

PROFESSIONAL BROKING

PB

Business intelligence for broker managers

Media Information 2010

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"The focus Professional Broking brings to industry issues and the personalities is in my opinion unique among the trade magazines that follow the sector. This industry is often portrayed as being full of grey and boring individuals, anybody who has picked up and read Professional Broking over the last year would have been convinced that this is not the case"

Alex Alway, Chief Executive, Jelf Group plc

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 11,664, *PB* gets you in front of the key individuals in the broking sector.

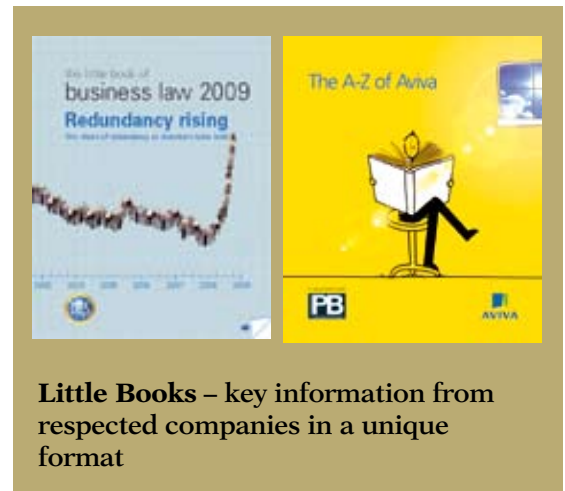
PB now produces a digital edition of the magazine. All website addresses and emails in advertisements click through to the relevant website or address, adding value for advertisers and enabling immediate interaction with readers.

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 managers looking to survive and thrive in today's market.

Relevant

Whatever the prevailing economic climate, *PB* provides senior brokers with critical business advice and is now more relevant than ever.



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

Features List 2010

Month	Focus	Market Watch	Other features
January/ February	Management agenda for 2010	Immigration	New business start-ups
March	Regulation – keeping ahead of the game	Legal expenses	Disaster recovery
April	Digital marketing	High net worth	BIBA conference
May	Off site training	Marine/cargo	No win, no fee <i>PB</i> Sentiment Survey
June	Outsourcing	Sports clubs	The World Cup – things to think about
July	Managing customer relationships	Construction	What the general election has meant and will mean for brokers
August	Technology – what is happening at the software houses?	Commercial motor	The 2007 floods – three years on
September	Starting from scratch – how to set-up on your own	Professional indemnity	<i>PB</i> Management Event preview
October	Corporate social responsibility	SME online	Broker networks <i>PB</i> Sentiment Survey
November	Management structure/approach including consultancies	Media	Aggregators
December	Finance	Private medical insurance	Round-up of 2010

In addition PB will include a selection of Little Books and supplements. All features are subject to change.

+ 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

Sentiment Surveys – we monitor our readers' views and opinions on a regular basis

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

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

Legal - we monitor the key rulings and legislation for brokers

Statistics – key industry data

Management Clinic – regulation and vital management issues covered by experts

Supplements – a range of bespoke offerings

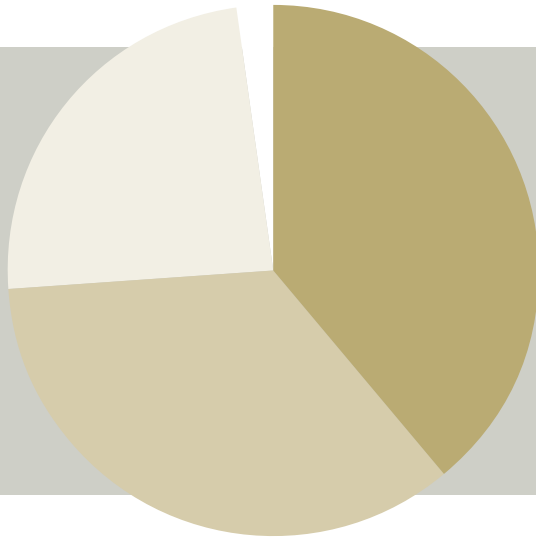
Contributions

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



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Circulation

- MD/CEO/Director/Partner - 39%
- Broker/Account manager - 35%
- Middle/Senior manager - 24%
- Legal/compliance/IT manager - 2%

PB reaches a highly targeted audience of 11,664 (ABC audited June 08-July 09) senior insurance broker managers across the UK and is fully requested.

Broking.co.uk

Broking.co.uk is the all-new website dedicated to the UK's general insurance broking community powered by PB and *Insurance Age*.

Broking.co.uk brings you all the latest news and views impacting the broking sector, as well as access to the full archive of articles, news and analysis from PB and *Insurance Age*. It offers a host of other tools to help you in your business: from top line video interviews with the sectors movers and shakers through to polls, competitions, company and product information, and dedicated RSS feeds and email services. The powerful new site also includes deep levels of categorisation and a sophisticated search engine to make sure that you can find what you need as quickly as possible.

To request a media pack for broking.co.uk please contact Oli Henry on 020 7316 9071 or email oli.henry@incisivemedia.com

PB Week

PB's editor Andrew Tjaardstra and contributors 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 is available straight to your e-mail in-box and online at: broking.co.uk

PB OnAir

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

Leaderboard, tiles, MPU's and skyscrapers are available to run across the website or can be optimised to appear in specific sections.





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Events



UK Broker Summit
4 & 5 March 2010



Insurance Masters
1 July 2010



PB Management Event
October 2010



For two days in March, the UK Broker Summit brings 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 and offers a unique opportunity to expand your business network, exchange information and debate the key issues.

ukbrokersummit.com



Now in its fourth 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.

insurancemasters.co.uk



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.

pb-managementevent.co.uk



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Display Advertising Rates

Rates

DPS	£8,595
Full Page	£4,540
Half DPS	£5,540
Half Page	£2,945
Quarter (horizontal)	£1,750
Quarter (portrait)	£1,585
30mm strip	£1,225

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:
£105, £155 and £190)

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:

Alex Hall
The Reprint & Licensing Centre
Tel: 020 7501 1085
Email: incisive@rl-centre.com

Mechanical Data (mm)

	Type	Trim	Bleed
Double page spread	221 x 380	260 x 420	266 x 426
Full Page	221 x 170	260 x 210	266 x 216
Half page (horizontal)	108 x 170		
Half page (vertical)	221 x 82		
Quarter page (portrait)	106 x 83		

On Editorial Pages

Quarter page (horizontal)	60 x 170
Vertical Strip ad	221 x 39
Horizontal strip ad	30 x 170

Classified Column Widths

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

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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: matt.parle@incisivemedia.com
(File size must be under 10meg)

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.



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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.