

The only national insurance industry marketing & communications vehicle
that consistently delivers superior
READERSHIP = REACH
RELEVANCE = RESULTS
 is

CANADIAN UNDERWRITER
Canada's
Insurance and Risk Magazine
Since 1934

2012
 MEDIA PLANNER



CANADIAN UNDERWRITER
 The Future of Gateways
 Why "Full Trust"
 Won't Lighten
 Your Load



CANADIAN UNDERWRITER
 Class Innovation
 Learning the Old
 Skills of the
 Insurance Industry



CANADIAN UNDERWRITER
 Protecting Our Pipelines
 How to Identify
 Pipeline Risks
 Before They
 Start to Flow



CANADIAN UNDERWRITER
 Web Searches
 Right's Spin
 On Your
 Website



CANADIAN UNDERWRITER
 Language Divide
 Speaking the First
 Language
 Isn't Always
 the Easiest



CANADIAN UNDERWRITER
 Expanded Horizons
 Managing Your
 Risk in
 150+ Countries



CANADIAN UNDERWRITER
 MIA Franchise
 The
 Franchise
 That's
 Making
 Waves



CANADIAN UNDERWRITER
 Honey, I Shrank the Market
 Why
 Your
 Market
 Shrank



CANADIAN UNDERWRITER
 FLYING FAIR
 How
 Fair
 Is
 Your
 Market?



CANADIAN UNDERWRITER
 Expect the Unexpected
 The
 Unexpected
 Can
 Happen

Since 1934, Canadian Underwriter has set the standard in insurance journalism –

consistently providing insurance professionals from across the country with an award-winning package of the highest quality articles, features, news, profiles and event coverage that no other publication has come close to delivering – in print and online.



This dedication to editorial excellence has rewarded Canadian Underwriter with the **strongest and most faithful readership of industry leaders** within all segments of the market including: **insurers; brokers & intermediaries; risk managers, claims managers & adjusters; reinsurers & reinsurance brokers** + all other **industry stakeholders** for over three-quarters of a century.

Canadian Underwriter Offers an Unbeatable Editorial Package

- Best Read – The #1 Choice of Insurance Professionals
- Cutting-Edge Timely Content and Graphic Design
- Most Credible and Trusted Source of Information
- Largest Number of Quality Articles and Editorials – Consistently Much Larger, Editorially Superior
- Since 1934, Canada's Only 'True Monthly' Insurance Journal + the only magazine consistently published under the same title for over 75 years

Taking Your Advertising to the Next Level

- Maximum Market Awareness and Exposure
- Most Effective Industry Reach and Influence Possible
- Ranked #1 in all Readership Survey Categories – Readers "First Choice"
- Distributed at all Major Insurance Events and Conferences

Canadian Underwriter's stable, long term market circulation includes all key industry decision-makers and all major insurance business units within Canada

- **84.9%** Direct Request
- **84.8%** Qualified Within 1 Year
- **92.3%** Individual by name and title and/or occupation

See Canadian Underwriter's most recent **ABC Audit Bureau of Circulation** audit statement for the latest detailed circulation reach and analysis.

In July 2011 insurance professionals across Canada were asked which magazine was their **FIRST Choice** for their profession – **82.4% chose Canadian Underwriter.**

- 84.1 %** READ PUBLICATION ALWAYS TO REGULARY
- 60.9%** PASS THE MAGAZINE TO COLLEAGUES
- 82.7%** RATE OVERALL QUALITY EXCELLENT TO VERY GOOD
- 76.8%** RATE SIZE AND DESIGN EXCELLENT TO VERY GOOD

Your advertisement is seen monthly in Print + the Online Digital Edition: <http://bit.ly/CUarchive>

What do Insurance Professionals across Canada think of Canadian Underwriter Magazine?

Sampling of actual reader comments from July 2011 Survey results:

- I like the fact that the topics are real time oriented. They focus on latest trends and offer an industry perspective.
- Quality is excellent. Items are topical and informative.
- I like that you cover all aspects of the industry - very broad and also your Marketplace - the questions I'm getting asked in the office, you are also covering.
- The publications are very informative and timely, keeps me up-to-date on events.
- Perfect size and layout.
- Your journalists are knowledgeable and present the information in a clear and interesting way.
- Current information and excellent people cited in magazine.
- The magazine provides me with background information related to the insurance industry which I find to be a great benefit to me.
- It is important to be current and this is what CU does for me!
- I feel that the Canadian Underwriter does the job by far the best of any periodicals that come to the office.
- Informative and relevant to the insurance industry across the provinces. Good job keeping everyone informed.
- Like the layout for the website, email-newsletter and publication. Very informative
- I read my Canadian Underwriter from cover to cover, I love the e-mailed Canadian Underwriter news that I receive – there is often something that I am currently dealing in every edition
- Great industry magazine! Please continue to produce it in print and electronically.
- Canadian Underwriter provides a good overview of the insurance and risk management topics that are timely within Canada.
- I find the magazine of great use for both myself and my staff. We often share articles with our clients to show what is happening in the market and how claims are affecting our industry and their premium levels. Very informative articles.
- It is an important publication for the insurance and risk industry and its content is very well received in our office.
- I just wanted to thank you for all effort and endeavor that your respectful team has rendered to us generously. I am really quite impressed.
- It provides information on a timely basis to assist in keeping me abreast of what is happening in the insurance industry.
- CU has no equal, which does not diminish nor influence its ability to be the best it can be, and which it successfully accomplishes.
- CU throws us an information life-line; it's up to us to grab hold, reach higher ground, and be wiser for the experience. When an insurance magazine can do that and all the while stand in wait to give us the next hand-hold, it can do no more.
- Canadian Underwriter provides current and relevant articles related to changes or influences affecting the insurance industry that provides a better base of informed knowledge when communicating with insurance industry-based clients.
- It tells me where I stand with peers and what is going on in the insurance world.
- I certainly enjoy the magazine, and the content is helpful to my current everyday roll!

CU's Passion for Content Relevance = Readership = Advertising Results

CANADIAN UNDERWRITER

Canada's Insurance and Risk Insurance Magazine

2012 Advertising Rates & Dimensions

2012 RATES

4-colour	1 time	4 times	7 times	13 times
Standard page	\$8,940	\$8,615	\$8,285	\$7,895
½ page island	\$7,307	\$7,055	\$6,820	\$6,565
½ page	\$6,670	\$6,545	\$6,355	\$6,060
⅓ page	\$5,335	\$5,210	\$5,050	\$4,975
¼ page	\$4,685	\$4,565	\$4,445	\$4,315

B/W, Standard or PMS (Pantone or Metallic) rates

Please contact publisher

Preferred Position

1st Cover: Not Sold

2nd & 3rd: 20% premium on space and colour

4th: 30% premium on space and colour

Supplied Inserts / Polybag Outserts

Contact Publisher for insert mechanical specifications, required quantities and pricing of inserts or polybags.

Appointment Notices

\$185 per column inch, production included (Standard Appointment Notice size is: 2-1/8" Wide x 10" deep = \$1,850)

Note to Canadian Advertisers :

The HST will be shown separately on your invoice.

DISPLAY ADVERTISING DIMENSIONS (unit size in inches)

Size	Width	Height
Full page trim size	8-1/8	10-7/8
Full page type (safe live area)	7	10
Full page bleed	8-3/8	11-1/8
Double page spread type size	15-1/4	10
Double page spread bleed size	16-1/2	11-1/8
1/2 page (island)	4-1/2	7-1/4
1/2 page (horizontal)	7	4-7/8
1/2 page (vertical)	3-3/8	10
1/3 page (square)	4-1/2	4-13/16
1/3 page (horizontal)	7	3-5/16
1/3 page (vertical)	2-1/4	10
1/4 page (horizontal)	7	2-1/8
1/4 page (square)	3-3/8	4-7/8

Ad Materials Submission Specifications

Print optimized PDF preferred.

Other file formats accepted: Illustrator; Photoshop; Indesign; QuarkXpress

Requirement for Artwork

Fonts and images to be supplied or embedded in PDF

Images (CMYK, 300 dpi)

Ad Materials Transmission

If size permits, email print optimized PDF to your advertising account manager.

For FTP site uploading, please contact account manager for FTP URL/Username/Password + instructions.

All other production inquiries, please contact Gary White: gwhite@bizinfogroup.ca

Physical Shipment of Materials:

Attn: Gary White, Production
Canadian Underwriter, 80 Valleybrook Drive,
Toronto, ON M3B 2S9

PRODUCTION SCHEDULE

2012 ISSUE	Space Closing	Materials Due	Street Date
JANUARY	Dec 8	Dec 22	Jan 23
FEBRUARY	Jan 6	Jan 20	Feb 20
MARCH	Feb 10	Feb 24	Mar 19
APRIL	Mar 9	Mar 23	Apr 23
MAY	Apr 6	Apr 20	May 21
ANNUAL STATISTICAL ISSUE (JUNE)	Apr 20	Apr 30	Jun 11
JUNE	May 11	May 25	Jun 18
INSURANCE MARKETER (JULY)	May 18	May 30	Jul 16
JULY	Jun 8	Jun 22	Jul 23
AUGUST	Jul 13	Jul 27	Aug 20
SEPTEMBER	Aug 10	Aug 24	Sept 24
OCTOBER	Sept 5	Sept 19	Oct 22
NOVEMBER	Oct 9	Oct 23	Nov 19
DECEMBER	Nov 7	Nov 21	Dec 17

CANADIAN UNDERWRITER

dedicated
 qualified analysis
 award-winning
 true-monthly
 comprehensive
 influence trust
 leader readership
 since 1934
 reach
 expert
 superior
 audited depth
 quality knowledge
 circulation
 faithful

2012 Editorial & Bonus Convention Distribution

JANUARY

Claims Management – OIAA Conference Preview

- OIAA Profile
- + Canadian Insurance Claims Managers Assoc./ Canadian Independent Adjusters' Assoc. (CICMA /CIAA) Joint Conference
- + Ontario Insurance Adjusters Assoc. (OIAA)

FEBRUARY

Insurance Automation

MARCH

Risk Management/RIMS Preview

- RIMS Canada Profile
- + Risk & Insurance Management Society (RIMS)

APRIL

Provincial Broker Survey

- + Insurance Brokers Assoc. of Manitoba (IBAM)
- + Insurance Brokers Assoc. of Alberta (IBAA)
- + Insurance Brokers Assoc. of British Columbia (IBABC)

MAY

Auto Market Issues

Collision Repair; Parts; Salvage; Theft & Recovery; Underwriting; Claims Technology

- + Canadian Assoc. of Insurance Women (CAIW)

JUNE

Insurance Technology Solutions

Extended Industry Conference / Seminar Circulation

+ In addition to our high quality, qualified national circulation - *Canadian Underwriter* is the only publication serving the market that consistently provides 'bonus distribution' of the magazine at almost all major insurance industry conferences, symposiums, seminars and events. Throughout the year well over 15,000 extra copies are distributed directly to conference delegates and attendees on-site – including of a copy of the magazine within the delegate kits at all major provincial broker; risk management & claims annual conventions.

Additional Insurance Industry advertising opportunities throughout the year from Canadian Underwriter:

See more information at: CanadianUnderwriter.ca/Products

ANNUAL STATISTICAL ISSUE

2012 STATISTICAL ISSUE – (Annual – JUNE)
Report & review of 2011 insurance company results
Space Closing: April 12, 2012

NATIONAL INSURANCE MARKETER

2012 INSURANCE MARKETER – (Annual – JULY)
Buyer's Guide to wholesale insurance and specialty lines/niche products
Space Closing: May 18, 2012

Ontario INSURANCE DIRECTORY

2013 ONTARIO INSURANCE DIRECTORY (Coil-Bound Annual – DECEMBER)
Thousands of industry contacts within 12 Key sections; 400+ pages
Space Closing: October 12, 2012

Litigation Services Guide

2013 LITIGATION SERVICES GUIDE (Annual – OCTOBER)
Space Closing: September 14, 2012

JULY

(Bonus Convention Distribution denoted with a +)

Reinsurance Market Overview

- CIAA Profile
- + Canadian Independent Adjusters' Assoc. (CIAA)

AUGUST

RIMS Canada/ Risk Management

- RIMS Profile
- + RIMS Canada Conference
- + Insurance Brokers Assoc. of Saskatchewan (IBAS)
- + Canadian Insurance Accountants Assoc. (CIAA)
- + Atlantic Brokers Conference(s)

SEPTEMBER

National Insurance Industry Round-Up

- IBAC Profile
- + Insurance Brokers Assoc. of Canada (IBAC)
- + Canadian Assoc. of Mutual Insurance Co's (CAMIC)
- + National Insurance Conference of Canada (NICC)

OCTOBER

Insurance Broker Outlook

- IBAO Profile
- + Insurance Brokers Assoc. of Ontario (IBAO)

NOVEMBER

Reinsurance CEO Strategies

DECEMBER

Primary Insurer CEO Outlook

CANADIAN UNDERWRITER

Canadian Underwriter magazine – Insurance Media Group also publishes these leading publications:

See more information at: CanadianUnderwriter.ca/MediaGroup

Claims CANADA

Claims Canada magazine – Official Publication of the Canadian Independent Adjusters' Association (CIAA), published bi-monthly, reaching over 8,500 claims and insurance professionals nationally.

CIAA ACEI

National Claims Manual

National Claims Manual – of the CIAA/ACEI, coil-bound, published annually, distributed by Claims Canada magazine.

THE ONTARIO BROKER

The Ontario Broker magazine – The Official Publication of the Insurance Brokers Association of Ontario (IBAO), published monthly, reaching over 11,000 licenced Ontario brokers.

Digital Insurance Communications

The Industry's Most Frequented Online Content



Canadian Underwriter magazine – Insurance Media Group of properties, provides the most comprehensive and content-rich insurance industry online coverage available.

Through a network of **leading insurance industry websites,**

the CU Insurance Media

Group reaches and influences insurance professionals digitally in variety of industry channels and mediums.

Contact a Canadian Underwriter representative below for the most recent **Online Media Kit**, including current site metrics, pricing and specs.

- **Over 200,000 Monthly Page Views**
- **Over 40,000 Monthly Unique Visitors**
- **Over 23,000 E-Newsletter Subscribers**

WHAT DOES THE INDUSTRY THINK?

Of our July 2011 Survey Respondents:

86.9% found the Website Very Useful

95.7% found Website Excellent to Good

94.3% found E-Newsletter Excellent to Good

A complete range of website, online and digital media marketing communications vehicles are available, including: **ROS Banner Ads; Contextual Keyword Banners; Email Marketing (E-Blasts); White Papers; Webinars; Video** and more.

CANADIAN UNDERWRITER.ca



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