

Claims

CANADA

Official Journal of the Canadian Independent Adjusters' Association
Journal Officiel de l'Association Canadienne des Experts Indépendants



media kit

2012



*Claims Canada Magazine is
the only national claims publication
COVERING the Canadian market*

- Publishing Schedule
- Advertising Rates

To **REACH** and **INFLUENCE** the claims industry,
PLAN NOW and place your advertising investments
in the one information source claims professionals
read and trust most.

Target Issue Calendar 2012

FEBRUARY • APRIL • JUNE • AUGUST • OCTOBER • DECEMBER



The 2013 Annual National Claims Manual

The Official CIIA Claims Manual (Published November 2012)



Published annually, this comprehensive, **coil-bound directory** provides Canada's Insurance Claims market with a vital claims information resource that is referenced on an ongoing basis by the readership of Claims Canada.

Strategic information sections within the **NATIONAL CLAIMS MANUAL** provide advertisers with a choice of highly referenced advertising location options – ensuring exposure for your advertisement within an editorial/information environment that is specific to your area of business.

The 2013 National Claims Manual is a valuable resource publication for claims management professionals across the country.

Claims Canada magazine connects with a national readership of **28,370** per issue.

• Reaching Over 8,500 Insurance Claim

CLAIMS CANADA provides Canada's Insurance Claims industry with a powerful and respected magazine – covering all aspects of this vital and important professional market.



Every issue of Claims Canada magazine guarantees that your marketing message is taking aim at 5,500+ Claims Adjusters/Managers plus an additional 3,000+ Insurance Industry Professionals.

Above and beyond our national circulation – Claims Canada is the only national claims magazine to provide your advertising investments clear impact and exposure at the following key industry conferences and events:

- RIMS Canada (Risk & Insurance Management Society)
- CIIA Annual Conference
- RIMS US
- CIIA Educational Seminars
- CICMA/CIIA Annual Joint Conference
- Quarter Century Club Annual Reception
- OIAA Conference
- Annual Fraud Forum
- National Insurance Conference of Canada (NICC)

The ONLY national claims magazine that puts your advertising message RIGHT-ON-TARGET!



visit www.claimscanada.ca



The official publication of the Canadian Independent Adjusters Association

Produced by the publishers of Canadian Underwriter Magazine
CANADIAN UNDERWRITER



Professionals from Coast-to-Coast! •

2012 Advertising Rates* Claims Canada Magazine and the National Claims Manual

ADVERTISING RATES

BLACK & WHITE	1X	3X	7X
Full Page	\$3,230	\$2,843	\$2,498
1/2 Page Island	2,784	2,454	2,167
1/2 Page	2,409	2,121	1,877
1/3 Page	2,088	1,850	1,643
1/4 Page	1,802	1,611	1,429

COLOUR CHARGES

- Four Colour\$1251
 - Standard**\$415
- ** Definition of Standard Colours: cyan, yellow, magenta

PREFERRED POSITIONS:

(Minimum full-colour accepted for cover positions)

- 1st Cover: Not Sold**
- 2nd & 3rd: 30% premium on space and colour**
- 4th: 40% premium on space and colour**

SUPPLIED INSERTS / POLYBAG OUTSERTS*

Brochure & Flyer Inserts:

Your existing promotional material may be inserted and distributed within the pages of Claims Canada

Polybag Direct Marketing (Outserts):

Distribute your brochure or promotion piece with Claims Canada – visible in a clear sealed plastic bag

* Contact publisher for details, specs.

Space closes 10th of month prior
Ad materials 20th of month prior

DISPLAY ADVERTISING MEASUREMENTS

	WIDE		DEEP
Full page trim size:	8 1/8"	x	10 7/8"
Full page type size:	7"	x	10"
Full bleed page:	8 3/8"	x	11 1/8"
Double page spread:	15 1/4"	x	10" (type size)
Double page spread:	16 1/2"	x	11 1/8" (bleed size)
1/2 page: (Island)	4 1/2"	x	7 1/4"
1/2 page: (Horiz.)	7"	x	4 7/8"
1/2 page: (Vert.)	3 3/8"	x	10"
1/3 page: (Sq.)	4 1/2"	x	4 13/16"
1/3 page: (Horiz.)	7"	x	3 5/16"
1/3 page: (Vert.)	2 1/4"	x	10"
1/4 page: (Sq.)	3 3/8"	x	4 7/8"

APPOINTMENT NOTICES

Advertisements in editorial style \$185 per column inch. Production included.

CLASSIFIED ADVERTISING

\$185 per column inch (1" x 2-1/8")

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