

CREATE CONNECT GROW

2024 MEDIA KIT



**INSURANCE & FINANCIAL
MEDIA NETWORK**



Our Mission

We are dedicated to informing, educating and growing the insurance and financial services industry with the most relevant news, trends, how-tos and insights available.

CREATE the content that will **CONNECT** with the perfect audience to help you **GROW** your business.

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Letter From the Publisher

As InsuranceNewsNet nears its 25th anniversary, the changes in the insurance industry continue to accelerate with the growth in new products and the widespread adoption of AI.



We have grown and built upon the services we offer to meet new challenges as the insurance industry and financial services have evolved. What we provide to our readers is more important than ever. While we partner with our advertisers to help them achieve their goals through marketing, messaging, data and more, we also help our readers understand how ongoing economic changes impact financial products and strategies, so that they can better help their clients.

Throughout these times of great change, the insurance industry's resilience and growth remains steadfast because we offer what consumers want: safety, growth and protection of their most important assets.

Now may be one of the best times to market, brand and grow your business as the world looks for the safety and solutions that agents, advisors and carriers are best able to provide in this turbulent economy.

The information, data and insights we provide will better arm our readers to be successful in this ever-changing terrain.

- **First Class Data** is a key strategic tool that enables you to connect with your target audience. First Class Data provides in-depth insight into our audience and the ability to help you gain insight into yours. We overlay our proprietary data with your data. This enables you to define — and target — your essential audience.
- We created **Ignite Marketing** to become an extension of your own marketing team. I started InsuranceNewsNet with a simple mission: empower our advertisers and readers to become more successful. That mission is more important than ever today as we have evolved into Insurance & Financial Media Network. We are excited to see what the future holds and how we can continue to best serve our readers.

I invite you to reach out to our team and learn how we can help you grow your business and brand.

Paul Feldman
President and Publisher



The value that Insurance & Financial Media Network provides ...

Insurance & Financial Media Network is on the forefront of communicating breaking news and original insights to the insurance and financial services industry. Our brands allow you to deliver your message to the right audience in a multitude of ways.

Our brands include ...



Our Platforms

Insurance & Financial Media Network delivers the platforms that help financial professionals reach their audience.

Print

- 45K+ print subscribers
- 37K+ pass-along readership
- 60K digital subscribers

142K+ total readers

Email Marketing

- 9 daily/weekly newsletters
- 476K+ subscribers

2.5M+ agent/advisor database

Digital

- 1.4M annual unique visitors
- 2.4M annual page views

2M+ proprietary programmatic audience

Social

- 10K+ social footprint
- 295K LinkedIn proprietary audience
- 84K Facebook proprietary audience
- 18K Twitter proprietary audience



InsuranceNewsNet Editorial Mission

InsuranceNewsNet delivers the industry's most comprehensive news to keep insurance and financial professionals informed on the most important issues of the day. We provide valuable insights from your peers, top experts in their fields and, of course, our own original reporting.

Whether you are reading online or receiving our magazine, we provide you with the widest array of news sources and you will learn about the latest in products, trends and strategies across the industry.

Engaging content brought to you in a variety of ways

- InsuranceNewsNet Magazine
- InsuranceNewsNet.com
- Daily and weekly newsletters

Expert Insights

Leaders from the nation's most prominent financial service organizations provide their expertise to InsuranceNewsNet readers each and every month.

“ We recently started working with INN to enhance our digital footprint and upgrade our marketing efforts. INN's digital resources and services have been a great asset to achieving our goals.

— Recruiting coordinator for Columbus Life

InsuranceNewsNet.com

Your first and last stop for the latest insurance industry news

Original Content

Our staff of award-winning writers provides news of the latest industry trends and products, updates on regulations that impact how you do business, coverage of industry events, and in-depth reporting on industry studies. We get to the heart of what our audience needs so that they can serve their clients.

Top Stories

We cover the breaking news every day to keep you informed on what's happening in the insurance industry. Plus, keep an eye out for our Breaking News Alerts!

From The Field Contributed Content

Our network of industry experts share their expertise and insights in their own words. Whether it's an interesting case study, ideas on ways you can run your practice more effectively, or a commentary about what they see on the horizon for the industry, From The Field gives a platform to a wide variety of industry voices.

Companies

Coverage of the movers and shakers in the industry. The latest news, ranging from products, mergers and acquisitions, trends and innovation.

Earnings

The latest earnings and business news from the leading companies in the insurance industry.

Washington Wire and Hot Off The Wires

We collect the best articles from the best news sources and choose the stories that affect the way you do business. From taxation, regulation, legislation to an ever-changing array of news from across the nation, with a special focus on the insurance and financial services industry.

Video

Interviews with newsmakers and your peers from across the industry.



Newsletters

We offer a variety of free newsletters, from our general daily recap with the INN Daily, to industry-specific weekly newsletters such as Health-Week and Washington Insider. Banner ads, sponsorships and full take-overs are available on each newsletter.



Breaking News Alerts

When the news hits, readers need someone they can trust to deliver the hottest stories in a timely manner. Signing up for our INN Daily or Weekly Newsletters automatically enrolls followers into our **Breaking News** list. **Sponsorship opportunities are available!**



AdvisorNews

AdvisorNews is a destination for advisors to consume trusted content curated from leaders in financial services as well as original content from our award-winning editorial team.

AdvisorNews focuses on supplying registered financial advisors with the news they need to stay ahead for their clients. Our slate of reporters deliver breaking news and analyze the deeper issues that affect how business is done.

AdvisorNews will always be as focused as our name, on advisors. We deliver what is relevant to your life and business today.



Serving Financial Growth

Our solutions engage the right advisor, with the right message, at the right time.

Proprietary Email Marketing

Our advisor audience is built with current insights from First Class Data as well as subscribers. We staff a team of direct marketing specialists who will work closely with you to define an effective strategy and provide you with everything you need to execute a successful campaign.



Daily and Weekly Digital Newsletters

AdvisorNews is distributed five times per week to financial advisors and presents a curated roundup of the most popular and breaking stories posted that week.

Digital Newsletter Sponsorship

Align your brand with an exclusive sponsorship and engage our most qualified financial advisors with your message.

Digital Advertising on AdvisorNews

Engage your audience through digital ad placements on the premier web publisher of news and commentary that impacts the wealth management community. With articles added daily, it's the only source advisors need for the news that matters to them and offers you the opportunity to be seen alongside award-winning content.



Ignite Marketing

Think of us as an on-demand extension of your marketing department. Our award-winning team will dive in and help you accomplish any project to rapidly accelerate your growth.

85% of marketers attribute their increased success to high-quality content creation.

— Content Marketing Institute

Use us to save your company time, grow your brand and attract more clients.

What can we create for you? Lean on our talented marketing crew to assemble a full 360° approach using...

- Custom articles
- Website content
- White papers
- Brochures
- Thought leadership articles
- Emails
- Reports
- Videos

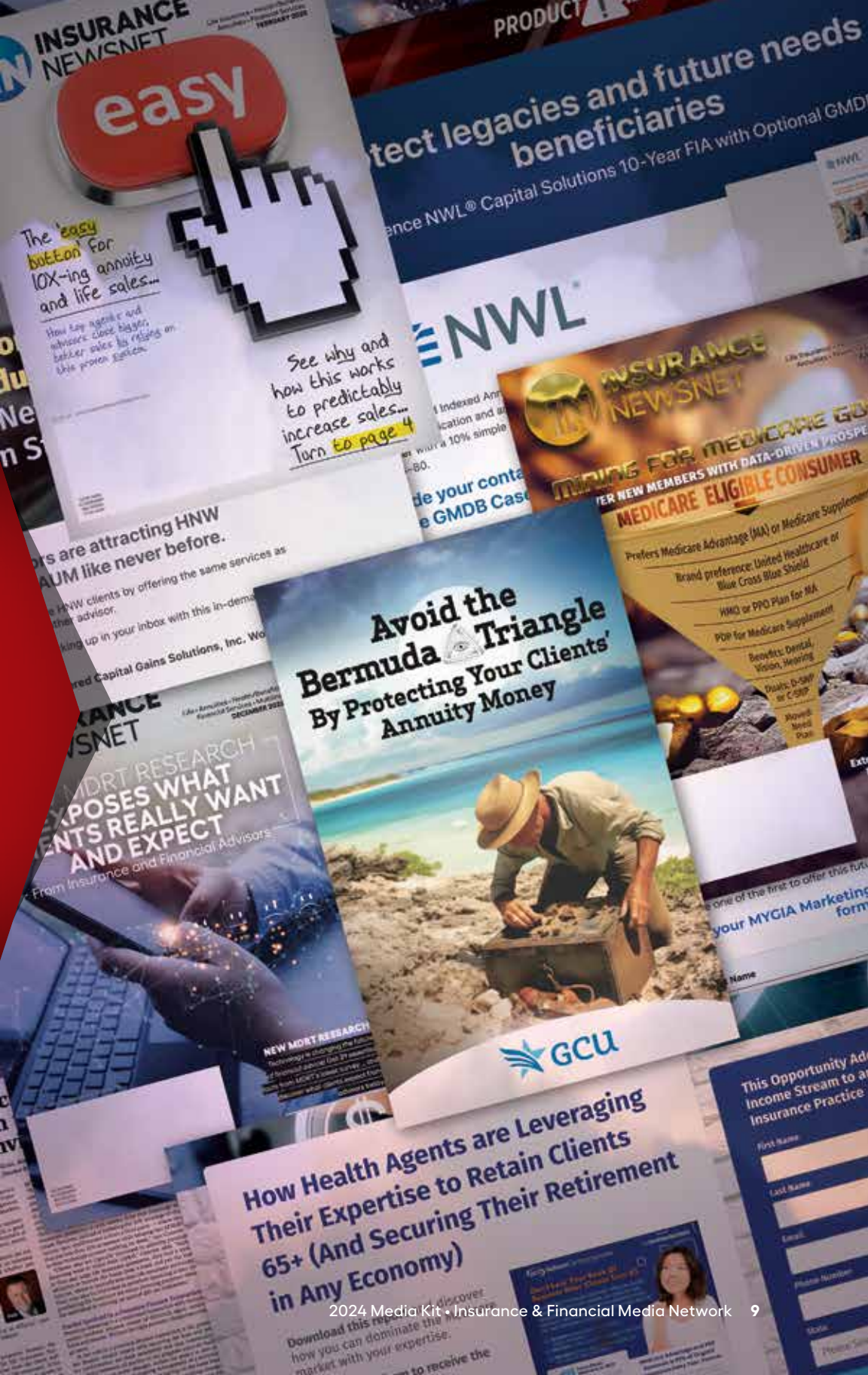
... and just about any other type of promotion. **We have you covered!**



It's not just about the conversions from the email journey, but it's also about engagement with our brand. This resulted in some of the highest opens and click-through rates we've ever seen.

INN is like an easy button for my marketing!

— Digital Marketing Manager, MDRT



First Class Data

First Class Data will help you maximize your sales and recruiting efforts with high-quality data that focuses your team on actionable prospects.

First Class Data can demonstrate how superior data translates into improved ROI.

Inside intelligence for the edge that sellers need in this ultracompetitive environment. FCD consolidates the latest available data on an intuitive platform to access the right audience for products and services. No more “spraying and praying.”

66%

of sales rep’s day is spent on non-selling activities, such as data entry and prospect research.

— Gartner

30%

of the data in your database decays each year.

— Informatica

66%

boost in revenue organizations could see as a result of strong data quality standards.

— Sirius Decisions



Defining Your Audience

To build a solid foundation for your business, you must first identify your ideal customer and build a marketing strategy to effectively reach them.

Having a well-defined audience is more important than ever. Not everyone can afford to target everyone. Small businesses can effectively compete with larger organizations by targeting a niche audience.

Target marketing allows you to focus your marketing dollars and brand message on a specific market that is more likely to buy from you. This is a much more affordable, efficient and effective way to reach potential clients and generate business.

Using First Class Data, we can help you gain deeper insights as we help build your ideal target audience. The data allows us to be much more specific in defining who you are trying to reach and by overlaying our first party data, we can build a custom blended audience that is more likely to engage with your brand.

Stop talking to the people who aren't paying attention, and start talking to the ones who can help your business grow.



Detailed Data, Delivered

- We provide granular, accurate data on over 3.1 million agents and advisors.
- Data is appended daily against hundreds of sources to ensure fresh, accurate information.
- Data points include **name, phone numbers, validated physical and email addresses, ages, carrier appointments, licenses** and more.
- Build your targeted audience using our consumer insights such as **net worth, income, ethnicity and psychographics**.
- Plus, access our team for unrivaled industry insights and proven marketing strategies.

Discover how to leverage First Class Data with creative, copywriting, email, social, programmatic, video and direct mail programs **on page 16**.

InsuranceNewsNet Digital Audience

When top producers aren't reading our magazine, they're reading us online.

Top Industries

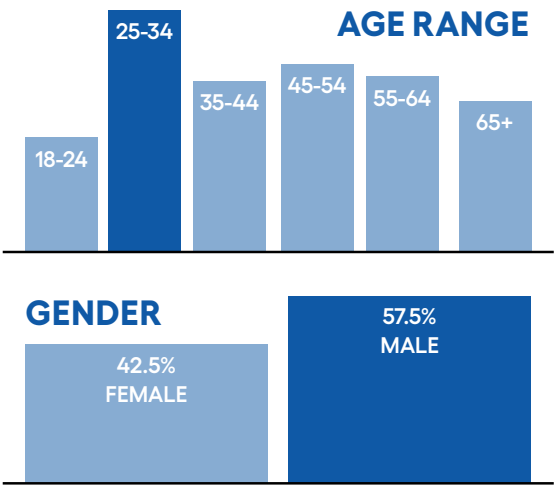
Financial Services	28%
Insurance	23%
IT and Services	4%

Job Seniority

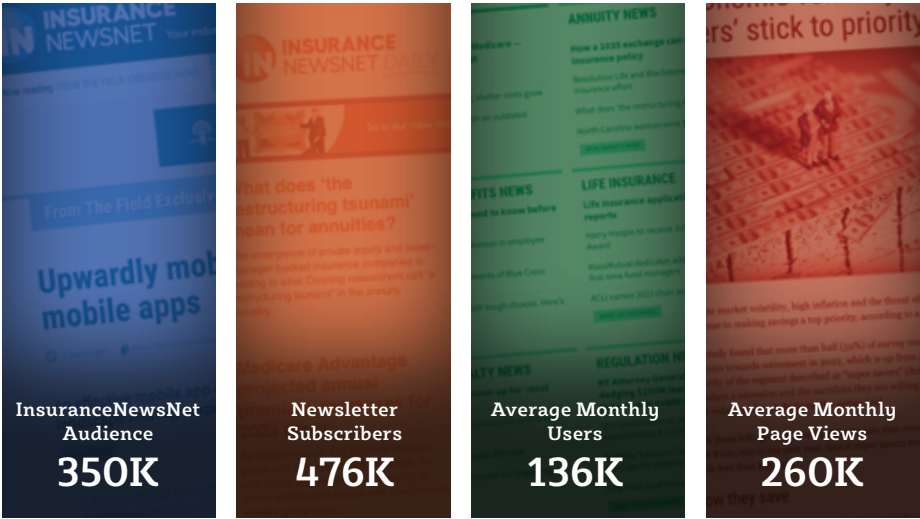
Executive Level	32%
Senior	31%

Job Titles

President
Chief Executive Officer
Founder
Marketing Project Manager
Vice President
Senior Editor
Financial Advisor



Digital Users at a Glance



Audience Market Penetration



Annuity

- 84% have taken action in the past year as a result of reading the magazine.
- 1,000+ is the average number of clients serviced by independent advisors.

Top annuity products recommended:

Fixed Annuities | Indexed Annuities | Variable Annuities

Life Insurance

- 83% identify themselves as independent.
- 96% of magazine readers sell life insurance.

Top life products recommended:

Term Life | Whole Life | Universal Life

Health/Benefits

- 55% have annual premium volume exceeding \$1 million.
- 40% are executive and financial management decision-makers.

Top health/benefits products recommended:

Life Insurance/Benefits | Individual Health | Dental Benefits

Property/Casualty

- 84% have annual premium volume exceeding \$1 million.
- 82% identify themselves as independent.

Top property/casualty products recommended:

Liability | Commercial Liability | Commercial Property

Financial Professionals

- 73% are Series 65 or 66.
- 49% are Series 6.
- 20% are dual licensed.



Utilizing First Class Data services has allowed us to more easily target our messages to the most relevant audiences.

InsuranceNewsNet has been a great collaborative partner, helping advance our mission to protect more families and create brighter tomorrows!

— *Director, Marketing Strategy & Creative Engagement, Legal & General*

InsuranceNewsNet Magazine Audience

Ask about
our magazine
website topic
sponsorship

Connect your brand with valued, experienced and highly engaged professionals.

InsuranceNewsNet Magazine topped the list of eight industry publications when readers were asked which one is most useful to them.

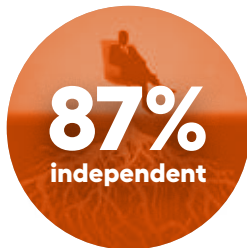
They Read and Share



Readers spent an average of **46 minutes** reading an issue of InsuranceNewsNet Magazine.



Readers typically **share their magazine** copy with at least one other person.



Our subscribed producer audience is **87% independent** versus semicaptive (4%) and captive (2%).

They're Experienced

- On average, subscribers each earned approximately **\$304,000** annually in commission/fee income.
- The typical subscriber has **27 years of involvement** in the insurance or financial industry.
- On average, each subscriber currently has over **473 individual clients**.
- The typical subscriber works with **three IMOs, FMOs, BGAs** and/or other wholesalers.
- 68% currently hold or are working toward **at least one insurance or financial designation/license**.



Stats based on Readex Research study conducted April 2023

Our Readership Is Engaged and Educated



- 84% of InsuranceNewsNet readers **take at least one action** after seeing our content.
- 5 in 10 readers **passed information along** to others.
- 4 in 10 readers **discussed a product** or service with others.
- 4 in 10 readers **used information** for client education.
- 36% **visited a product or service** on a company's website.

Expert Insights

Leaders from the nation's most prominent financial services organizations provide their expertise to INN readers every month.



MDRT

Million Dollar Round Table, the world's most successful life insurance and financial services professionals share their secrets of success with INN readers.



Navigate With Confidence

The world's largest association of life insurance and financial services companies, LIMRA shares the results of its research and how they apply to INN readers.



Insurance professionals from National Association of Insurance and Financial Advisors, one of the nation's oldest and largest associations, provide valuable tips on sales and practice management.



Finseca is the home of the top financial security professionals. This member-driven community serves as a credible source for the profession and provides exclusive access to the brightest minds in it.



Financial Planning Association is the leading membership organization for Certified Financial Planner CERTIFIED professionals and those engaged in the financial planning process.



FSP is a multidisciplinary organization where financial professionals can build their professional network, enhance their knowledge base and grow their practice.

High-Impact Print Units

Exponentially increase the visibility of your message with one of our high-impact print opportunities. These unforgettable options not only give you control of where and how producers will experience your message, but also make you stand out from your competition.

Make a Creative IMPACT in Print!

- **False Cover:*** One of our most popular high-impact offerings. Be on the cover of our magazine and be featured in a 1- or 2-page advertorial.
- **Custom Inserts:** Distribute promotional material by tipping them onto your ad or inserting them into the magazine. It's a simple yet high-impact approach to getting a prospect's attention.
- **Gatefold:** Increase your ad size — and how well your ad is recalled by subscribers — by placing your marketing message across multiple pages.
- **Guaranteed Positioning:** We can place your ad in the magazine section that makes the most sense for your marketing message. Limited availability.
- **Sponsored Article Spread:** A long-form advertisement that looks like an editorial article in the magazine. It contains components of an advertisement, but they are typically well-hidden. Ask about our Special Sections!
- **Center Spread:*** Allows your ad to be placed in a natural opening point in the center of the publication.



Print Advertising Opportunities

Standard Ad Sizes

- Spread
- Full page
- 1/2-page horizontal
- 1/2-page spread
- 2/3-page vertical
- 1/3-page vertical

Premium Ad Placements*

- Inside front cover
- Pages 2-3 and center spreads
- Opposite inside front cover
- Inside back cover
- Back cover

Section Positioning

- InFront Breaking News & Insights
- Cover Feature
- Publisher's Interview With Thought Leader
- Life, Annuities, Health/Benefits or AdvisorNews

Content Marketing Opportunities

- Brand Insights
- Sponsored content
- Thought Leadership Series sponsored articles
- CEO spotlight

* one placement per issue

2024 Editorial Calendar

Issue Month	Ad Close Date	Materials Due Date	Issue Topics	Event Coverage
January	11/10/23	11/24/23	A Look Ahead — We take a look at the dominant topics and trends we anticipate in the upcoming year.	
February	12/12/23	12/26/23	Success in the High-net-worth Market — Trends, products and strategies.	
March	1/15/24	1/29/24	Serving Women and Wealth — Women control an increasing amount of wealth, how do advisors provide relevant advice?	
April	2/12/24	2/26/24	Financial Literacy — What the industry is doing to help Americans understand basic financial concepts.	LIMRA Life Insurance Conference
May	3/18/24	4/1/24	The Virtual Advisor — How to use digital tools to serve your clients.	LIMRA Marketing Conference
June	4/8/24	4/22/24	Annuities — Annuity Awareness Month. Latest trends.	NABIP, MDRT
July	5/13/24	5/27/24	Financial Services for the Next Gen — How does the industry serve the next generation of investors?	
August	6/10/24	6/24/24	Senior Selling — We're getting a head start on the busy Medicare open enrollment season.	
September	7/8/24	7/22/24	Life Insurance Awareness Month: Latest trends in the ever-popular life insurance markets.	
October	8/12/24	8/26/24	Indexed Products — As the number of indexed products skyrockets, how are the industry, and regulators, responding?	LIMRA annual meeting
November	9/9/24	9/23/24	Tech Guide — Latest tech trends for advisors.	NAILBA annual, NAIFA Apex
December	10/7/24	10/21/24	Tax Changes — Tax changes for the coming year and last-minute tax adjustments and changes.	

Subject to change

Digital Solutions

With a premium publisher like InsuranceNewsNet, advertising provides higher brand effectiveness for online display & video ads.

Improve visibility by surrounding your brand message with thousands of news sources and hundreds of original articles per year, while targeting insurance and financial professionals where they read content.

Digital Display

- Hundreds of thousands of visitors every month
- Link to tens of thousands of articles posted monthly
- Hundreds of exclusive articles per year

Email Solutions

Email marketing is a vital part of an overall marketing strategy to convert prospects into clients and turn one-time buyers into loyal enthusiasts. Optimize this strategy by tapping into our highly engaged and responsive email audiences that provide proven results.

Leveraging Email Marketing

- Email journeys
- Webinar promotion
- Sponsored content promotion
- Product alerts

Turnkey Solutions

- Strategy, copywriting and design
- Quality, targeted prospect database
- Real-time results

Overview of e-marketing services

- Quality, targeted prospect database
- Second-to-none deliverability
- Award-winning campaign development
- Tested and proven strategy
- Real-time results

Market How You Want

We give you everything you need to effectively market, sell and get your message in front of exactly who you want! We can supply for you:

- Email marketing distribution
- Email journeys
- Promotional email marketing
- Drip sequences
- Programmatic packages
- Direct mail
- Social media packages
- Video



63%
of B2B
marketers say
email is the
most effective
channel for
generating
revenue.



Amplifying Your Reach



Social Media

Increase your visibility by having your message seen on social media by your target audience by leveraging our proprietary first party data. In today's fast-paced world, capturing their attention on the platforms they visit most is more essential than ever.



LinkedIn sponsored content and text ads allow us to distribute custom content to your prospective clients and position you as a thought leader.

- 9 out of 10 B2B companies are using LinkedIn.
- LinkedIn represents 80% of social media-driven B2B leads.



Facebook is one of the most targeted forms of advertising and allows you to reach your intended audience.

- 72% of adults use Facebook, making it the biggest social media network for adults.

With **programmatic marketing** you capture the attention of your target audience, using our proprietary first party data on the websites they visit AND the personal devices they use the most, while getting access to a variety of ad networks for maximum audience reach.

Device ID address match • IP targeting address match • Retargeting

Reach your target audience anywhere they are consuming content online.

Plus, learn about custom-built audiences using First Class Data!

Reaching Your Audience Through Video

With **OTT** and **CTV Video Ads**, you can ensure that only those targeted can view your message. This OTT platform is designed to give you access to your audience even when they are watching something on a device.

We offer:

- IP targeting address match
- Custom Audience Built with First Class Data
- Pre-roll (10-15 sec) and in-content nonskippable ads (30 sec)

Contact us today to see how you can get started with your custom-tailored First Class Data audience.



Work With Us

Visit innmediakit.com to gain access to:

- Advertising guidelines with:
 - *Digital and print specifications*
 - *Editorial submission guidelines*
- Standalone editorial calendar
- Sales contacts
- Editorial contacts



Meet the Team

Insurance & Financial Media Network’s team is committed to continuing to build our brand and provide unique perspective for insurance agents and financial professionals. In addition, we provide unparalleled support to our clients to ensure campaigns meet our partners’ objectives and deliver metrics that matter. Plus, visit innmediakit.com today to **get in contact with your personal account director!**



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**THE ONLY THING THAT'S
MISSING IS YOU.**





**LET'S GET
TO WORK.**



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