

the magazine of the British Insurance Brokers' Association

the **broker**



Insuring your future

BIBA is the UK's leading general insurance intermediary organisation representing the interests of insurance brokers, intermediaries and their customers.

Media Pack



About BIBA

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BIBA – the British Insurance Brokers' Association – is the UK's leading general insurance organisation. We represent the interests of insurance brokers, intermediaries and customers, and have partner members from the leading companies in the insurance industry.

All of BIBA's members are regulated advisors who pride themselves on the professional advice and range of products and services they offer, always focused on the clients individual needs and requirements. Between them, they handle over three quarters of the UK's industrial, commercial and consumer insurance business.

BIBA is the voice of the industry - advising members, the regulator, consumer bodies and other stakeholders on key insurance issues. In addition, the organisation provides training, unique schemes and facilities, technical advice, guidance on regulation and business support, and is helping to raise – and maintain – industry standards.



www.biba.org.uk

Advertising Rates

DISPLAY ADVERTISING :

	COLOUR
FULL PAGE	£1045
HALF PAGE	£625
QUARTER PAGE	£320

SPECIAL POSITIONS:

	COLOUR
OUTSIDE BACK COVER	£1570
INSIDE FRONT COVER	£1360
INSIDE BACK COVER	£1360

Recruitment Rates

	COLOUR
FULL PAGE	£1350
HALF PAGE	£750
QUARTER PAGE	£500

Recruitment advertising to include listing on BIBA's website

WEBSITE ONLY £450 + VAT per month

Advertising agency commission - 10%

All advertisers are accepted subject to the printers approval

READERS:

We asked a census of our members about the Broker magazine and:

95% of readers believe the magazine is valuable

81% read the Broker magazine most or all of the time

69% read most or all of the Broker magazine

77% found advertising carried in the publication was relevant to their business

Deadline Dates

Spring Issue -

Booking & Copy 22nd Feb 2010
mail out 1st week in April 2010

Summer Issue -

Booking & Copy 25th May 2010
mail out 1st week in July 2010

Autumn Issue -

Booking & Copy 29th July 2010
mail out 1st week in September 2010

Winter Issue -

Booking & Copy 21st October 2010
mail out first week in December 2010

Specifications & Contacts



BIBA

Mechanical Data

DISPLAY ADVERTISING :

(Height x Width in mm)

FULL PAGE (TYPE)	260 x 180
FULL PAGE (TRIM + BLEED)	297 x 210
+ 3mm bleed	(303 x 216)
HALF PAGE (H)	125 x 180
HALF PAGE (V)	260 x 85
QUARTER PAGE	125 x 85

PRODUCT BOXES:

DISPLAY BOX	3cm tall x 9cm wide @ 300dpi
WEBSITE BOX	Format: .GIF
	Dimensions:
	100 pixels tall x 300 pixels wide
	Resolution: 100 x 100 dpi

File Formats:

PREFERRED:

High resolution, Press Ready PDF

ALSO ACCEPTED:

High resolution tif (300dpi minimum)

High resolution jpeg (300dpi minimum)

Adobe Photoshop

Quark Xpress - with all fonts and pictures supplied

Illustrator - with fonts outlined, and all fonts and pictures supplied

All artwork can be either emailed or sent on CD to:
Mainline Media Ltd,
The Barn,
Oakley Hay Lodge Business Park,
Great Folds Road,
Northants NN18 9AS

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