert.

£1,500 per month

Editorial Themes

The Actuary is written by a range of expert contributors from across the industry, whose work is overseen by a specially appointed Editorial Advisory Panel to ensure standards are maintained with regards to accuracy, topicality, independence and consistency. As part of this process, the Panel also approves a list of main editorial themes for each issue.

Month	Theme
Jan/Feb	Recruitment
March	Investments; Risk management techniques
April	Financial modelling methods; Reinsurance
May	Longevity; Pension funding
June	General insurance; Life insurance
July	International recruitment; Environment changes and effects on actuarial work
Aug	Pensions; Actuaries in banking
Sept	Property investment for institutions; Financial modelling products; Recruitment
Oct	Investment; Healthcare
Nov	Pensions; life insurance
Dec	General insurance; reinsurance

Please note that these may be subject to change.



Copy Deadlines

Cover date	Booking deadline	Copy deadline	Published
Jan/Feb 2008	11 Jan	16 Jan	31 Jan
March	8 Feb	13 Feb	28 Feb
April	7 Mar	12 Mar	27 Mar
May	4 Apr	9 Apr	24 Apr
June	9 May	14 May	29 May
July	6 June	11 June	26 June
August	11 Jul	16 Jul	13 Jul
September	8 Aug	13 Aug	28 Aug
October	5 Sep	10 Sep	25 Sep
November	10 Oct	15 Oct	30 Oct
December	7 Nov	12 Nov	27 Nov

Copy Instructions

Sending options

Email, FTP or CD-ROM. Please note that artwork supplied should be marked for the attention of Hyrie Mehmet and be labelled as follows: *Act/client/issuedate*.

Preferred format

High resolution PDF as version 1.3 (composite CMYK with all elements embedded). Spot colours should be converted to CMYK. Do not supply files with OPI (Preserve OPI Comments must be deselected in your Acrobat Distiller options). Please ensure all files are flattened before submission.

Formats accepted

InDesign, Quark, Photoshop and Illustrator. All files must be CMYK and picture files (eps, jpeg, tiff) must be 300 dpi (600 lpi). Please include Mac fonts, (both printer and screen) with the files where necessary.

Non-acceptable formats

Do not supply PC fonts, jpeg, gif or bmp files downloaded from the internet. Digital and PDF files created from Word, PowerPoint, PageMaker, CoralDraw or any RGB files cannot be used for printing purposes. Files with native transparency are not supported by our printers

Setting/proofs

Copy can be set/designed and emailed by prior arrangement. All logos or images supplied with text must be 300 dpi CMYK. Quark/InDesign files that are sent by FTP or email must be accompanied with a visual (labelled proof) or a hard copy faxed to 020 7316 9230.

Trapping

It is essential that knockout and overprint are used when necessary to avoid overlapping of adjoining coloured areas and any text or image being omitted.

Copy should be sent to:

Matthew Parle, Incisive Media,
32-34 Broadwick St, London W1A 2HG
Tel: 020 7316 9766
Email: Matthew.parle@incisivemedia.com
FTP: [ftp.incisivemedia.com](ftp://ftp.incisivemedia.com)
Fax: 020 7316 9230

Mechanical Data

Dimensions

DPS Type 267mm x 390 mm
DPS Trim 297mm x 420 mm
DPS Bleed 303mm x 426mm

Page Type 267mm x 180 mm
Page Trim 297mm x 210 mm
Page Bleed 303mm x 216 mm

Half DPS Type 130mm x 390mm
Half DPS Trim 127mm x 420mm
Half DPS Bleed 150mm x 426mm

Half Page (Vert) Type 267mm x 87 mm
Half Page (Vert) Trim 297mm x 103 mm
Half Page (Vert) Bleed 303mm x 106 mm

Half Page (Horiz) Type 130mm x 180 mm

Quarter Page (Ver) Type 130mm x 87 mm

Strip (Horiz) Type 35mm x 210mm

ROP (Horiz) Type 20mm x 180mm

Teaser (Horiz) Type 40mm x 85mm